

# VEGASSIGN.ORG

*“Bigger Than Neon. Brighter Than Imagination.”*

# VEGASSIGN.ORG

VEGASSIGN.ORG AIMS TO CREATE A GLOBALLY RECOGNIZED LANDMARK AKIN TO THE HOLLYWOOD SIGN.



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- ▶ The project includes a physical sign, branded assets (domain, trademarks, social media), and an immersive visitor experience.
- ▶ Mission: To establish an enduring symbol of Las Vegas culture, entertainment, and innovation.
- ▶ Goal: Partner with the City of Las Vegas to bring the sign to life and position it as a must-see destination.

# BUSINESS DESCRIPTION

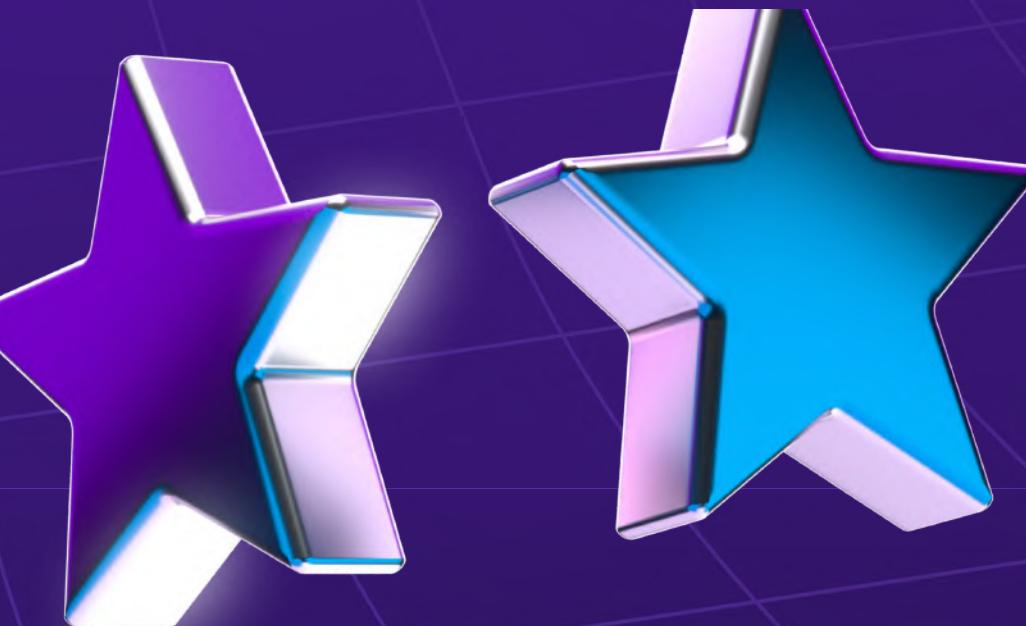
VegasSign.org is a visionary project designed to reflect the energy and spirit of Las Vegas.

Purpose: Build an iconic hillside sign visible across the valley, accompanied by interactive technology and a digital ecosystem.

Significance: Adds cultural depth and economic value; new landmark for tourism and media.

Audience: Global tourists, social media travelers, influencers, families, and locals.

Try Pitch



**40M**

**+ visitors annually**

# MARKET RESEARCH

Las Vegas hosts 40M+ visitors annually, with consistent interest in photo-worthy, Instagrammable experiences.

Competing attractions: The Sphere, Welcome to Las Vegas sign, Fremont Street.

Demand for outdoor, iconic visuals continues to grow.

Data shows increased tourism spending on unique landmarks and immersive experiences.



"We have become a global leader in hospitality, entertainment, sports, technology and innovation, all of which have been instrumental in transforming Las Vegas into a Category of One."



**Steve Hill**

CEO & President - LVCVA



# MARKETING STRATEGY

## Branding Strategy:

Sleek, bold, modern visual identity

Trademark-protected logo and name

## Marketing Channels:

Online: Instagram, TikTok, Facebook, YouTube,

SEO, email campaigns

Offline: Billboards, hotel partnerships, airline

promos, local media

## Pricing Strategy:

Free public viewings

Premium guided access, VR experiences, and  
merchandise sales

## VEGASSIGN.ORG OFFICIAL MERCH



# OPERATION PLAN

## LOCATION/STRUCTURE

**Location:** Elevated desert hillside viewable from central Las Vegas  
**Structure:** Durable, weather-resistant, solar-lit sign

## SECURITY/MAINTENANCE

**Security:** Fencing, surveillance cameras, motion detectors  
**Maintenance:** Monthly inspections, graffiti removal, light replacements

## TEAM/STAFF

**Team:** Project manager, legal & compliance officer, contractors, marketing lead



# LOCATION & VISIBILITY STUDY

## PRIME LOCATION

EASTERN FACE OF BLUE DIAMOND HILL

## ENVIRONMENTAL APPROVAL

Impact study completed with  
favorable findings

## MAXIMUM VISIBILITY

75 % COVERAGE FROM STRIP HOTELS

## LAND ACQUISITION

15 acre parcel identified at \$5mm



# DESIGN & ENGINEERING



## Cutting-Edge Illumination

22,000 programmable LED panels with 16M color combinations



## Sustainable Power

Solar-powered with 85% energy self-sufficiency



## Weather Resistant

Engineering to withstand 120mph wind gusts



## Built to Last

Desert-optimized materials with 35+ year lifespan



# VISION & OPPORTUNITY

## Defining skyline element

Vegas' iconic signature visible Strip-wide

## 50-foot illuminated letters

Positioned on Mountain backdrop

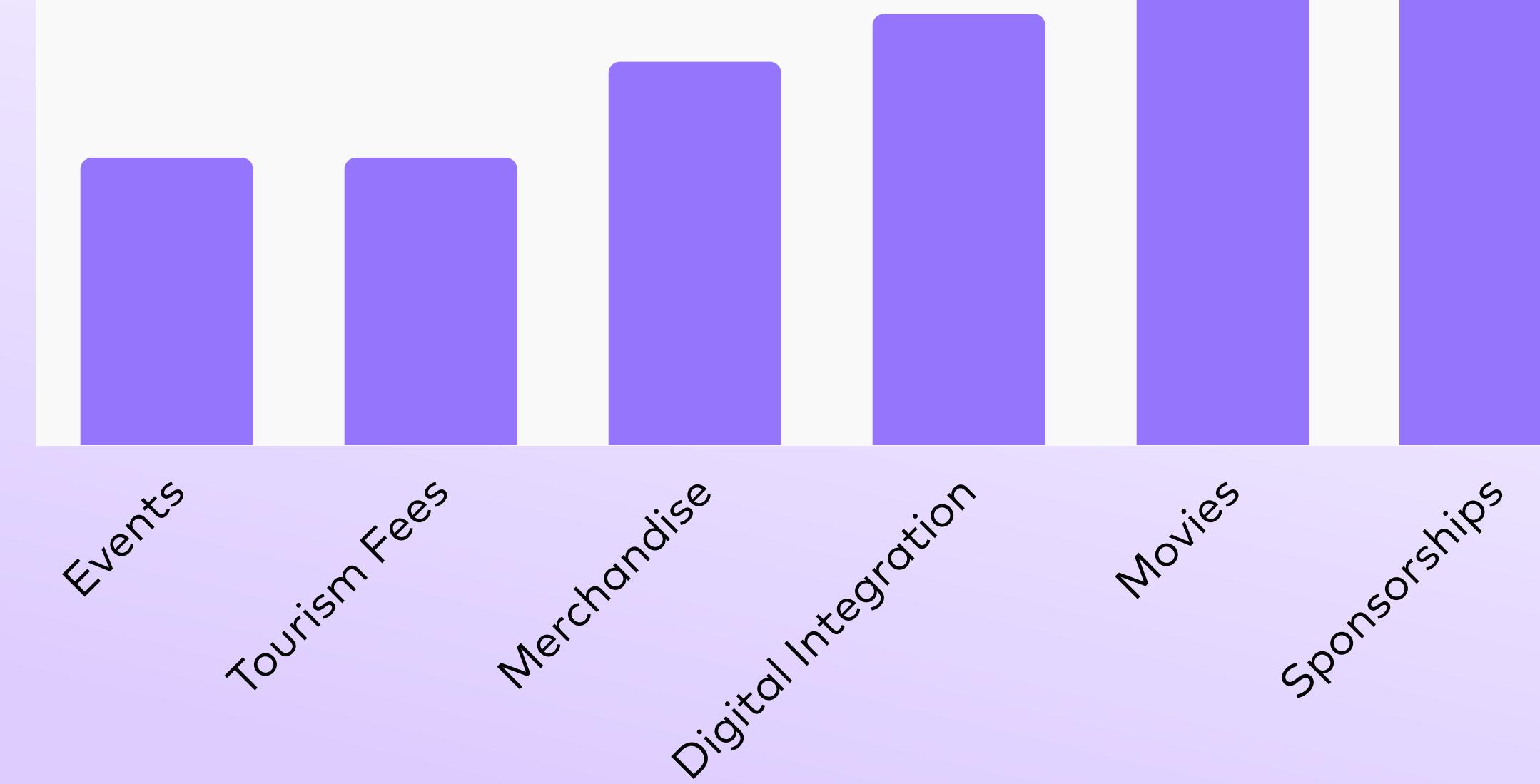
## Instagram's most tagged landmark

Potential for 45M+ annual impressions

## Tourism revenue generator

Drives \$300M+ in annual indirect income

# BUSINESS MODEL & REVENUE STREAMS



# Implementation Timeline



## Implementation Timeline



**Q1 2026**

Final approvals and land acquisition



**Q2 2026**

Construction and infrastructure development



**Q3 2026**

Technology installation and testing



**New Year's Eve 2027**

Grand illumination ceremony



## Iconic Sign Benefits



### City of Las Vegas

\$12M+ annual tax revenue increase

International recognition and brand reinforcement



### Tourism Industry

4.5% projected visitor increase

New attraction to market globally



### Hotels & Businesses

Premium "sign view" rooms at +\$45/night

\$85M additional annual spending



### Local Community

650+ construction jobs  
75+ permanent positions

# “BIGGER THAN NEON BRIGHTER THAN IMAGINATION”

Joe Thomas  
founder  
vegassign.org

✉ Joe@vegassign.org





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