



PASADENA TOURNAMENT OF ROSES PORTFOLIO

By : Asia Chang



Welcome

This portfolio represents a part of Asia's time as the 2022-23 Rose Fellow at the Pasadena Tournament of Roses. The position is an 8-month fellowship awarded to a single student applicant from Pasadena City College with an interest in Community Outreach and Marketing, and a passion for making an impact in the community.

Three projects will be presented.

Project 01

COMMUNITY OUTREACH INITIATIVE

Given Task : Draft an outreach email to local community colleges to present the opportunity of a youth empowerment event.

Product : Email invites sent to *90 contacts* in *26 local universities*. The youth empowerment event had approximately *400 students in participation* from various local educational institutions.

Outreach DRAFT for Local Community Colleges ([Link to target community colleges](#))

SUBJ = #ThisGen (hosted by Pasadena Tournament of Roses and sponsored by META):
Please Share this Free Student Networking Opportunity!

FOLLOW-UP

Good morning,

As previously mentioned, I am excited to share that our third annual #ThisGen youth empowerment forum, presented by META, is returning this Saturday, April 22nd at the [Tournament House in Pasadena](#)! I would like to share that, on top of our panelist features and Career Corner, we will also be having an opportunity drawing, where attendees have a chance to win Rose Parade, Disneyland, Dodgers and LAFC tickets, as well as HelloFresh vouchers! Please circulate the attached flyers (PDF & JPG files attached) by email and/or social media. Below, I have also included a draft blurb, tags, and hashtags that you can use. We appreciate your support in getting the word out about #ThisGen23, which is being offered at no-cost to attendees. Breakfast and lunch will also be provided.

FOR EMAIL DISTRIBUTION AND/OR SOCIAL MEDIA:

Join the Pasadena Tournament of Roses on Saturday, April 2023 as they host their annual youth empowerment forum, #ThisGen23 presented by META. This free event will feature industry leaders speaking on a variety of thought-provoking panels, including Innovators, Changemakers and Trailblazers. Registration is free of charge, breakfast and lunch will be provided to all attendees. On top of our panelist speakers and Career Corner (with job and internship opportunities), we'll also have an opportunity drawing to win Rose Parade, Disneyland, Dodgers and LAFC tickets, as well as HelloFresh vouchers. We're still taking registrations.

We can accommodate up to 400, spaces are filling up! Register now for #ThisGen23 through [this link!](#)

SOCIAL MEDIA HANDLES

Instagram: @rose_parade

Facebook: @roseparade

Twitter: @roseparade

HASHTAGS

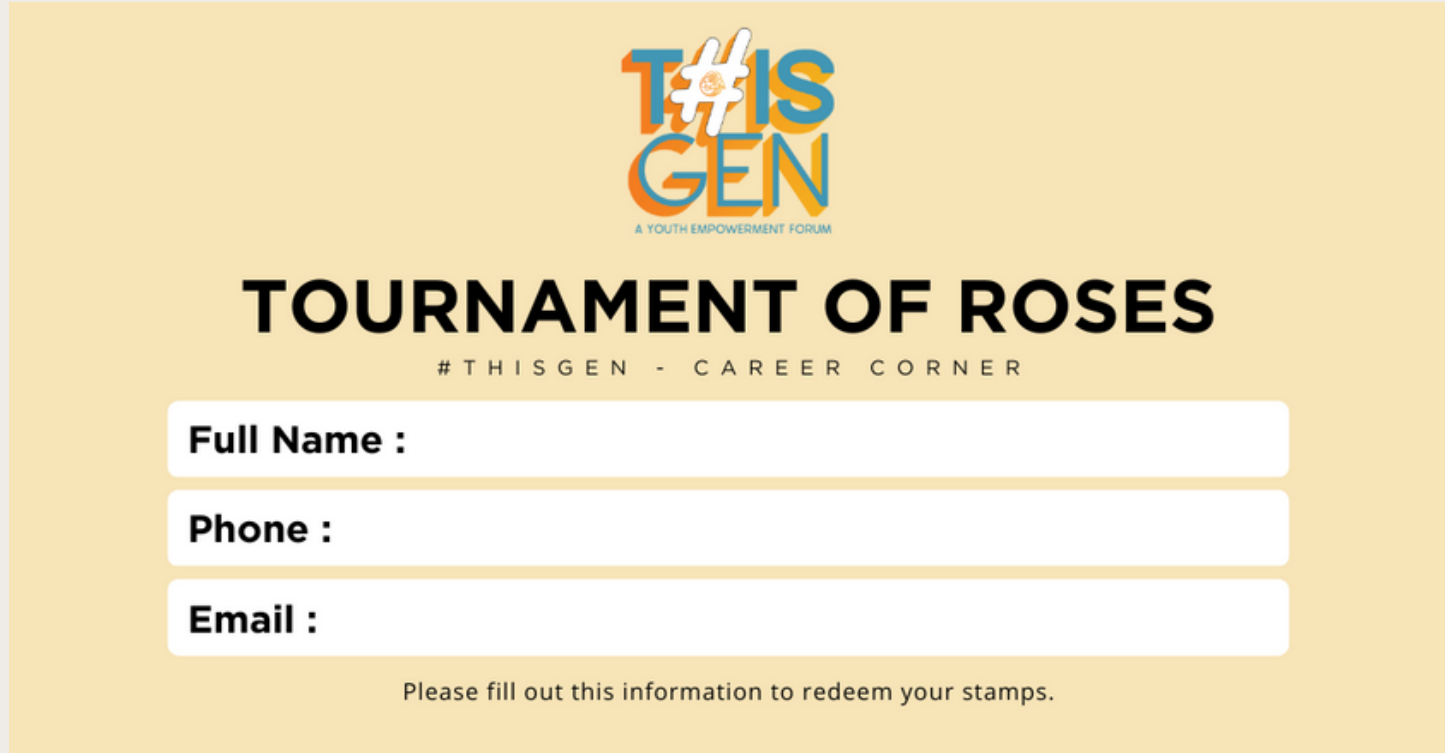
#ThisGen23

Project 02

GRAPHIC DESIGN + IDEATION

Given Task : Ideate a method to promote interaction with recruiters in the Career Corner.

Product : 400+ custom designed Stamp cards that incentivized higher interaction levels for a prize.



The "Information Side" of the stamp card features the #THIS GEN logo at the top, followed by the title "TOURNAMENT OF ROSES" and the hashtag "#THISGEN - CAREER CORNER". Below this, there are three input fields for "Full Name :", "Phone :", and "Email :". A note at the bottom of the form area says "Please fill out this information to redeem your stamps."

Information Side

- Utilized as a way to track participant's engagement (400+ people in attendance)
- 7th iteration became the final version for D-Day



The "Career Corner Stamp Reveal Side" features the title "CAREER CORNER" at the top. Below it, a blue box contains the text "3rd Stamp = Rose Bowl Game Merch" and "6th Stamp = 1 LA Dodgers Entry". A row of six stamps is shown: three #THIS GEN logos, a football icon, another #THIS GEN logo, and the LA Dodgers logo. A yellow box at the bottom says "Don't forget to fill out your information on the back to redeem!"

Career Corner Stamp Reveal Side

- Promoted engagement with Career Corner recruiters
- 10th iteration became the final version for D-Day

Project 03



BUDGETING AND FINANCE

Given Task : Create a budget proposal for cultural activities at the Reception of an Art Competition.

Product : Researched Mexican traditions to develop engaging activities with a budget proposal.

DDLML 2022

Dia De Los Muertos/DDLM 2022

NAME	LINK	PRICE	CATEGORY
DIY: How to Make Cempasúchil Paper Flowers ANOTHER OPTION : https://heyletsmakestuff.com/our-wedding-paper-flowers-tutorial/	https://www.livecolorful.com/blog/2013/10/diy-how-to-make-cempasuchil-paper-flowers#:~:text=%20Steps%3A%20%201%20Fold%20the%20tissue%20paper,like%20cempas%C3%BAchil%20flowers%20or%20just%20Flowers%21%20More%20	-Tissue Paper \$9.99 https://a.co/d/aepxAH0 --Twist ties \$4.95 https://a.co/d/irPmKp9 -Scissors \$10.51 https://a.co/d/6lceppo -Stem \$5.99 https://a.co/d/amiEDdm	KIDS Craft 
Fun Express DIY Sugar Skull Magnet Kit - Makes 24 - Day of The Dead and Halloween Crafts for Kids	https://a.co/d/1kndR8t	\$19.45/24 units	KIDS Craft 
24 Pack Mini Wood Display Easel (8 Inch)	https://a.co/d/92VOSHn	\$36.99/24 Units	Display 
Gonia 2 Set Display Risers Clear Acrylic Riser Shelf Showcase Cake Stands for Candy Dessert Table Decorations-3"x4"x5" (6pcs)	https://a.co/d/eTA6Snb (Can also be used for framed artwork display, and can display a range of 3D artwork; I am assuming that there are not a lot of sculptures)	\$12.99 /6 Units	Display 

Product Research

DDLML 2022

\$\$\$ BUDGET \$\$\$

KIDS CRAFT BUDGETING (as of 9/9/22)

[KEY]

- optional items that add to the experience
- Do not need to purchase/already available at the House

(K) Sugar Skull Magnet Kit	\$19.45/24 units	50-70	\$59.35 for 72 {price x 3}
(K)*Cempasúchil Paper Flowers	a.Tissue Paper (\$8.99/100 sheets) b.Twist Ties (\$6.00/700 units) c.Stem (\$5.99/100 units) d.TOOL : Scissors (\$10.51/12 units) -Staplers -Flashcards for notes	a.100 sheets b.700 twist ties c.100 stems d.12 scissors	A. \$9.99 for 100 {price x 1} B. \$6.00 for 700 {price x 1} C. \$5.99 for 100 {price x 1} D. \$10.51 for 12 {price x 1} Total w/o tax : \$32.39
TOTALS \$100 budget		100 complete flowers + 72 complete mask sets	\$91.74 (w/o taxes and fees) Estimate : \$100-105

- DIY Sugar Skull Magnet Kit - Day of The Dead and Halloween Crafts for Kids
 - Take-home Activity to put on their fridge
 - Gender-neutral activity
- DIY: How to Make Cempasúchil Paper Flowers
 - Print out directions with pictures + play video
 - Event Activity
 - Children can place flowers on the ofrenda and write a letter to their loved ones

Budget Proposal

DDLML 2022

Display Categories :

- Digital Art / Graphic Design
- Paintings & Drawings
- Calavera (Sugar Skulls)
- Ofrendas (Offering for altar)
- Catrin/a (Decorative skeleton)
- Other Visual Arts

- 30 Finalists
- Mix of 2D and 3D objects
- Framed objects can be placed on Acrylic Riser (multipurpose)

DISPLAY BUDGETING (as of 9/9/22)

	Price/Unit	Units to buy	Total Costs
(D) Acrylic Riser	\$12.99 /6 Units	6 acrylic shelves	\$12.99 for 6 {price x 1}
(D) Wood Display Easel	\$36.99/24 Units	24 easels	\$26.99 for 24 {price x 1}
TOTALS \$100 budget		30 displays	\$39.98 (w/o taxes and fees) Estimate : \$46-\$50

Additional Pricing

- Displays
 - [Riser 18 units (3 bundles)] + [Easels 24 units (1 bundle)]
 - 42 display units = \$74.96 (+ \$7.11 tax) = **\$82.07**

Further Budget Breakdown

ABOUT ME

Hello! My name is Asia Chang and I am an undergraduate student at USC. I have a background in community outreach and social media marketing. My strengths lie in my operational mindset and ability to maintain a wide-angled perspective on all projects.

I am passionate about making a positive and permanent change in the community around me, and hope to be a source of inspiration to aspirational young women.



Asia Chang





THANK YOU

[The End]

Asia Chang's Pasadena Tournament of Roses Portfolio

