

Orders are accepted in the following methods:

- By mail:
Sharp Seating Company
P.O. Box 68
Pasadena, CA 91102-0068

Make checks payable to:
Sharp Seating Company

- By phone:
(626)795-4171
- Online:
www.sharpseating.com
- Ticket Office:
1737 E. Colorado Blvd. (In The Back)
Pasadena, CA 91106

We accept Visa / Mastercard

Tickets ordered early will be mailed in the Fall.
All foreign checks must be payable in U.S. funds.

If the seat location you have selected is sold out,
or for other reason unavailable, we will substitute
another location in the same price range.

SHARP SEATING COMPANY®

American United Sales Corporation

Mailing Address: P.O. Box 68
Pasadena, CA 91102-0068

Tel: (626)795-4171

Fax: (626)449-3967

www.sharpseating.com

Se Habla Español

THE 122ND ANNUAL TOURNAMENT OF ROSES® PARADE

SATURDAY, JANUARY 1, 2011



SHARP SEATING COMPANY

RESERVED GRANDSTAND SEATING



OFFICIAL GRANDSTAND
SEATING COMPANY &
TICKET OUTLET

FLOAT DECORATING \$10.00:

Would you like to view Rose Parade floats in their final stage of decorating? Then don't miss this once in a lifetime opportunity.

December 28 – December 31: Times Vary

BANDFEST \$15.00: (THREE SHOWS):

Features selected bands from all over the country that will perform in the Rose Parade on New Year's morning.

December 29: 2:00 pm to 4:30 pm

December 30: 10:00 am to 12:30 pm &
2:00 pm to 4:30 pm

POST PARADE \$10.00:

You can walk within arms reach and get a close-up view of each and every float. See the detail, the design and workmanship that goes into creating these floats.

January 1: 1:00 pm to 5:00 pm

* January 2: 9:00 am to 5:00 pm

* January 3: 9:00 am to 5:00 pm

Seniors and Disabled*: 7:00 am to 9:00 am

EQUESTFEST \$15.00:

Held at the L.A. Equestrian Center in the City of Burbank, you can view and meet Equestrians and horses of the 2011 Rose Parade.

December 29: 11:30 am to 3:00 pm

* Prices and dates reflect the 2010 Rose Parade, and are subject to change*

Tour operators please call direct.

GENERAL INFORMATION

- Parade begins on South Orange Grove promptly at 8 a.m.
- Parade length is five (5) miles long and takes approximately 2 hours.
- Sharp Seating's Tickets always go on sale the first working day of February for the upcoming parade.
- Addresses are printed on all parking and seat tickets.
- Maps will be mailed to you showing the exact location of seats and parking.
- Ushers will be at each aisle to assist you to your seats.
- Sanitation facilities are located adjacent to each stand.
- **TOUR GROUPS:** Travel agencies, charter bus companies and those who desire to sell or bring bus tours, write or call us today regarding arrangements for reserved seat tickets. Bus parking near all grandstands. Each bus driver must have a bus parking pass upon entering parking location.

Reservations accepted throughout the year. A deposit is required on all tickets held for reservation. The balance will be due as agreed. All tour orders must be confirmed.

All foreign checks payable in U.S. funds, in cashier's check or certified form.

RESERVED BUS PARKING: \$175 - \$200 PER BUS

RESERVED PARKING

Convenient parking is one of the most important considerations for your Rose Parade enjoyment. Therefore, considerable time, effort and expense are put forth to provide you with the very best parking arrangements. All parking lots are staffed with parking attendants to assist you to your reserved parking space. However, we do suggest that you arrive early as traffic is heavy. Most parking lots are "stack" parked.

RESERVED CAR PARKING: \$30.00-\$40.00
LIMO PARKING: \$120.00
CAR PARKED OVERNIGHT: \$60.00

FRONTLINE R.V. PARKING

For those who want to spend the night on the parade route and view the parade from your vehicle, limited parking spaces are available at the sidewalk edge for \$500. These spaces are limited in number; therefore, reservations should be made at your earliest convenience. Please specify the overall length of your vehicle. Space does not allow for slide-outs.

R.V. OVERNIGHT PARKING ADJACENT TO PARADE ROUTE

Spaces are available for campers, motor homes and cars with trailers in lots near the parade route where you may park overnight. Though the parade cannot be viewed from your vehicle, we advise you to bring chairs, etc., that can be placed on the sidewalk and street New Year's Eve at no charge, providing an excellent seat to view the parade. Reserved grandstand seats are also available for those who wish to purchase same.

RECREATIONAL VEHICLES: \$175.00 (\$80.00 EACH ADDITIONAL NIGHT'S STAY)
CARS AND TRAILERS: \$205.00

GRANDSTAND SEATING

PRICE LIST AND LOCATIONS FOR 2011 ROSE PARADE

Over 70,000 grandstand seats located along parade route. All seats are elevated, numbered and reserved.

GRANDSTAND LOCATIONS	SEAT PRICES	GRANDSTAND LOCATIONS	SEAT PRICES
164 S. Orange Grove	\$88.00	414 W. Colorado	\$88.00
161 S. Orange Grove	\$88.00	400 W. Colorado	\$88.00
155 S. Orange Grove	\$88.00	340 W. Colorado	\$88.00
150 S. Orange Grove	\$88.00	320 W. Colorado	\$88.00
15 S. Orange Grove	\$88.00	318 W. Colorado	\$88.00
11 S. Orange Grove	\$88.00	316 W. Colorado	\$88.00
450 W. Colorado	\$88.00	235 W. Colorado	\$88.00
430 W. Colorado	\$88.00	240 W. Colorado	\$88.00

All the above listed are within walking distance of the Rose Bowl - approximately 1.5 miles

GRANDSTAND LOCATIONS	SEAT PRICES	GRANDSTAND LOCATIONS	SEAT PRICES
120 E. Colorado	\$65.00	1530 E. Colorado	\$55.00
280 E. Colorado	\$65.00	1540 E. Colorado	\$55.00
300 E. Colorado	\$65.00	1570 E. Colorado	\$55.00
500 E. Colorado	\$65.00	1580 E. Colorado	\$55.00
550 E. Colorado	\$65.00	1630 E. Colorado	\$65.00
792 E. Colorado	\$65.00	1650 E. Colorado	\$65.00
1040 E. Colorado	\$55.00	1680 E. Colorado	\$65.00
1217 E. Colorado	\$55.00	1880 E. Colorado	\$65.00
1305 E. Colorado	\$55.00	1976 E. Colorado	\$42.00
1350 E. Colorado	\$65.00	2000 E. Colorado	\$65.00
1465 E. Colorado	\$42.00	2121 E. Colorado	\$55.00
1500 E. Colorado	\$55.00		

Sharp Seating reserves the right to refuse any ticket cancellation, return or exchange. All sales are final. There will be no refunds for unused tickets or dissatisfaction with seat assignment. Sharp Seating is not responsible for lost, stolen or damaged tickets, or for tickets obtained by third-party resellers. Dates and times are subject to change without notice. This is a rain or shine event. No umbrellas allowed in grandstand seating area. Please note we have seating available for those that are mobility impaired upon request.



RESERVED GRANDSTAND SEATING