

**WEEKEND OVERVIEW**



**SHE** Weekend

SPORTS. HOSPITALITY. ENTERTAINMENT

**MGMRESORTS - LAS VEGAS**

**JULY 16-19**



Flavor Flav's

# SHE Weekend

Flavor Flav's SHE Weekend is a celebration of the most elite women athletes in the United States. But it's designed to be far more than a single weekend. It's a call to action — a platform for lasting social change in women's sports. The start of a tradition, in Las Vegas, Nevada, honoring and uplifting female athletes everywhere. A celebration of the athletes who represent the United States at the highest level. The weekend convenes **100+ athletes** of this year's winter games, including the women's hockey team and USA Bobsled + Skeleton, offering them a series of events, activities, concerts, and community moments that honor them and let them have some fun! Sponsored by Delta and MGM, which goes beyond buying a logo placement; it's funding the movement for female athletes and encouraging the next generation of Olympic medalists.

**This isn't just an event. It's a movement.**



# WEEKEND ITINERARY



**THU**  
**7-16**

Welcome Reception at Park MGM  
Free Public Parade on the Las Vegas Strip, Ends at Toshiba Plaza  
8:00 PM - 9:00 PM  
Free Public Concert Featuring a Parade of Athletes, Public Enemy, Sheila E, Grace Bowers, BluDeTiger, and Surprises. All Athletes Receive Keys to the City  
8:30 PM - 10:00 PM

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**FRI**  
**7-17**

Official Party at Marquee Nightclub - All Olympians + Paralympians are Invited

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**SAT**  
**7-18**

Pool Party at Palm Tree Club at MGM Grand

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**SUN**  
**7-19**

Pool Party at The Reserve at Park MGM



# Key Personnel



## **Flavor Flav: Founder**

A Las Vegas native, Flavor Flav is an American rapper, hype man, and reality TV personality best known as a founding member of the influential hip-hop group Public Enemy.

## **Rhiannon Elis: Co-Founder**

Rhiannon Rae Ellis is a sports and entertainment executive, entrepreneur, and founder of Moves Management with more than 20 years of experience across sports, music, media, and talent representation.

## **Robyn Glaser: Co-Chair**

Robyn Glaser supports the oversight, development, and execution of SHE Weekend, a senior executive with 25+ years across sports, entertainment, technology, media, lifestyle, and nonprofit sectors.

## **Joe Lewis: Executive Producer**

Joe Lewis is the founder of JLC, a global live-event production, design, and fabrication company specializing in large-scale experiences across sports, music, entertainment, and culture.

## **Megan Meenan: Producer**

Megan Meenan is Vice President of Event Production at JLC, leading the execution of large-scale live experiences across sports, entertainment, and culture.



# Ancillary Services



## EMS Services

Working in conjunction with MGM and the Clark County Fire Department. Full plan to be determined.

## Security

Working with supplemental third-party security, Metro PD, Off Duty Police Officers, and MGM. Full security plan to be determined.

## Hydration Station

Working with MGM for water stations, full plan to be determined.

## Traffic Control

All traffic control equipment, including barricades, etc. provided by PATG.

Expected Attendees in Toshiba Plaza: 4,000

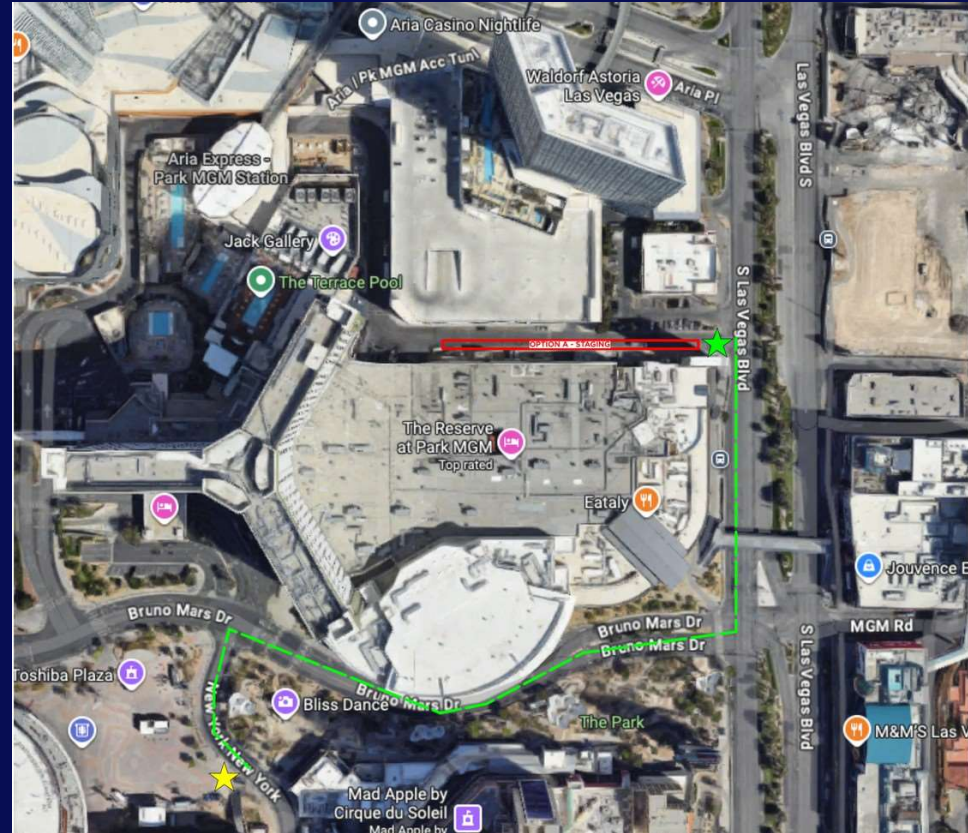
Expected Attendees in Parade: 6,000



# Parade Route



- Thursday, 7/16 -
- 8:00 PM - 9:00 PM - Parade
- 8:30 PM - 10:00 PM - Concert
- Street closures - TBD





# Community Ties

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Flav is an ambassador to GoFundMe and has helped raise hundreds of thousands of dollars for various endeavors. Every single brand partnership Flav enters has a charitable component attached to it to give back to it, including food banks, foster children programs, homeless shelters, youth sports, and the humane society. He has supported the Clark County school programs for years, volunteering his time for various programs, including arts and reading programs. He's a known advocate for educators and purchases a significant amount of their school supplies.

## Current Community Groups Participating in the Parade

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**Las Vegas Raiders**

**Las Vegas Junior Golden Knights**

**Las Vegas Golden Knights**

**Las Vegas Aces**



Thank You!!

