ENTERPRISE EVENTS AT THE

ROSE BOWL STADIUM

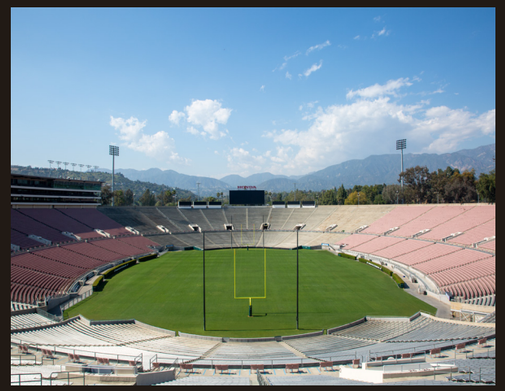
STADIUM OVERVIEW

With multiple locations to choose from, events at the Rose Bowl Stadium capture the history and tradition of America's Stadium.

Dress up any space to host elegant gatherings while enjoying views of the majestic San Gabriel Mountains located only ten miles from downtown Los Angeles. The Rose Bowl Stadium is perfect for any style event, and our dedicated event managers are here to deliver an unforgettable experience for you and your guests.

- Hospitality Receptions
- Corporate Meetings
- Product Launches
- Seminars
- Team Building
- Retirement Parties
- Award Banquets
- Fantasy Football Gatherings
- Fundraisers
- Bar/Bat Mitzvahs
- Birthday Parties
- Viewing Parties
- Conventions
- Conferences
- Trade Shows
- Ride and Drive





COURT OF CHAMPIONS AND BRICK PLAZA

COURT OF CHAMPIONS

Square footage: 13,500 sq ft
Seated: 750 | Reception: 1,500

Perfect for galas, fundraisers, receptions, and product launches, the Court of Champions offers effortless access to the field, stands, and locker rooms, making it an iconic pair for fluid outdoor functions.

BRICK PLAZA

Square footage: 13,400 sq ft
Seated: 400 | Reception: 600

Situated beneath the Rose Bowl's iconic marquee, the Court of Champions and the 100th Rose Bowl Game Rose Plaza stand as two of Southern California's most prestigious outdoor venues.









LOCKER ROOM (EAST & WEST)

Square footage: 5,280 sq ft
Seated: 350 | Reception: 500

The locker rooms provide expansive sightlines and a unique setting for seated dinners or keynote presentations. Highlighted by rich wood finishes, historic UCLA and Rose Bowl imagery, and integrated A/V, these spaces far surpass traditional hotel meeting rooms.

FIELD

Square footage: 107,640 sq ft
Seated: 3,500 | Reception: 7,500

From the Rose Bowl Game® to Super Bowls, World Cup Soccer, and sold-out concerts, the Rose Bowl Stadium field is as iconic as it is exclusive. Whether hosting a dinner reception or a team-building experience, guests will always remember standing on the manicured natural grass. With programmable video boards, your brand can take center stage under the stadium lights.



SOUTH END ZONE FIELD CLUB

The Rose Bowl Stadium is debuting premium field-level seating with the all-new South End Field Club —a first in the venue's storied history. Designed as a premier destination for special events, the Field Club will deliver an elevated guest experience and upgraded back-of-house amenities for flawless operations. Estimated completion: Fall 2026.







ROSE GARDEN

Square footage: 2,580 sq ft
Seated: 100 | Reception: 500

The hedged East and West field areas provide an exclusive, picturesque setting for sunset cocktail receptions, with convenient access from every part of the venue.

1922 LOCKER ROOM

Square footage: 900 sq ft
Seated: 30 | Reception: 50

Once the original team locker room, this historic space has been transformed into a unique setting for board meetings and receptions. Surrounded by legendary music and sporting moments, guests enjoy built-in audio and large-format TV displays for an elevated experience.







CALIFORNIA HIGH SCHOOL FOOTBALL HALL OF FAME

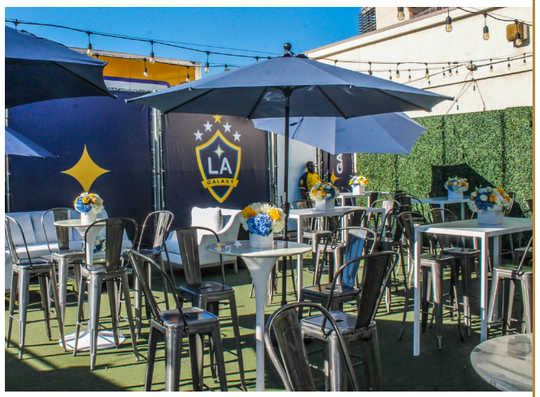
Square footage: 1,232 sq ft
Seated: 35 | Reception: 70

The California High School Football Hall of Fame is the Rose Bowl Stadium's newest space, offering a unique setting for meetings and receptions. Guests experience the history of the state's greatest players and coaches, supported by built-in audio and large-format screens for seamless presentations.

WINE GARDEN

Square footage: 4,620 sq ft
Seated: 70 | Reception: 150

Enhance your event by welcoming guests in the Wine Garden, an intimate outdoor setting with easy access, turf flooring, and soft seating. It's the perfect way to take advantage of Southern California's beautiful weather.





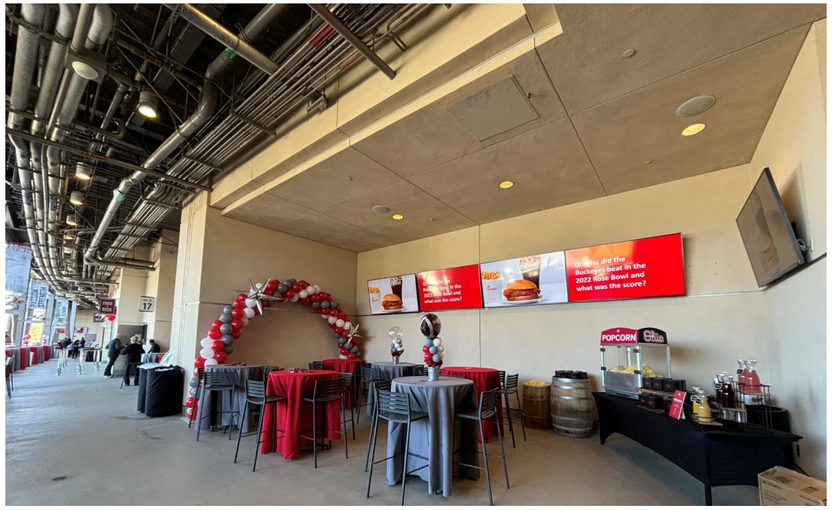






TERRY DONAHUE PAVILION

Discover a collection of distinctive, high-end event spaces inside the Terry Donahue Pavilion: **Blue Moon Club, Loge Lounge, Club Level, Luxury Suites**, and the **Press Box**, perfect for events of all sizes. Designed with premium amenities such as built-in bars, granite buffets, integrated A/V, and sweeping 180° views, the Pavilion provides a truly elevated event experience.



BLUE MOON CLUB

Square footage: 32,000 sq ft
Seated: 500 | Reception: 1,000–1,200

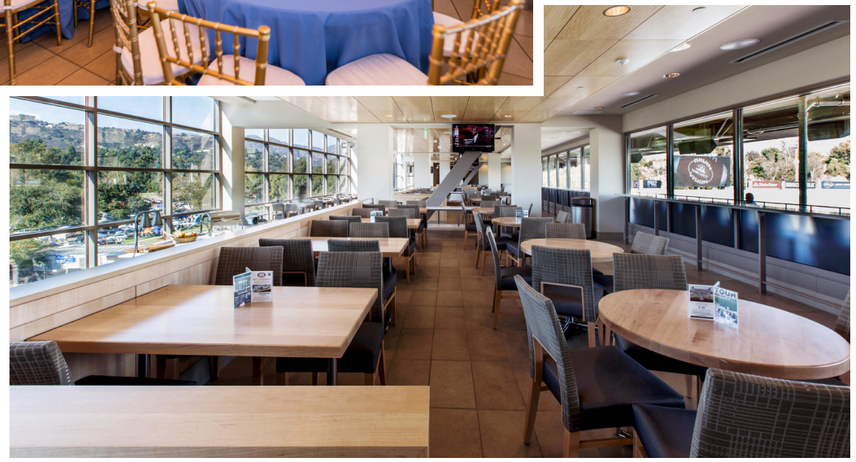
The Blue Moon Club is designed for tailgates and small trade shows. Equipped with bars, concessions, restrooms, 10 TVs, and beautiful Arroyo views.

CLUB LOUNGE

Square footage: 3,800 sq ft
Seated: 250 | Reception: 1,000–1,200

The Club Lounges feature floor-to-ceiling windows showcasing panoramic views of the field, Arroyo, and golf course. Purpose-built for events, the space includes multiple bars, buffets, flat-screen TVs, integrated audio, and Wi-Fi. Perfect for receptions, galas, and seminars.







SUITES

Seated: 13 | Reception: 40

Elegantly furnished and outfitted with a wet bar, refrigerator, drink rail seating, flat-screen TV, and extra-wide cushioned exterior seats, the Rose Bowl Stadium Suites deliver an intimate experience for private dinners and meetings outside of Game Day.

PRESS BOXES

Square footage: 1,000 sq ft
Capacity: 150 | Reception: 250

The Press Boxes offer a one-of-a-kind setting for educational meetings, complete with built-in classroom seating and a connected lounge with buffet and cocktail areas. Guests also gain access to an outdoor arroyo-facing terrace, multiple TVs, Wi-Fi, hardwired internet, and stunning 20 floor-to-ceiling windows—creating an inspiring backdrop for any presentation or gathering.

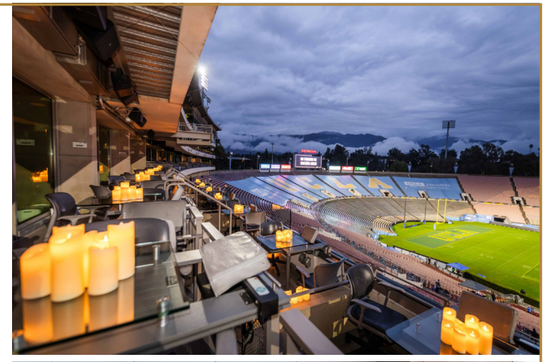




LOGE LOUNGE

Square footage: 2,600 sq ft
Seated: 150 | Reception: 192

The Loge Lounge is the Rose Bowl Stadium's signature premium space, featuring warm wood finishes, glass four-top tables overlooking the field, numerous TVs, and a full bar and buffet station. Ideal for receptions, viewing parties, board meetings, and mixers, it offers sweeping views of both the San Gabriel Mountains and the field along the 30-yard lines. For larger groups, the experience can be elevated by pairing the Loge Lounge with an adjacent Club Lounge.







FAIRWAY

Capacity: 10,000

The Fairway spans 11 acres of shaded oaks and pristine grass, making it our premier golf course event space. Perfect for festivals, filming, and large activations, the area can be customized for nearly any concept. Supported by a team experienced in golf course festivals and direct access to the stadium concourse for entry, restrooms, and shore power, this space is ready for major productions or company picnics.





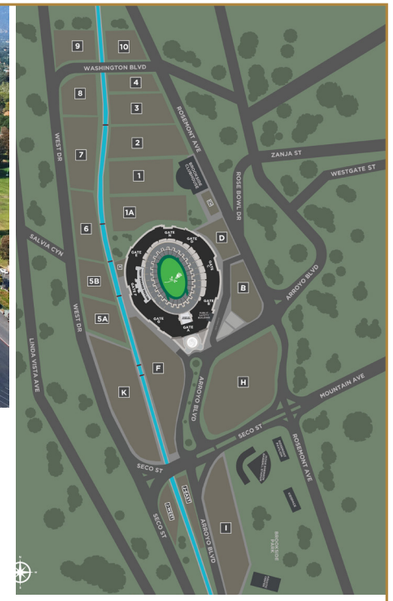
GREENS

Capacity: 10,000

The Greens, nestled in Brookside Golf Course 1, offers a five-star park experience with direct access to the stadium concourse and Lot K parking. This gated area is the preferred space for company picnics, movie nights, and brand activation events.







PARKING LOTS

Framed by Pasadena's lush neighborhoods, these three parking lots offer flexible space for tailgates, outdoor events, filming, ride-and-drives, and crew parking. With varying sizes, they easily support productions and gatherings of any scale.

Lot K
490,000 sq ft
Footprint: 536,000 sq ft
(trees not deducted)

Lot F
453,500 sq ft
Footprint: 330,000 sq ft
(trees not deducted)

Lot B
190,000 sq ft
Footprint: 143,000 sq ft

Lot D
28,400 sq ft
Footprint: 33,000 sq ft

THE EXTRA YARD

VIDEO BOARD

Make a statement by branding our videoboards. Our options include the pavilion fascia ribbon boards, two field-level ribbon boards, East replay board and our main north-end display.

CUSTOM LOCKER ROOM NAME PLATES

Step into the game like a pro. Personalized locker room nameplates are created for your guests and placed inside the locker room, delivering an authentic behind-the-scenes experience that makes everyone feel like part of the team.



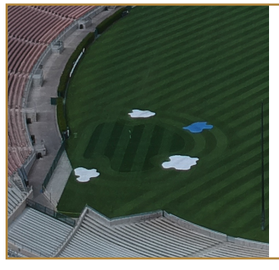
MARQUEE

Wow spectators near and far by customizing our iconic marquee to your company or guest of honor's colors of choice.

LETTERS

Incorporate our Life Size Letters for another iconic photo opportunity.





19TH HOLE

Our course experts have set up the ultimate golf challenge inside the iconic Rose Bowl Stadium. Tee off from a specially designed driving range and put your skills to the test as you hit onto a custom green installed on the field. Sit back, relax, and enjoy the company of friends as you see who can get closest to this one-of-a-kind pin.

TOURS

Enhance your event with a behind-the-scenes tour of the Rose Bowl Stadium. Guests will explore iconic locations, including the 1922 Locker Room, UCLA and Visitor Locker Rooms, the Press Box, Court of Champions, and the field, following the paths of the world's greatest athletes and performers. Whether it's capturing the perfect field photo or tossing a memorable pass, a Rose Bowl Stadium Tour brings your event to life.







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