SPONSORSHIP &
BRANDING GUIDE

Resorts World™
LAS VEGAS

TABLE OF CONTENTS

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

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

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

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

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):
  15 second spot per 10 minute loop
- **1 week** with (1):
  30 second spot per 10 minute loop
- **1 week** with (1):
  60 second spot per 10 minute loop
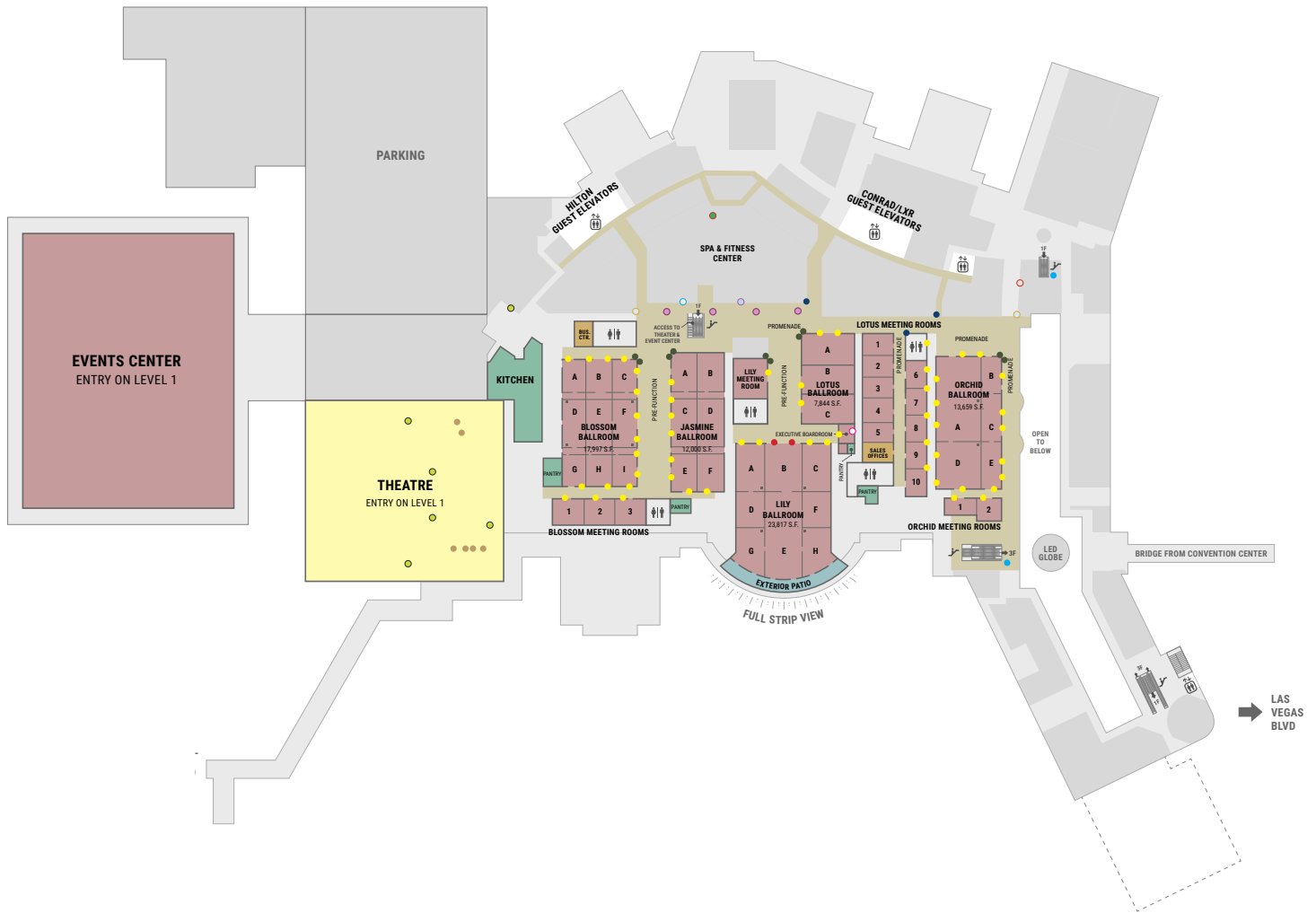
DIGITAL SIGNAGE LOCATIONS LEVEL 1

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 / Restrooms
■ Dining	S.F. Square Footage	Elevators / Escalators

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DIGITAL SIGNAGE LOCATIONS LEVEL 2

PARKING

EVENTS CENTER
ENTRY ON LEVEL 1

THEATRE
ENTRY ON LEVEL 1

HILTON GUEST ELEVATORS

CONRAD/LXR GUEST ELEVATORS

SPA & FITNESS CENTER

BUS. CTR.

ACCESS TO THEATER & EVENT CENTER

KITCHEN

PROMENADE

LOTUS MEETING ROOMS

PRE-FUNCTION

LILY MEETING ROOM

LOTUS BALLROOM
7,844 S.F.

ORCHID BALLROOM
13,659 S.F.

PROMENADE

PROMENADE

BLOSSOM BALLROOM
17,997 S.F.

A	B	C
D	E	F
G	H	I

JASMINE BALLROOM
12,000 S.F.

A	B
C	D
E	F

EXECUTIVE BOARDROOM

SALES OFFICES

PANTRY

PANTRY

PANTRY

| 1 | 2 | 3 |

BLOSSOM MEETING ROOMS

LILY BALLROOM
23,817 S.F.

A	B	C
D		
E		
G		H
F		

ORCHID MEETING ROOMS

OPEN TO BELOW

LED GLOBE

BRIDGE FROM CONVENTION CENTER

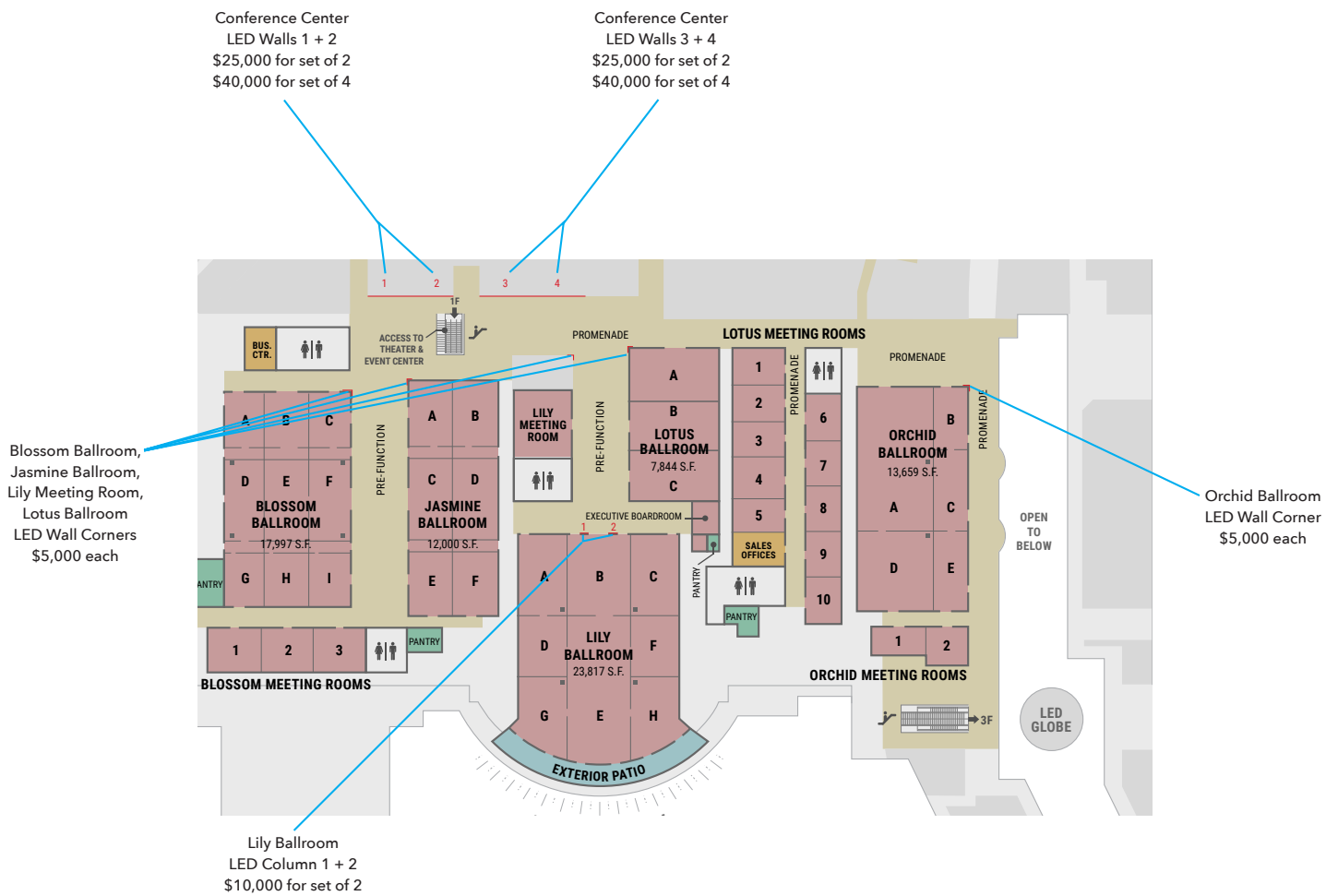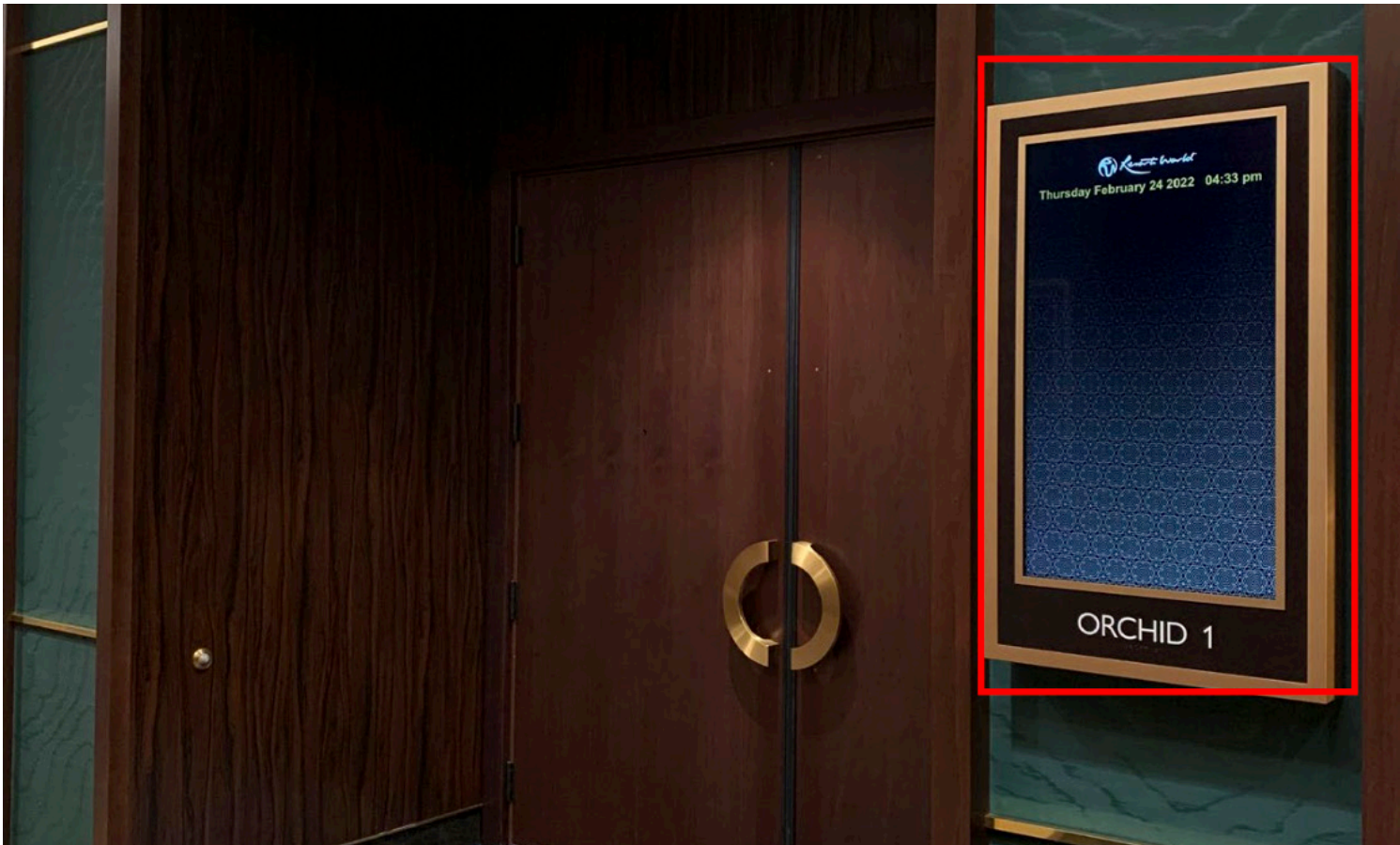EXTERIOR PATIO
FULL STRIP VIEW

LAS VEGAS BLVD

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 👫 Restrooms
▢ Dining	S.F. Square Footage	🛗 Elevators ↳ Escalators

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CONFERENCE CENTER VIDEO WALL MAP LEVEL 2

Conference Center
LED Walls 1 + 2
$25,000 for set of 2
$40,000 for set of 4

Conference Center
LED Walls 3 + 4
$25,000 for set of 2
$40,000 for set of 4

Blossom Ballroom,
Jasmine Ballroom,
Lily Meeting Room,
Lotus Ballroom
LED Wall Corners
$5,000 each

Orchid Ballroom
LED Wall Corner
$5,000 each

Lily Ballroom
LED Column 1 + 2
$10,000 for set of 2

1   2   3   4

1F

BUS. CTR.

ACCESS TO THEATER & EVENT CENTER

PROMENADE

LOTUS MEETING ROOMS

PROMENADE

PROMENADE

PROMENADE

LILY MEETING ROOM

PRE-FUNCTION

PRE-FUNCTION

A   B   C

D   E   F

BLOSSOM BALLROOM
17,997 S.F.

A   B

C   D

JASMINE BALLROOM
12,000 S.F.

A
B
LOTUS BALLROOM
7,844 S.F.
C

1
2
3
4
5
6
7
8
9
10

ORCHID BALLROOM
13,659 S.F.

B

A   C

D   E

OPEN TO BELOW

G   H   I

E   F

PANTRY

EXECUTIVE BOARDROOM

1   2

PANTRY

SALES OFFICES

PANTRY

1   2   3

PANTRY

A   B   C

D   LILY BALLROOM
23,817 S.F.   F

1   2

BLOSSOM MEETING ROOMS

G   E   H

ORCHID MEETING ROOMS

3F

LED GLOBE

EXTERIOR PATIO

7

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 SIGNAGE
INTERIOR LEVEL 2

LED WALLS 1 & 2

• Pixel Size: 3120px w x 1314px h per screen

LED WALLS 3 & 4

• Pixel Size: 3640px w x 1314px h per screen

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 1314h

JASMINE CORNER LED WALL

• Pixel Size: 1040w x 1314h

LOTUS CORNER LED WALL

• Pixel Size: 1040w x 1314h

LILY CORNER LED WALL

• Pixel Size: 1040w x 1314h

Deliverables:

Blossom Corner, Jasmine Corner, Lotus Corner and Lily Corner should each be designed as one layout with two sections sized 520px wide x 1314px high

Orchid Corner should be designed as one layout, with two sections sized 520px wide x 2336px high

Static Image
• File Format: RGB JPEG, 72 dpi

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

ORCHID CORNER LED WALL

• Pixel Size: 1040w x 2336h

LED WALL CORNERS

PANEL VIDEO WALL DISPLAYS

• Pixel Size: 780w x 2482h

Deliverables:

Files must be rotated clockwise, with the header on the right side.
Content will be the same on both columns.

Static Image
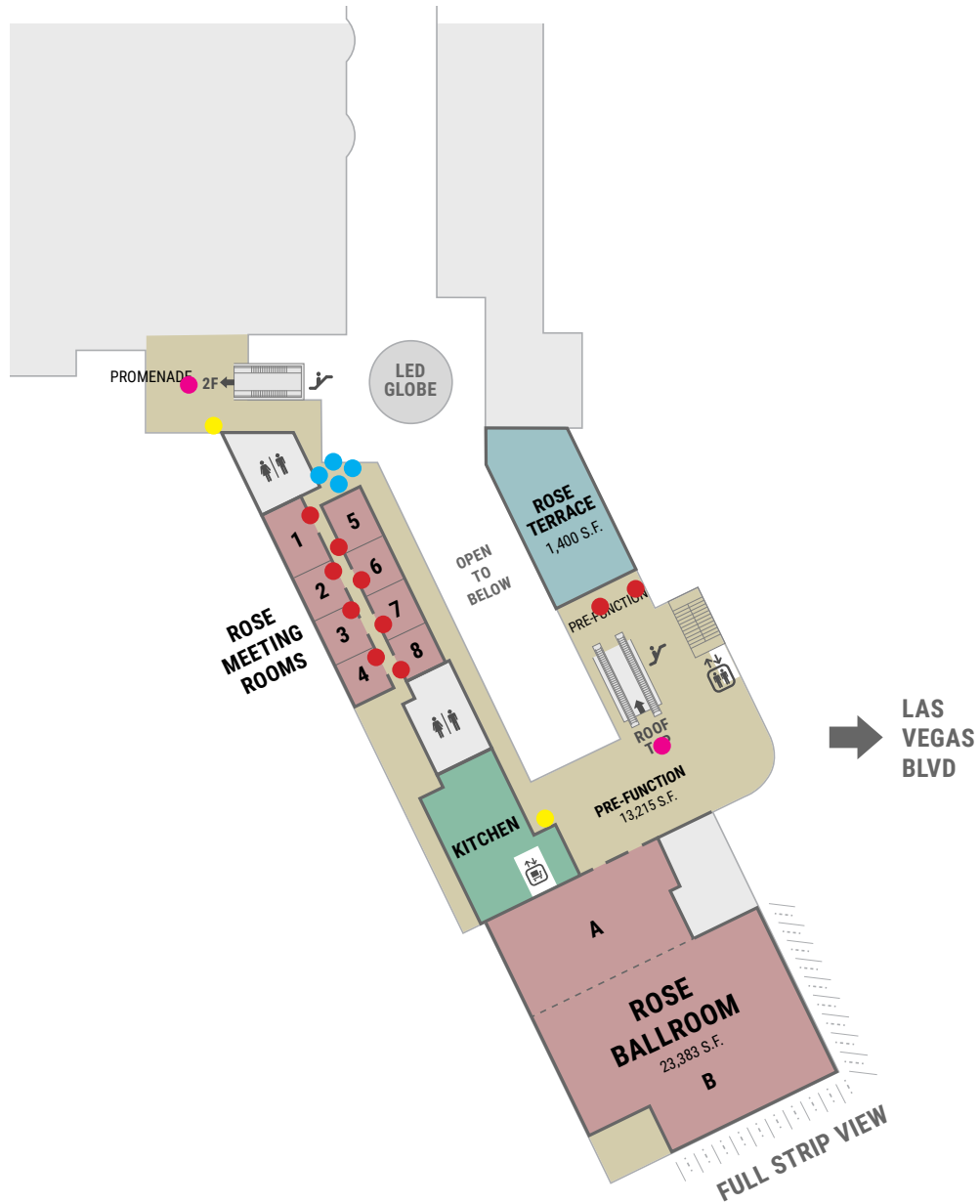File Format: RGB JPEG, 72 dpi

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

LILY BALLROOM
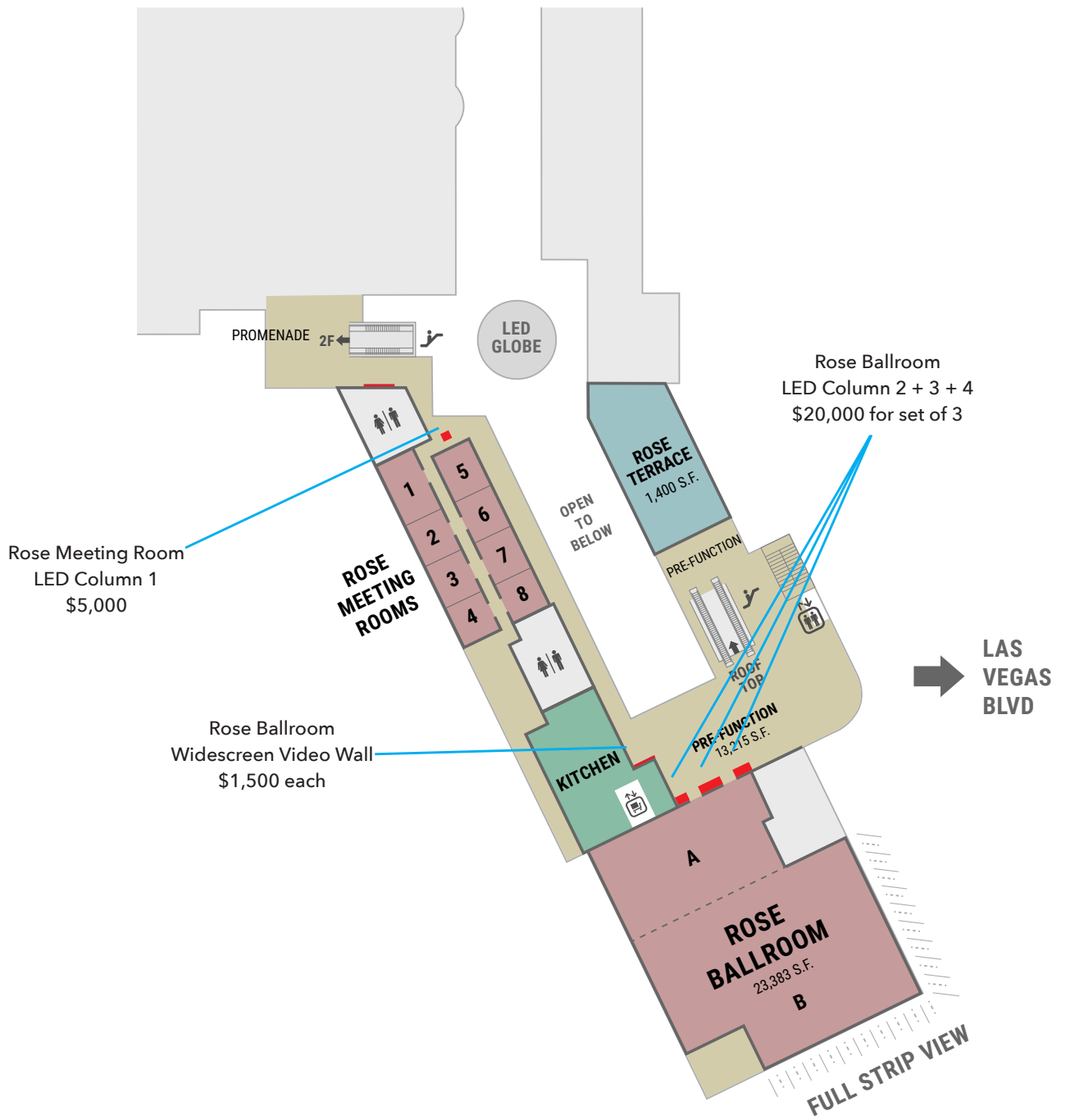# LED COLUMN

DIGITAL SIGNAGE LOCATIONS LEVEL 3

PROMENADE 2F ←

LED GLOBE

ROSE MEETING ROOMS

1
2
3
4
5
6
7
8

OPEN TO BELOW

ROSE TERRACE
1,400 S.F.

PRE-FUNCTION

ROOF T

LAS VEGAS BLVD

KITCHEN

PRE-FUNCTION
13,215 S.F.

A

ROSE BALLROOM
23,383 S.F.

B

FULL STRIP VIEW

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 · Restrooms
Dining	S.F. Square Footage	Elevators · Escalators

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CONFERENCE CENTER VIDEO WALL MAP
LEVEL 3

PROMENADE 2F

LED GLOBE

ROSE TERRACE
1,400 S.F.

Rose Ballroom
LED Column 2 + 3 + 4
$20,000 for set of 3

Rose Meeting Room
LED Column 1
$5,000

ROSE MEETING ROOMS

1
2
3
4
5
6
7
8

OPEN TO BELOW

PRE-FUNCTION

ROOF TOP

PRE-FUNCTION
13,215 S.F.

LAS VEGAS BLVD

Rose Ballroom
Widescreen Video Wall
$1,500 each

KITCHEN

A

ROSE BALLROOM
23,383 S.F.

B

FULL STRIP VIEW

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

Rose Rooftop Foyer
Widescreen Video Wall
$1,500 each

Rose Rooftop Bar
65" Monitors 1 + 2 + 3
$1,000 for set of 3
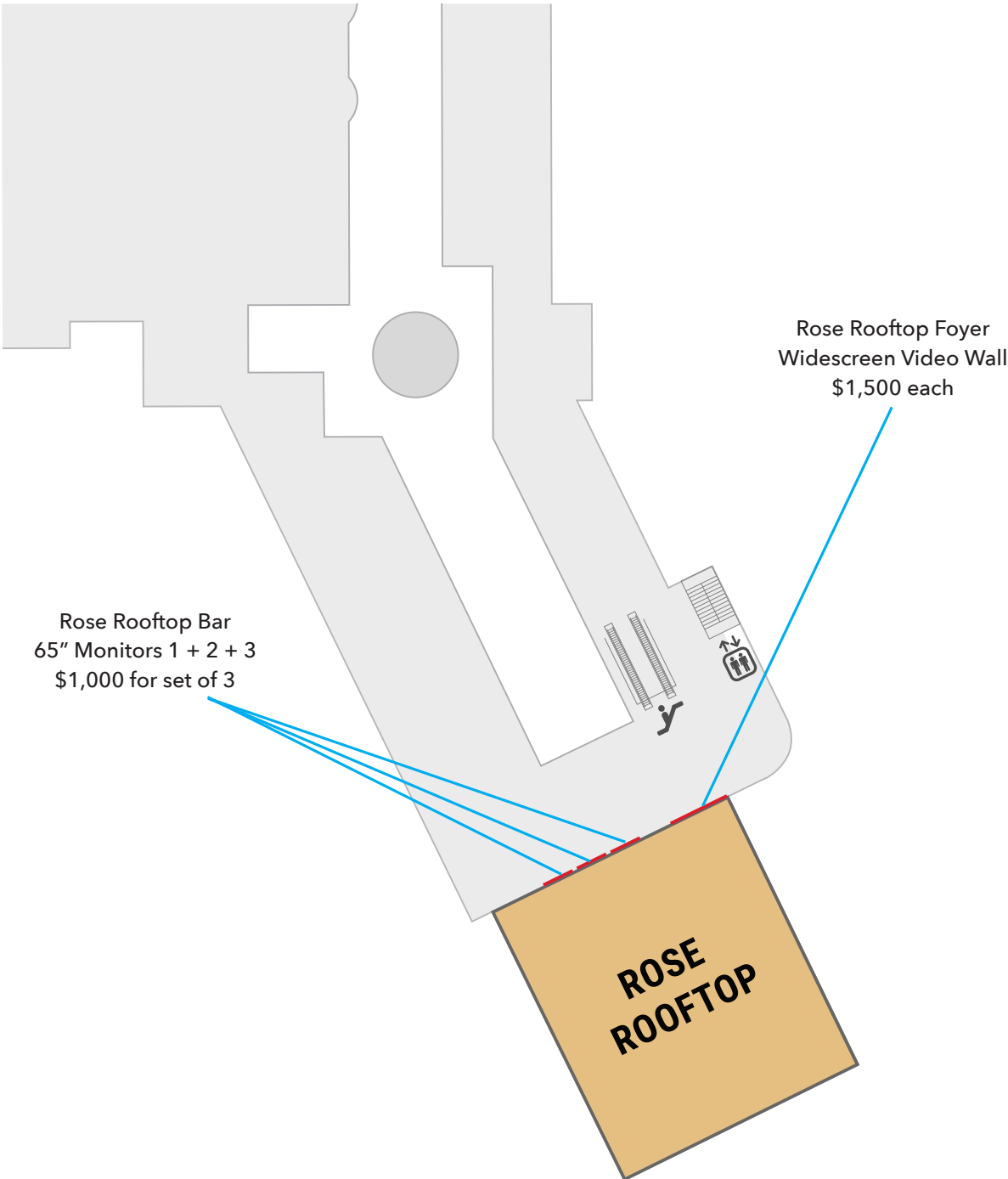
ROSE ROOFTOP

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
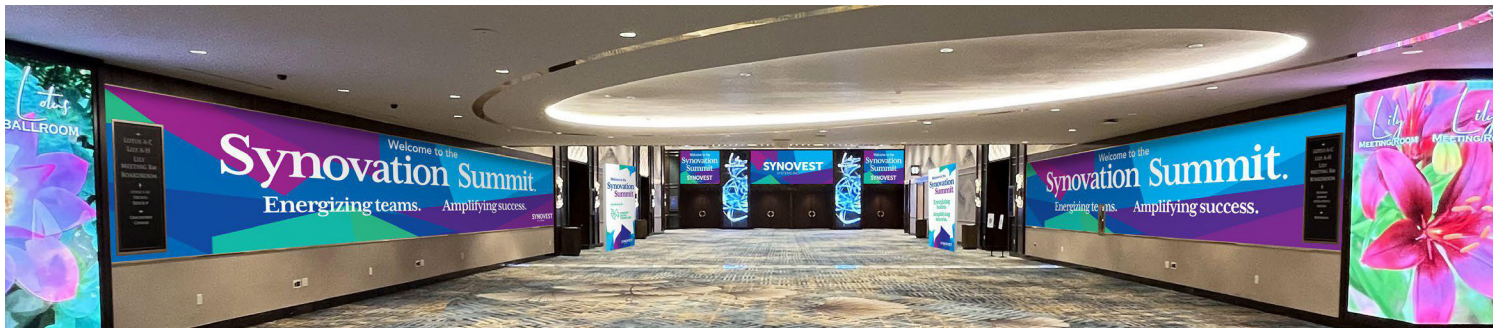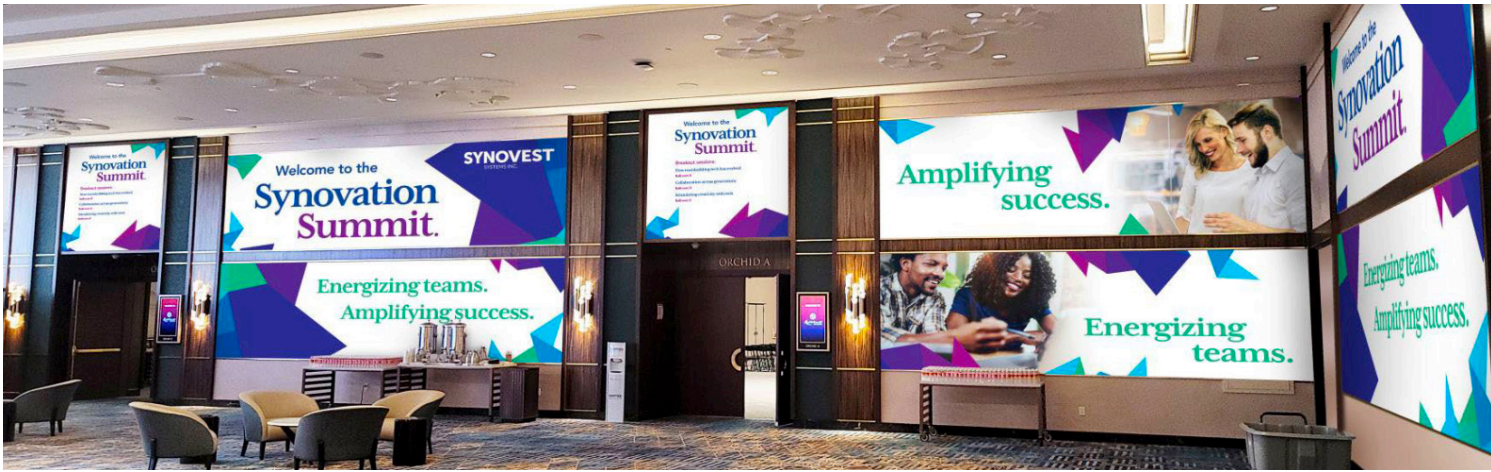
65'' MONITORS

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
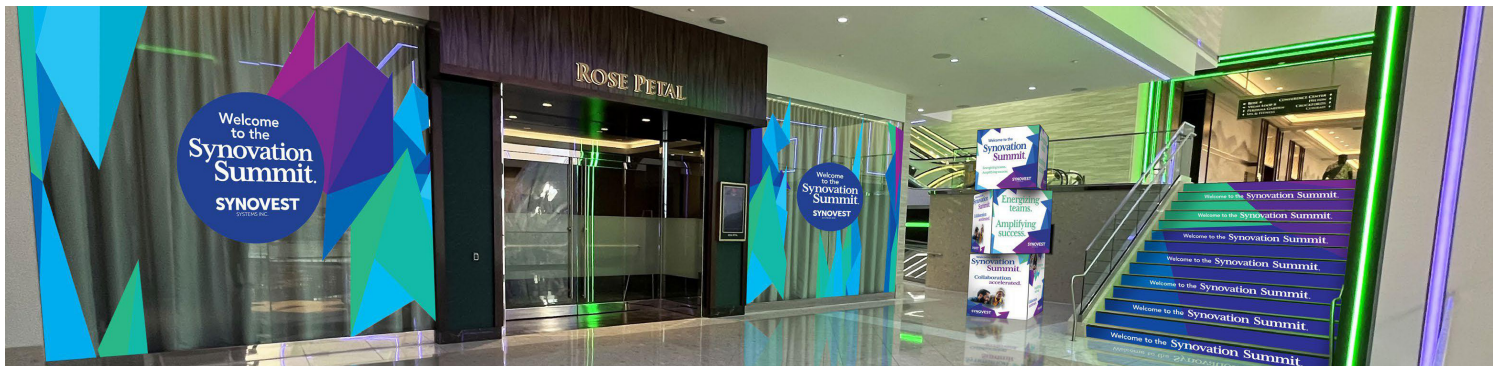
WALLS & SURFACES

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

FLOOR CLINGS

• Fee: Starts at $500 per area per day

FedEx to Produce and Install

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

FLOOR 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
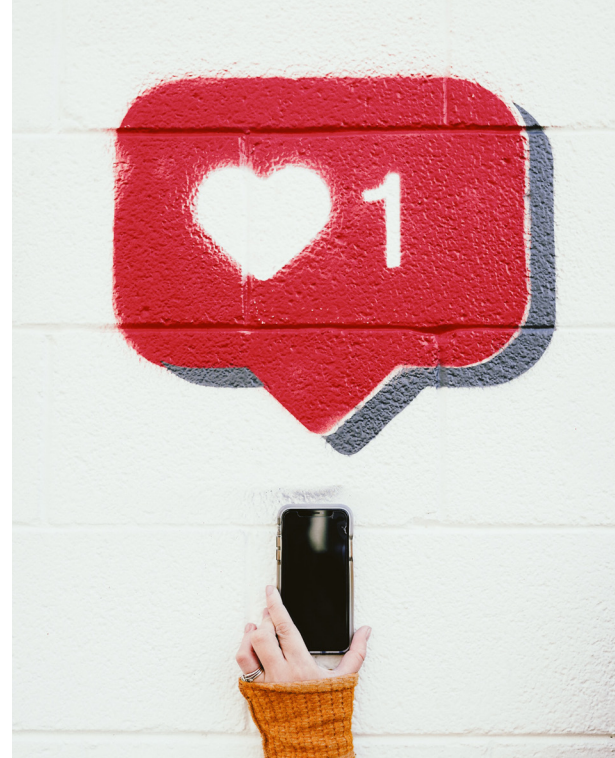Client responsible for all costs associated with
production of keys.

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.

CATERED LOGO ITEMS/LOGO STICKERS

To include bottled water, menu cards, ice carvings
and dessert.
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 rwlasvegas.com website
File Specifications: Video
*Under 2GB, Type: mp4, flv, avi, msvideo, quicktime,
mpeg, mp2t, vndzdlna.mpeg, mp2t, vnd.dlna.
mpeg-tts, Resolution: 1280x720 pixels*

VISUALLIMITS 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
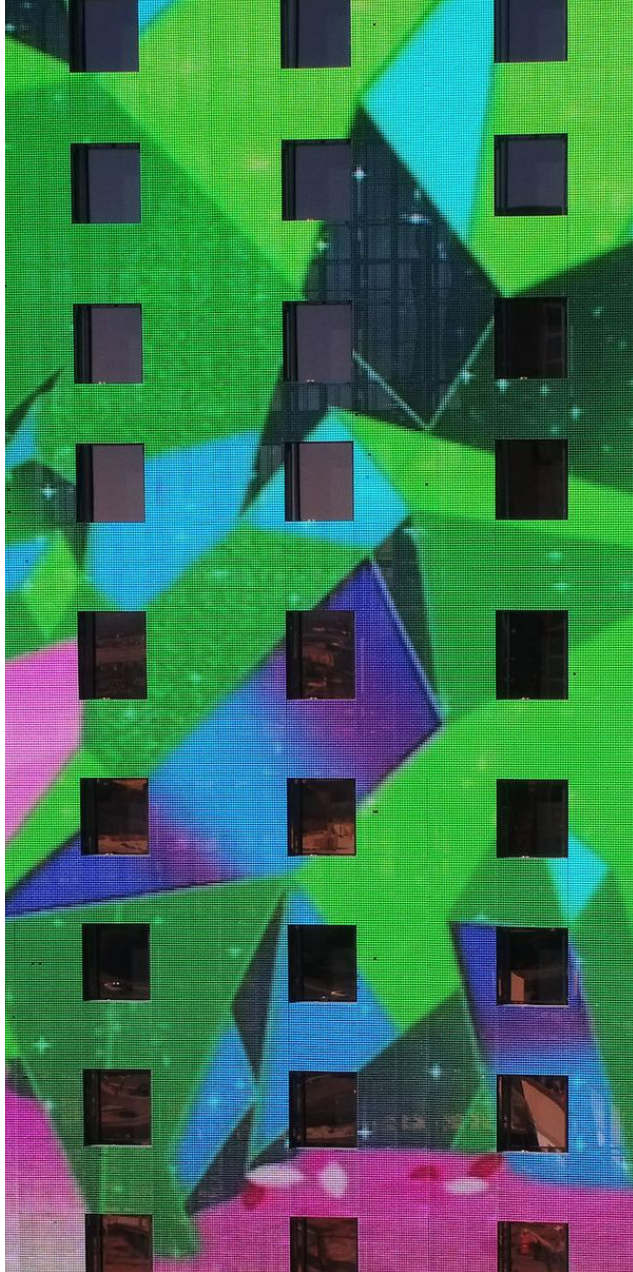offers / announcements)

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

WEST TOWER

EAST TOWER

ARRIVING

JUNE

24

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@rwlasvegas.com for any questions about various partner
marketing opportunities regarding asset delivery and planning tactics.

Resorts World™
LAS VEGAS