

SPONSORSHIP & BRANDING GUIDE



TABLE OF CONTENTS

DIGITAL BRANDING

PROPERTY EXTERIOR

EXTERIOR LED SPECS 3

PROPERTY INTERIOR

INTERIOR LED SPECS 4

CONFERENCE CENTER

DIGITAL SIGNAGE LOCATIONS LEVEL 1 5

LEVEL 2

DIGITAL SIGNAGE LOCATIONS 6

CONFERENCE CENTER VIDEO WALL MAP 7

DIGITAL MEETING ROOM MONITORS 8

CONFERENCE CENTER LED WALLS 9

LED WALL CORNER 10

LILY BALLROOM LED COLUMN 11

LEVEL 3

DIGITAL SIGNAGE LOCATIONS 12

CONFERENCE CENTER VIDEO WALL MAP 13

ROSE MEETING ROOM LED COLUMN 14

ROSE BALLROOM LED COLUMNS 15

ROSE BALLROOM WIDESCREEN VIDEO WALL 16

LEVEL 5

CONFERENCE CENTER VIDEO WALL MAP 17

ROSE ROOFTOP FOYER WIDESCREEN VIDEO WALL 18

ROSE ROOFTOP BAR WIDESCREEN VIDEO WALL 19

PRINTED BRANDING

WALLS & SURFACES 20

ADDITIONAL OPPORTUNITIES 24

UNIQUE BRANDING ACTIVATIONS 25

UNIQUE BRANDING ACTIVATIONS

MARKETING OPPORTUNITIES 26



EXTERIOR LED SPECS

West Tower LED

- Image Resolution: 2069 px wide x 1788 px high
- Pixel Pitch: 50mm
- Orientation: Top Left
- Color: REC 709
- Dynamic Range: SDR
- Note: Text usage must take the window cutouts into consideration

Static Image:

- File Format: RGB JPEG, 72 dpi

Video

- File Format: MP4
- Codec: H264
- Frame Rates: 30 frames per second

- **1 week** with (1):
15 second spot per 10 minute loop **\$30,000**
- **1 week** with (1):
30 second spot per 10 minute loop **\$51,100**
- 1 week with (1):
60 second spot per 10 minute loop **\$90,000**

East Tower LED

- Dimensions: 64' wide x 300' high
- Image Resolution: 784 pixels wide x 3648 pixels high
- Pixel Pitch: 25mm
- Orientation: Top Left
- Color: REC 709
- Dynamic Range: SDR
- Deliverables: *Files must be rotated 90 degrees counter-clockwise, header is on the left side

Static Image

- RGB JPEG, 72 dpi

Video

- File Format: MP4
- Codec: H264
- Frame Rates: 30 frames per second

- **1 week** with (1):
15 second spot per 10 minute loop **\$12,500**
- **1 week** with (1):
30 second spot per 10 minute loop **\$21,250**
- 1 week with (1):
60 second spot per 10 minute loop **\$37,500**

Marquee LED

- Total Image Resolution: 3912 pixels wide x 2944 pixels high
- North face: 1824 pixels wide x 2944 pixels high
- South face: 1824 pixels wide x 2944 pixels high
- East face: 264 pixels wide x 2944 pixels high
- Pixel Pitch: 10mm
- Orientation: Landscape
- Color: REC 709
- Dynamic Range: SDR
- Duration: 10 second static image or 15 second video spot;
Included on our marquee calendar on a rotational basis

Deliverables: *Files must be rotated 90 degrees counter-clockwise; header is on the left side
North/South Face: 2944 pixels wide x 1824 pixels high (same image appears on both faces)
East Face: 2944 pixels wide x 264 pixels high

Static Image

- File Format: RGB JPEG, 72 dpi

Video

- File Format: MP4
- Codec: H264
- Frame Rates: 30 frames per second



INTERIOR LED SPECS

GLOBE LED

- Image Resolution: 7300 pixels wide x 2105 pixels high
- File Format: MP4
- Codec: H264
- Frame Rate: 30 frames per second

*Must use Globe Template provided by the property

- **1 week** with (1): **\$15,000**
15 second spot per 10 minute loop
- **1 week** with (1): **\$22,500**
30 second spot per 10 minute loop
- **1 week** with (1): **\$45,000**
15 second spot per 10 minute loop

ON-PROPERTY DIGITAL SIGNAGE

- Dimensions: 1080 x 1920 and 1920 x 1080 (horizontal and vertical formats)

Deliverables:

Static Image

- File Format: RGB JPEG, 72 dpi

Video

- File Format: MP4
- Codec: H264
- Frame Rates: 30 frames per second

- **1 week** with (1): **\$10,000**
15 second spot per 10 minute loop
- **1 week** with (1): **\$17,000**
30 second spot per 10 minute loop
- **1 week** with (1): **\$30,000**
60 second spot per 10 minute loop

NORTH DISTRICT RETAIL MAIN WALL

- Image Resolution: 3456 pixels wide x 1920 pixels high

Deliverables:

Static Image

- File Format: RGB JPEG, 72 dpi

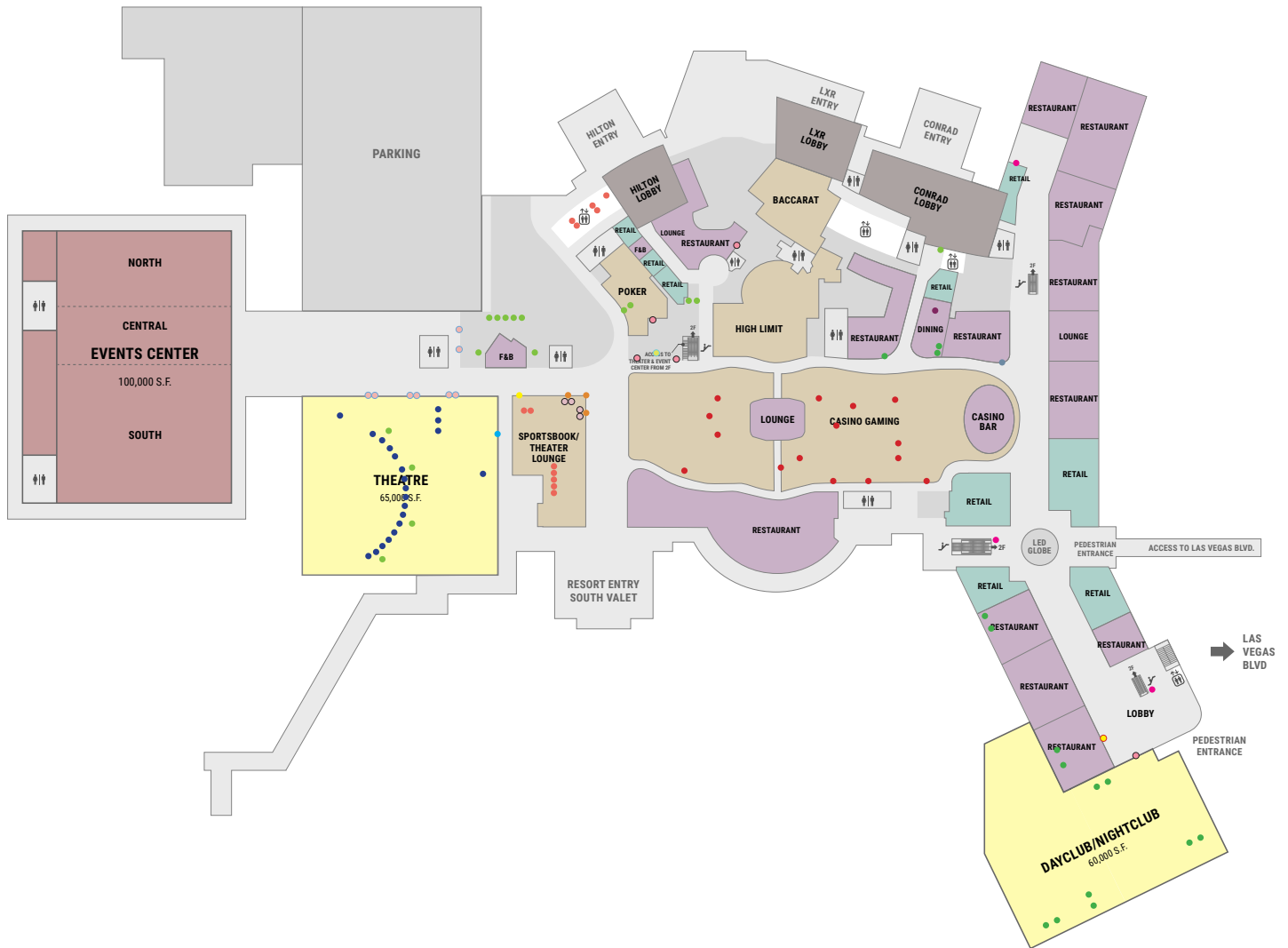
Video

- File Format: MP4
- Codec: H264
- Frame Rates: 30 frames per second

- **1 week** with (1): **\$10,000**
15 second spot per 10 minute loop
- **1 week** with (1): **\$17,000**
30 second spot per 10 minute loop
- **1 week** with (1): **\$30,000**
60 second spot per 10 minute loop

DIGITAL SIGNAGE LOCATIONS

LEVEL 1



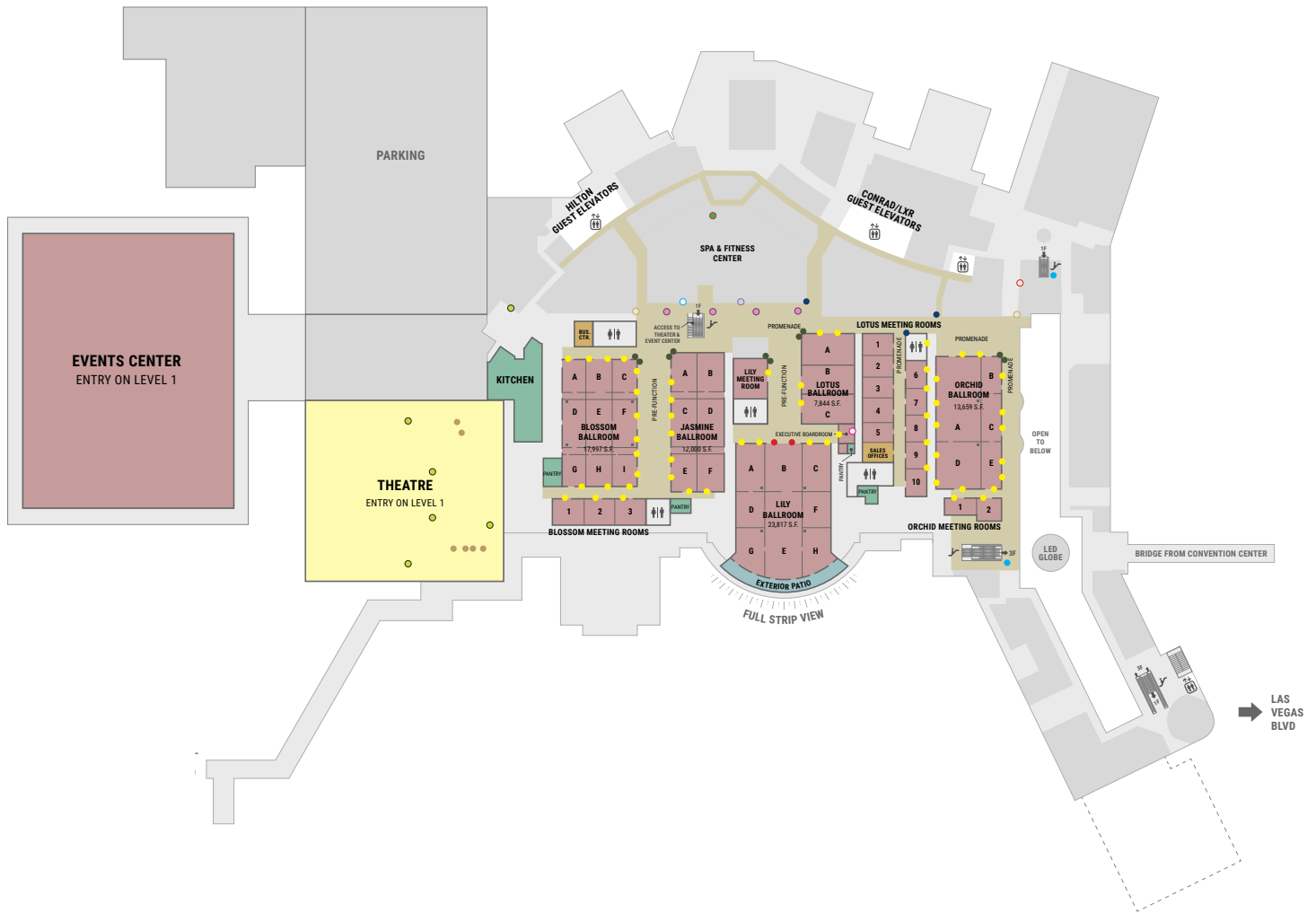
LEGEND/KEY

- Small Freestanding Digital Directory @ Escalator (3)
- 2 x 7 LCD Panel Video Wall (1)
- 16.79' x 9.45' LED Video Wall (1)
- 43" Digital Signage Display Portrait (15)
- 43" Digital Signage Display Menu Portrait (15)
- 49" Digital Signage Display Landscape (21)
- 49" Digital Signage Display Menu Portrait (1)
- 55" Digital Signage Display Portrait (5)
- 55" Digital Signage Display Portrait (3)
- 55" Digital Signage Display Landscape (17)
- 55" Digital Signage Display Pole MTD. (1)
- 65" Digital Signage Display Portrait (4)
- 65" Digital Signage Display Landscape (12)
- 75" Digital Signage Display Portrait (8)
- Custom 31.9' x 13.23' LED Video Wall (1)
- LED Panel Video Wall (1)

 Meeting Space	 Pantry/Kitchen	 Sales/Business
 Exterior	 Pre-Function	 Special Meeting Space
 Casino	 Retail	Freight Elevators
 Dining	S.F. Square Footage	Elevators
		Restrooms
		Escalators

DIGITAL SIGNAGE LOCATIONS

LEVEL 2

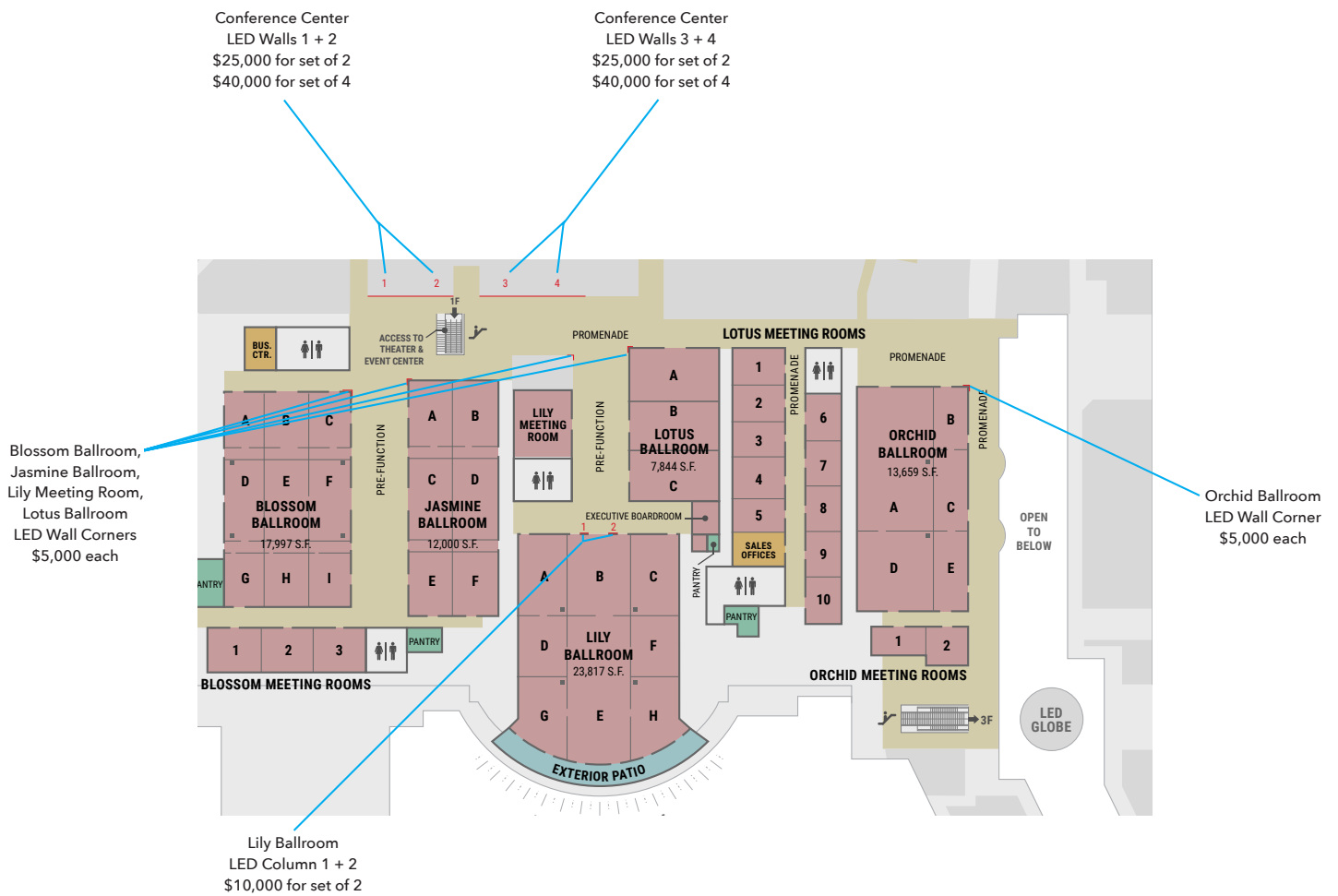


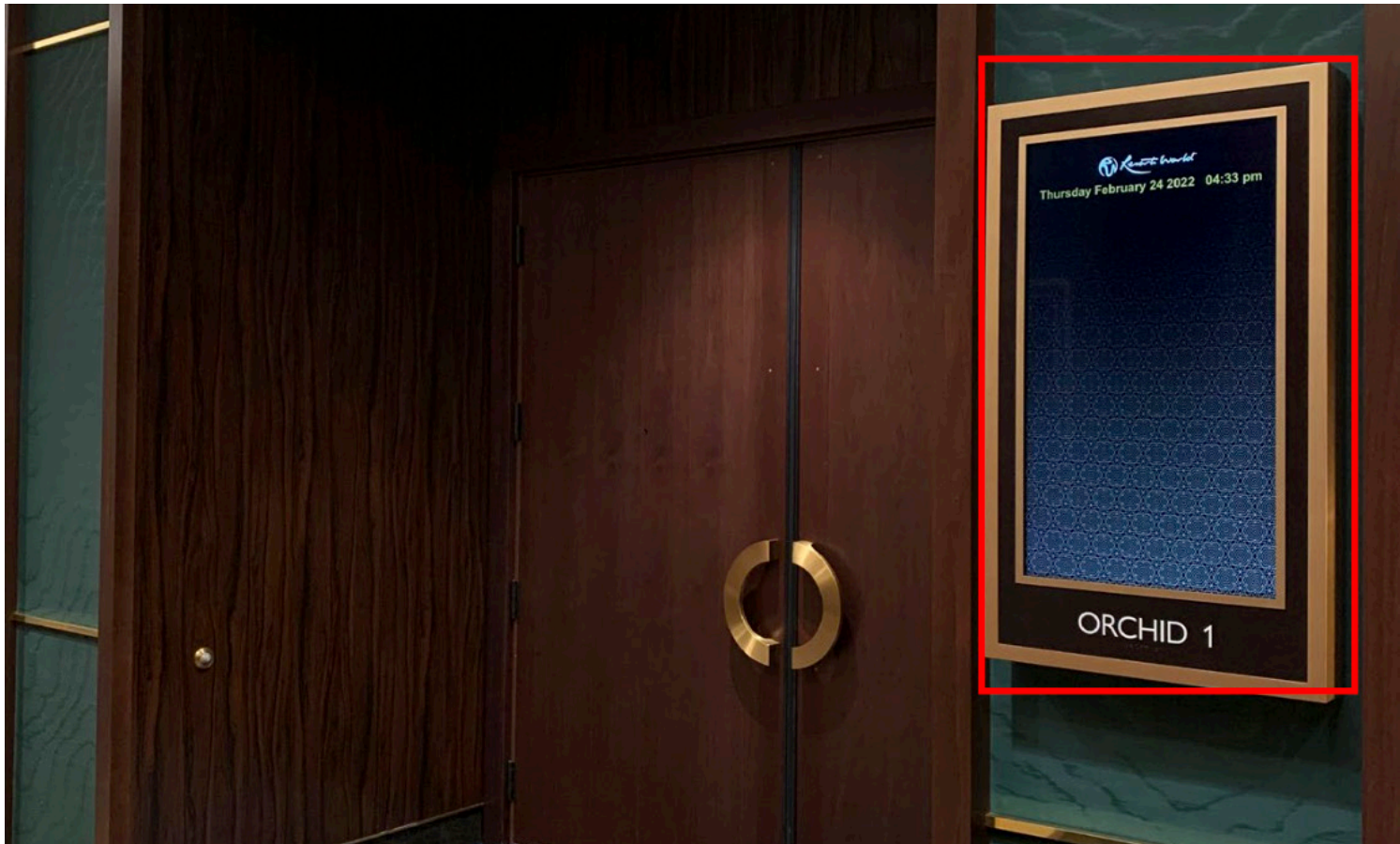
LEGEND/KEY

- 6.72' x 17.25' LED Video Wall (2)
- Small Freestanding Digital Directory @ Escalator (2)
- 32" Video Signage Monitor Room Sign (56)
- 40.3' x 8.5' LED Video Wall (1)
- 43" Digital Signage Display Menu Portrait (1)
- 45.35' x 8.5' LED Video Wall (1)
- 49" Digital Signage Display Landscape (6)
- 55" Digital Signage Display Portrait (3)
- 55" 2x2 Video Wall Monitor (2)
- 55" Digital Signage Display Landscape (6)
- 65" Wall Mounted Digital Directory Landscape (1)
- 75" LG Display Landscape (1)
- 86" Ultra Stretch Display Portrait (4)
- Corner/Column Wrap LED Display (10)

 Meeting Space	 Pantry/Kitchen	 Sales/Business
 Exterior	 Pre-Function	 Special Meeting Space
 Casino	 Retail	Freight Elevators
 Dining	S.F. Square Footage	Elevators
		Restrooms
		Escalators

CONFERENCE CENTER VIDEO WALL MAP LEVEL 2





MEETING ROOM MONITORS

- Starts at \$150 per monitor, per day
Image & Video Capable

**FedEx and Encore Production and Installation Fees are NOT included in the Sponsorship Fees*

Image Pixel Size

1080w x 1920h

File Format: RGB JPEG, 72 dpi

Please contact your Convention Services Manager for customization

Video Specifications

MP4 Format

Codec: H264

30 frames per second

Max File Size: Less than 1GB

Video Duration: 60 seconds or less.

DIGITAL MEETING ROOM MONITORS



LED WALLS 1 & 2

- Pixel Size: 3120px w x 1314px h Per Screen / Combined Size: 6240px w x 1314px h



LED WALLS 3 & 4

- Pixel Size: 3640px w x 1314px h Per Screen / Combined Size: 7280px w x 1314px h

Deliverables:

Static Image

- File Format: RGB JPEG, 72 dpi

Video

- File Format: MP4
- Codec: H264
- Frame Rate: 30 frames per second

CONFERENCE CENTER LED WALLS



BLOSSOM CORNER LED WALL

- Pixel Size: 1040w x 1460h



JASMINE CORNER LED WALL

- Pixel Size: 1040w x 1460h



LOTUS CORNER LED WALL

- Pixel Size: 1040w x 1460h



LILY CORNER LED WALL

- Pixel Size: 1040w x 1460h



ORCHID CORNER LED WALL

- Pixel Size: 1040w x 2482h

Deliverables:

Blossom Corner, Jasmine Corner, Lotus Corner and Lily Corner should each be designed as one layout with two sections sized 520px wide x 1460px high

Orchid Corner should be designed as one layout, with two sections sized 520px wide x 2482px high

Static Image

- File Format: RGB JPEG, 72 dpi

Video

- File Format: MP4
- Codec: H264
- Frame Rate: 30 frames per second

LED WALL CORNERS



PANEL VIDEO WALL DISPLAYS

- Pixel Size: 1040w x 2682h

Deliverables:

Files must be rotated clockwise, with the header on the right side.

Content will be the same on both columns.

Static Image

File Format: RGB JPEG, 72 dpi

Video

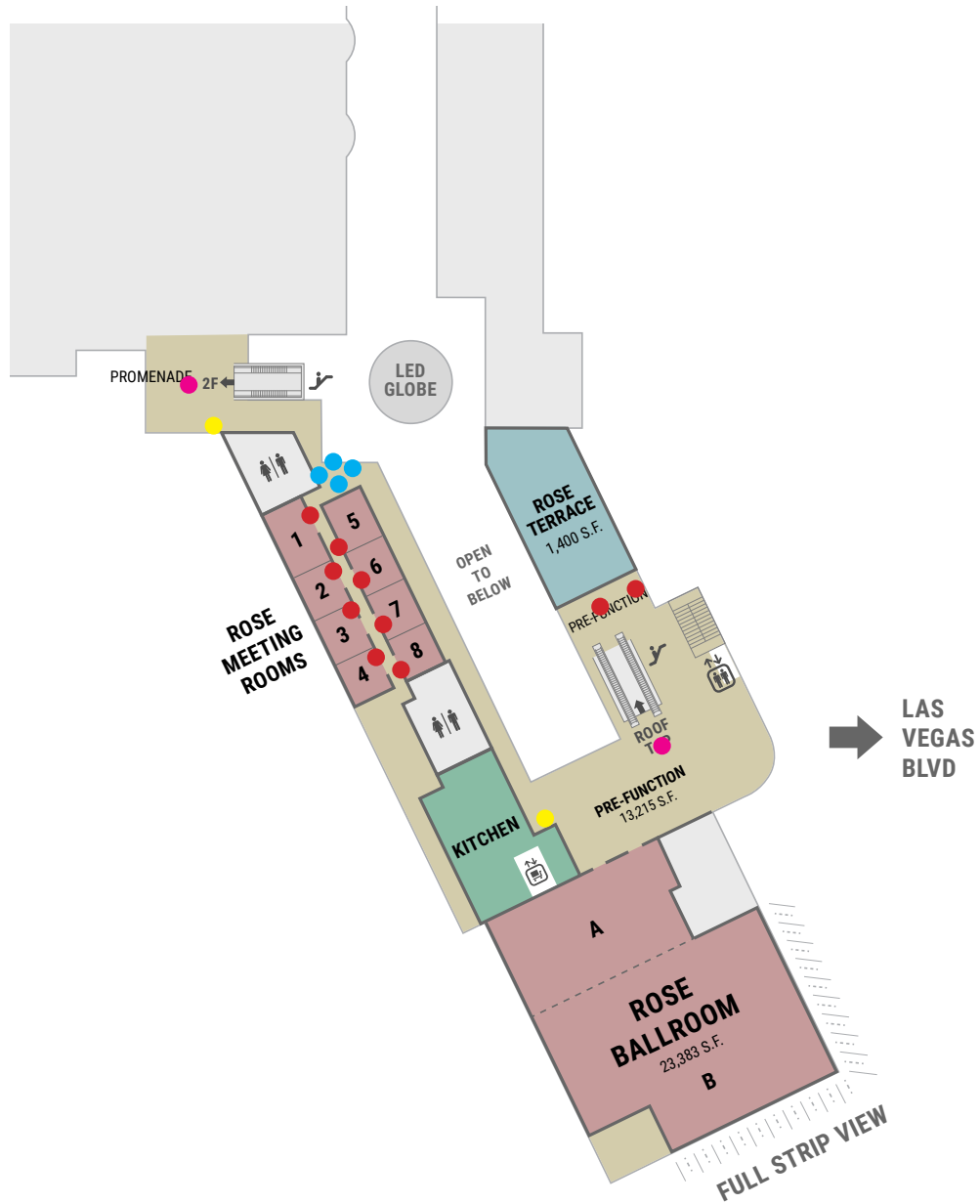
File Format: MP4

Codec: H264

Frame Rate: 30 frames per second

LILY BALLROOM LED COLUMN

DIGITAL SIGNAGE LOCATIONS LEVEL 3

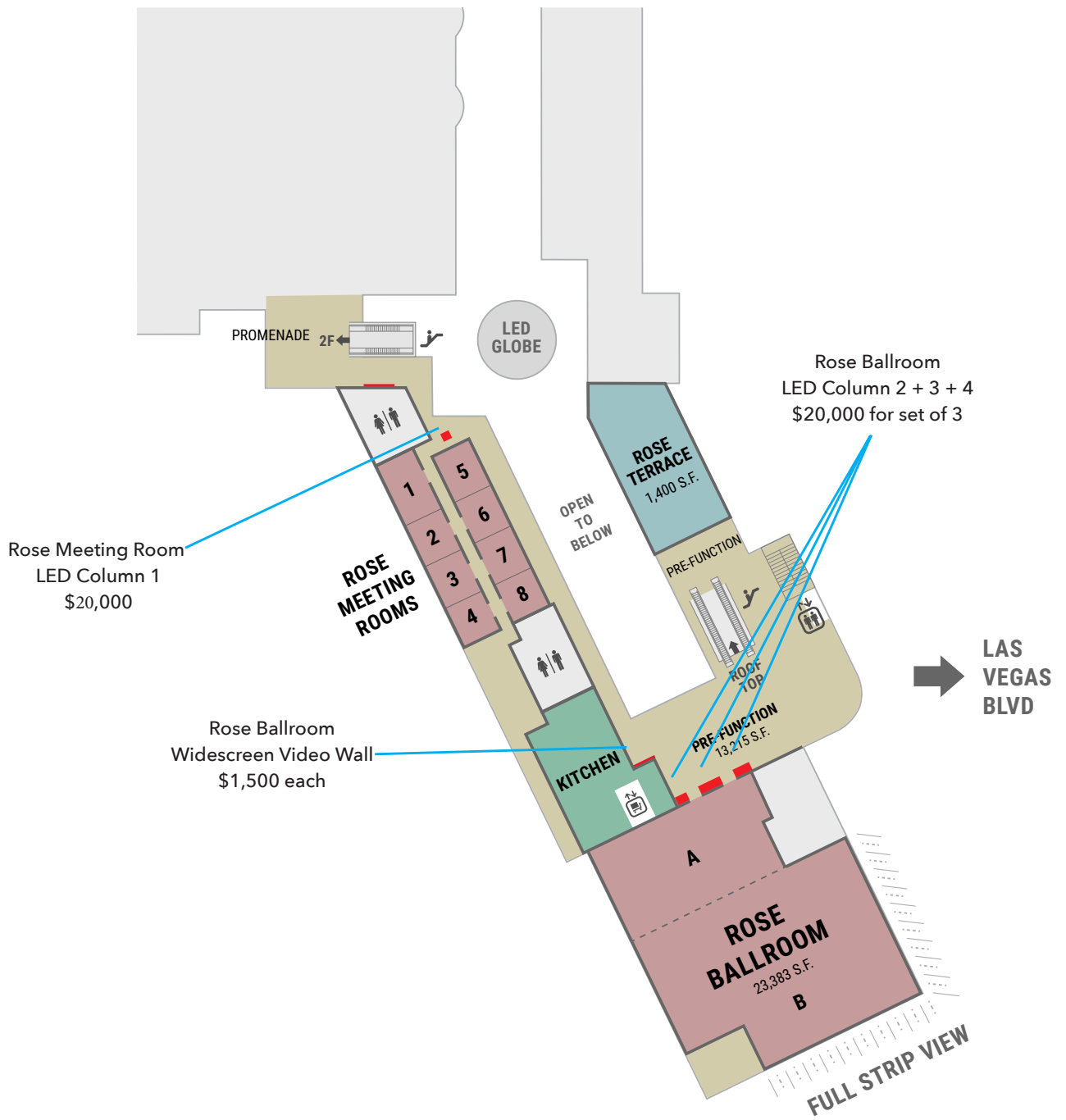


LEGEND/KEY

- 32" Video Signage Monitor Room Sign (10)
- Corner/Column Wrap LED Display (11)
- Freestanding Digital Directory (2)
- LCD Panel Video Wall (2)

 Meeting Space	 Pantry/Kitchen	 Sales/Business
 Exterior	 Pre-Function	 Special Meeting Space
 Casino	 Retail	Freight Elevators
 Dining	S.F. Square Footage	Elevators
		Restrooms
		Escalators

CONFERENCE CENTER VIDEO WALL MAP LEVEL 3





ROSE MEETING ROOM LED COLUMN 1

Pixel Size Per Side:

520w x 1606h

2080w x 1606h Total

Built as (1) image

Deliverables:

Static Image: RGB JPEG, 72 dpi

Video

MP4

Codec: H264

Frame Rate: 30 frames per second

ROSE MEETING ROOM LED COLUMN



COLUMN 2

Left Side: 780w X 1898h
Center Front: 1040W X 1898h
Right Side: 780w X 1898h
2600w x 1898h Total
Built as (1) Image

COLUMN 3

Left Side: 780w X 1898h
Center Front: 650w X 1898h
Right Side: 780w X 1898h
2210w x 1898h Total
Built as (1) Image

COLUMN 4

Left Side: 780w X 1898h
Right Side: 650w X 1898h
1430w x 1898h Total
Built as (1) Image

Deliverables:

Static Image

- File Format: RGB JPEG, 72 dpi

Video

- File Format: MP4
- Codec: H264
- Frame Rate: 30 frames per second

ROSE BALLROOM LED COLUMNS



Overall Image Resolution: 7680w x 3240h > 3840w x 2160h

Deliverables:

3840px wide x 2160px high

Static Image: RGB JPEG, 72 dpi

Video: MP4

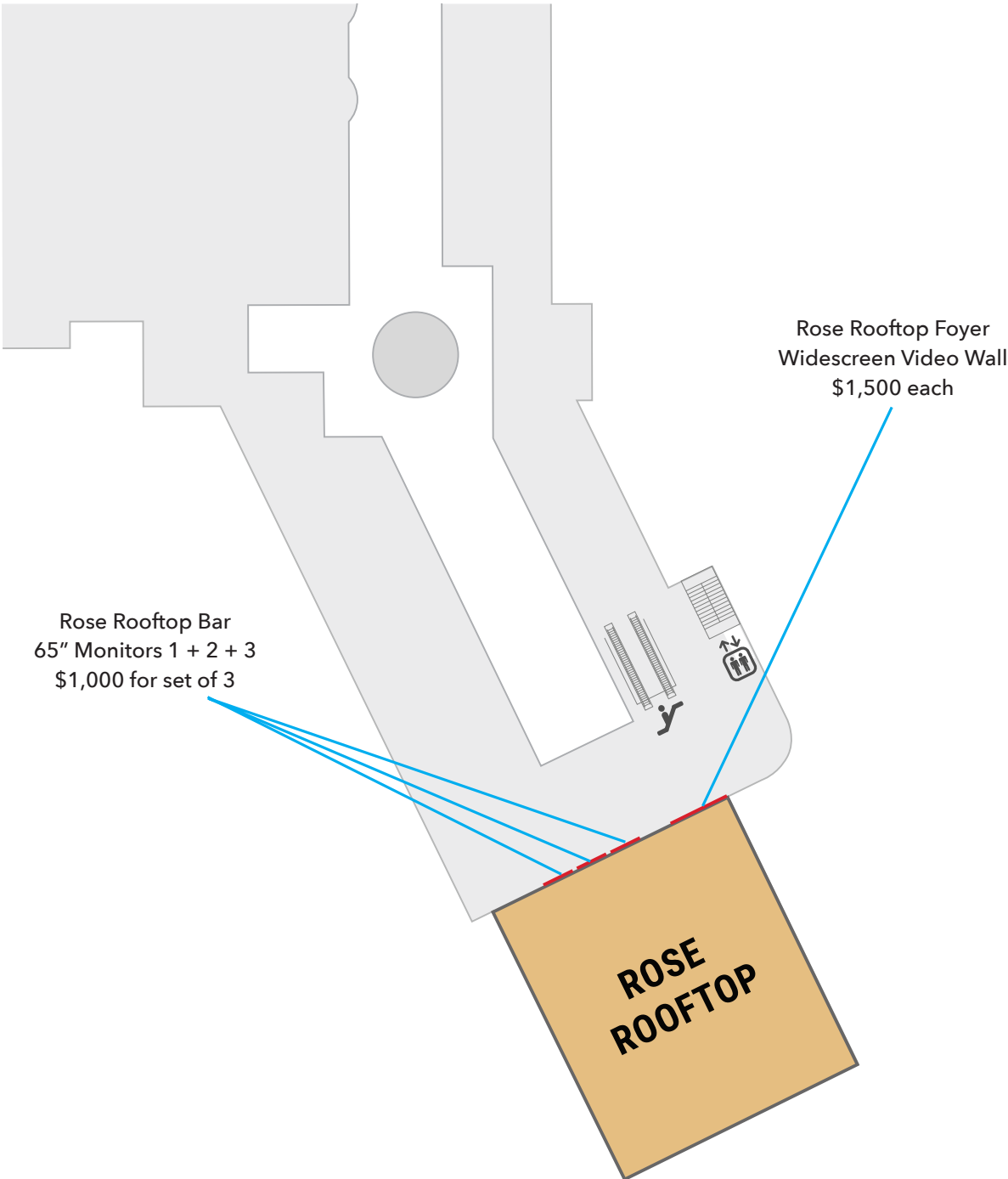
Codec: H264

Frame Rate: 30 frames per second

When creating for this screen group, create the asset as 7680px wide x 3240px high, then manually resize/re-render it to 3840px wide x 2160px high. This will allow for the stretch to display correctly.

ROSE BALLROOM WIDESCREEN VIDEO WALL

CONFERENCE CENTER VIDEO WALL MAP LEVEL 5





Overall Image Resolution: 5760w x 3240h > 3840w x 2160h

Deliverables:

3840px wide x 2160px high

Static Image: RGB JPEG, 72 dpi

Video: MP4

Codec: H264

Frame Rate: 30 frames per second

ROSE ROOFTOP FOYER WIDESCREEN VIDEO WALL



65" MONITORS

Pixel Size: 1920w x 1080h

Deliverables:

Static Image: RGB JPEG, 72 dpi

Video: MP4

Codec: H264

Frame Rate: 30 frames per second

ROSE ROOFTOP BAR WIDESCREEN VIDEO WALL

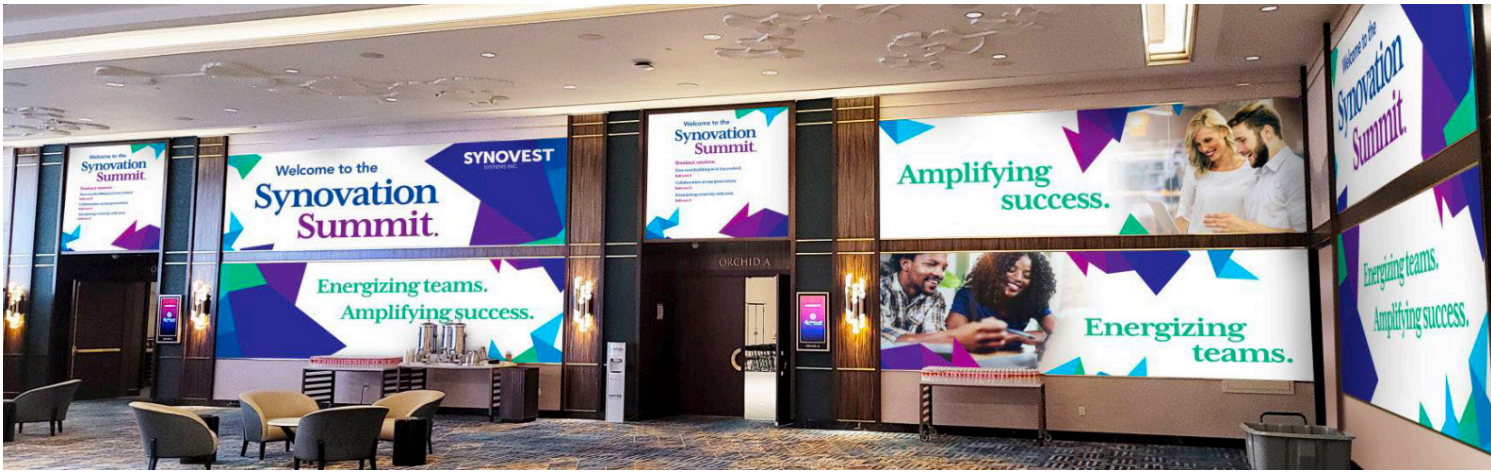


MEETING ROOM ENTRY WAY

- Sponsorship fee: \$500 per area per day
FedEx to Produce and Install

**FedEx and Encore Production and Installation Fees are NOT included in the Sponsorship Fees*

WALLS & SURFACES



LARGE FOYER WALL SURFACES

- Sponsorship fee: Starts at \$1,000 per area per day
FedEx to Produce and Install

**FedEx and Encore Production and Installation Fees are NOT included in the Sponsorship Fees*

WALLS & SURFACES



GLASS SURFACES

- Sponsorship fee: Starts at \$1,000 per area per day
FedEx to Produce and Install

**FedEx and Encore Production and Installation Fees are NOT included in the Sponsorship Fees*

WALLS & SURFACES



TABLETOP BRANDING

- Sponsorship fee: \$50 per table
- FedEx to Produce and Install



BAR BRANDING

- Sponsorship fee: \$100 per bar
- FedEx to Produce and Install

SURFACES

ADDITIONAL OPPORTUNITIES

IN-ROOM DELIVERY

\$4.50 per item, per room

GUESTROOM KEY

Hotel exclusive vendor must produce custom keys and artwork must be approved by Resorts World Client responsible for all costs associated with production of keys.

Customized Sponsorship Fee at \$3.50 per key (2) keys per room based on group contracted peak night. Keys are only distributed to guests within group room block.

See CSM for details.

CARPET CLINGS

Fee: Starts at \$500 per area per day

See CSM for details.

CATERED LOGO ITEMS/LOGO STICKERS

To include bottled water, menu cards, ice carvings and dessert.

See CSM for details.

22" X 28" POSTERS

Fee: Starts at \$100 each

Additional sizes available.

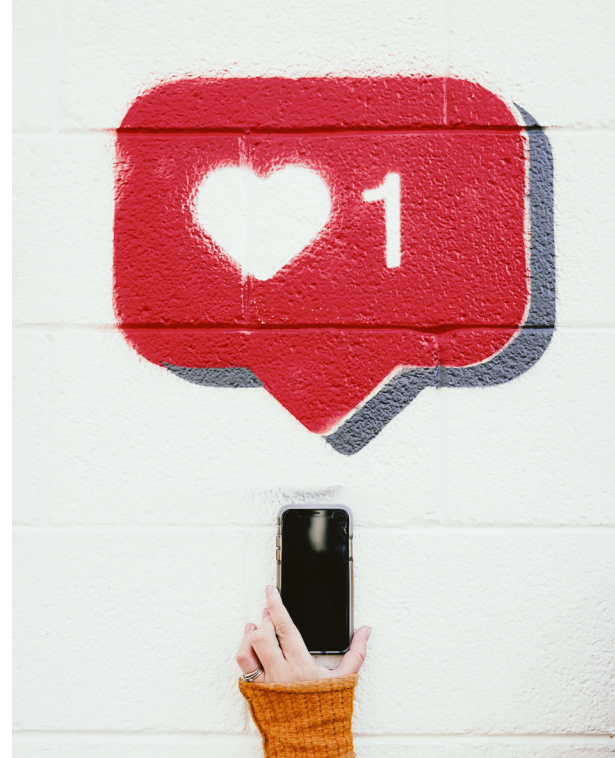
See CSM for details.

22' X 56' SIGNS

Fee: Starts at \$300 each

Additional sizes available.

See CSM for details.



UNIQUE BRANDING ACTIVATIONS

SOCIAL MEDIA

Inclusion in our social media calendar on a rotational basis

Facebook/Instagram: 1080x1080

Instagram Story: 1080x1920

Twitter: 1080x1080 | Twitter static: 1200x627

LinkedIn: 1080x1080

WEBSITE LISTING

Included on the rwlasegas.com website

File Specifications: Video

Under 2GB, Type: mp4, flv, avi, msvideo, quicktime, mpeg, mp2t, vnd.dlna.mpeg, mp2t, vnd.dlna.mpeg-tts, Resolution: 1280x720 pixels

VISUAL LIMITS TABLE GAMES SCREENS

1280x800

SLOT END CAPS

Specs: 1920x1080 & 1080x1920

PRE-ARRIVAL EMAIL (LIMITED)/ PASS KEY (OFFER)

Inclusion in email marketing opportunities targeting incoming hotel guests

Deliverable: promotional offer and copy points to be discussed with Resorts World Brand Team

TEAM MEMBER COMMUNICATIONS

Inclusion in internal employee outreach (special offers / announcements)

PR SUPPORT

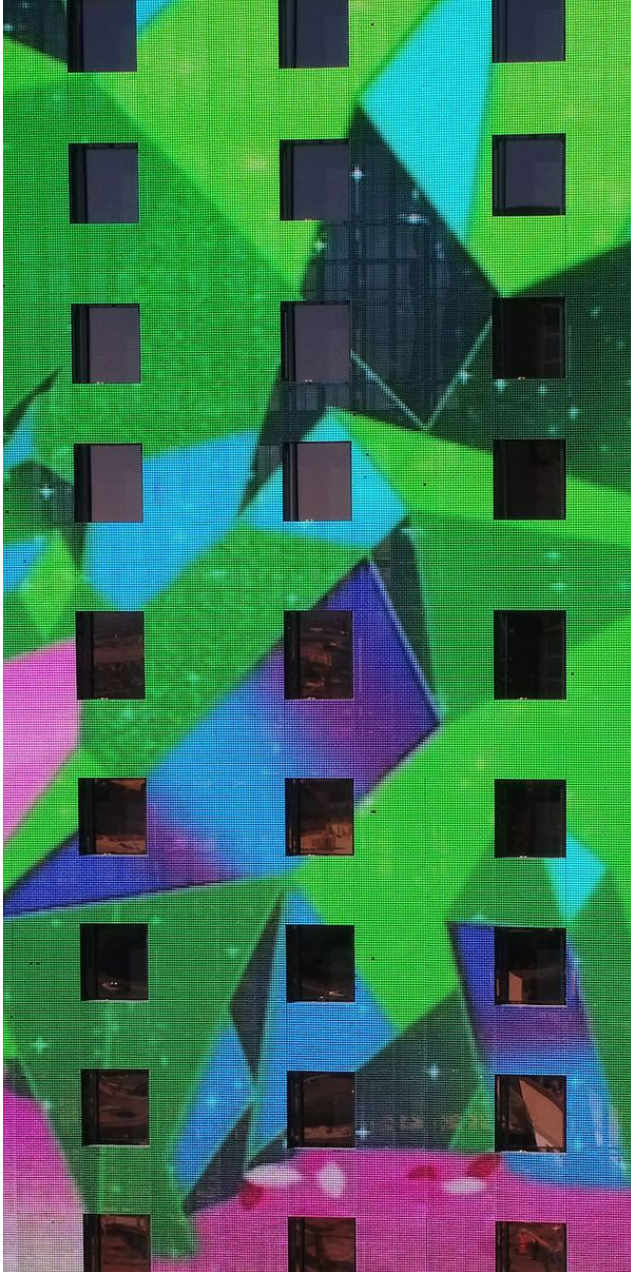
Inclusion and announcement opportunities
To be discussed with PR Team

IN-ROOM TV

Inclusion on the in-room TV on a rotational basis
Video, 1920x1080

MOBILE APP (LISTING/STANDING OFFER)

Inclusion with listing and/or offer



MARKETING OPPORTUNITIES

WEST TOWER LED

EAST TOWER LED

ZOUK CORNER LED

**MARKETING OPPORTUNITIES ARE SUBJECT TO CHANGE AND AVAILABILITY.
MANAGEMENT RESERVES ALL RIGHTS.**

INSTRUCTIONS TO DELIVER YOUR CREATIVE ASSETS

Please email hotelsales@rwlsvegas.com for any questions about various partner marketing opportunities regarding asset delivery and planning tactics.

