

McKibben, executive director. "The Tournament of Roses now has an official rose to help create lasting memories for its fans. We are proud to have Passion Growers as a part of our extended family."

So how did Passion Growers and the Rose Bowl, who has never had a rose sponsor in its previous 96 games, happen to hook up? Premier Partnerships is a sports and entertainment sales and marketing firm that focuses on revenue generation for major facilities, events and properties. One of those is The Rose Bowl.



Premier's Jeff Marks said, "The Rose Bowl was looking for a quality partner and Passion Growers was the perfect fit."

He said that the partnership between Passion Growers and The Rose Bowl "gives Passion Growers the chance to move the needle for its brand recognition. For instance, when the two teams for the 2011 Rose Bowl are named, Passion Growers will have specialty roses for each team featuring the team's colors."

According to Marks, "Forbes Magazine did a study on the top five most recognizable marketing opportunities in sports. They were The World Cup, The Super Bowl, Wimbledon, The Olympics and The Rose Bowl!" Not bad company.

Another way the flower firm will be featured is that Passion Growers will have the largest signage at the Rose Bowl Game. Passion Growers will also be recognized in the Rose Bowl and Rose Parade programs.

Of course, Passion Growers would not have had this opportunity if they didn't grow and sell beautiful roses. Peisach said, "When it comes to our Columbian-grown roses, we are focused on quality, and we are both blessed and fortunate to work with such fantastic grower partners."

He said that Passion's roses are grown "in the most ideal conditions found anywhere in the world. We believe in doing it right without cutting corners on quality. It is the constant investment by our farmers to get the best roses that our customers appreciate."

On January 1 in Pasadena, while the football teams from the Big Ten and Pac Ten battle out on the Rose Bowl gridiron, the big winner of the day will already be Passion Growers.

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