

VEGASSIGN.ORG

“Bigger Than Neon. Brighter Than Imagination.”

VEGASSIGN.ORG

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



- ▶ 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.

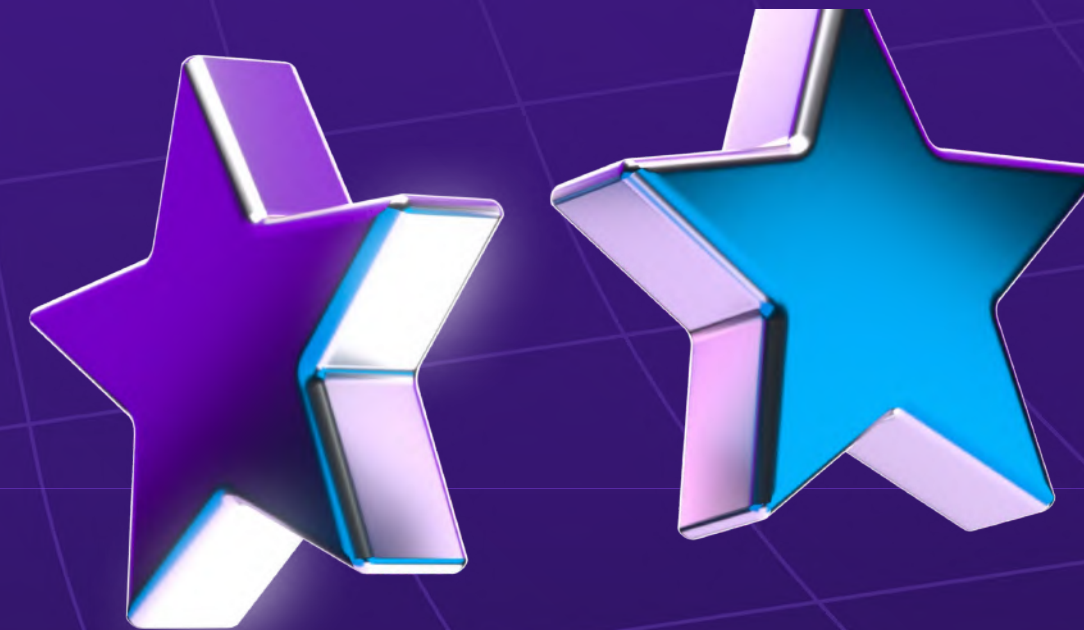
BUSINESS DESCRIPTION

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.



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 LOCCATION
EASTERN FACE OF BLUE DIAMOND HILL

ENVIROMENTAL 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

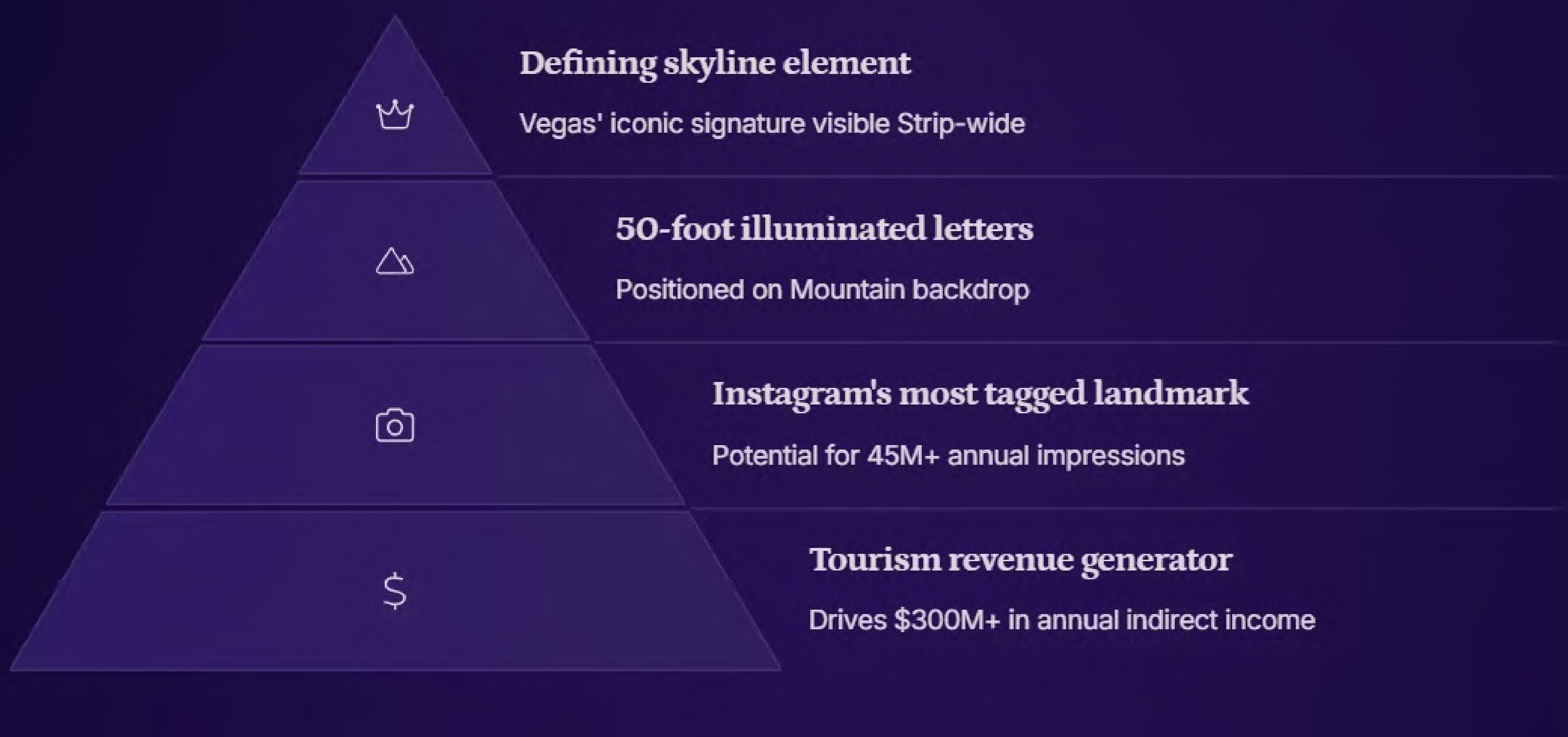
Engineering to withstand 120mph wind gusts



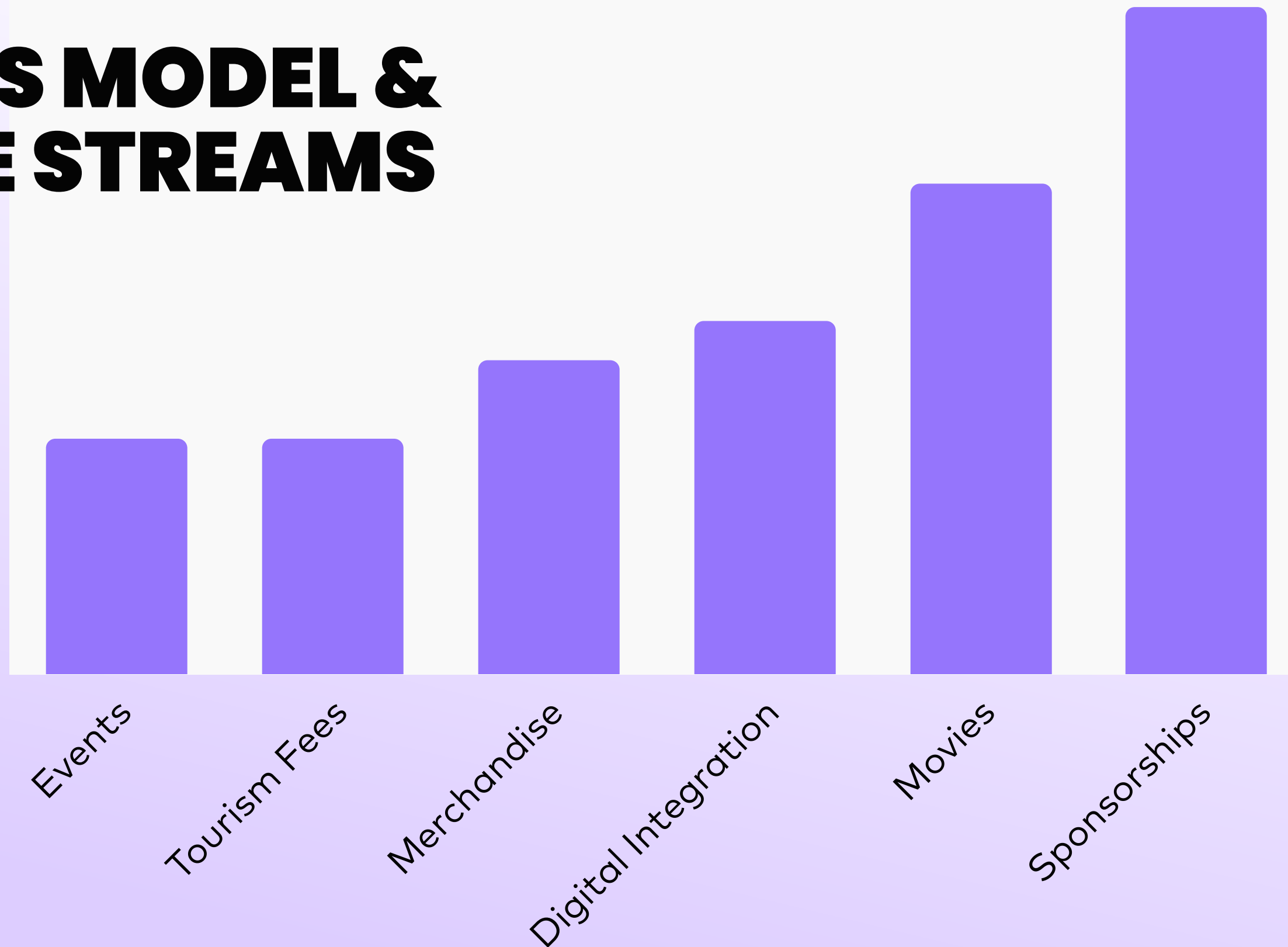
Built to Last

Desert-optimized materials with 35+ year lifespan

VISION & OPPORTUNITY



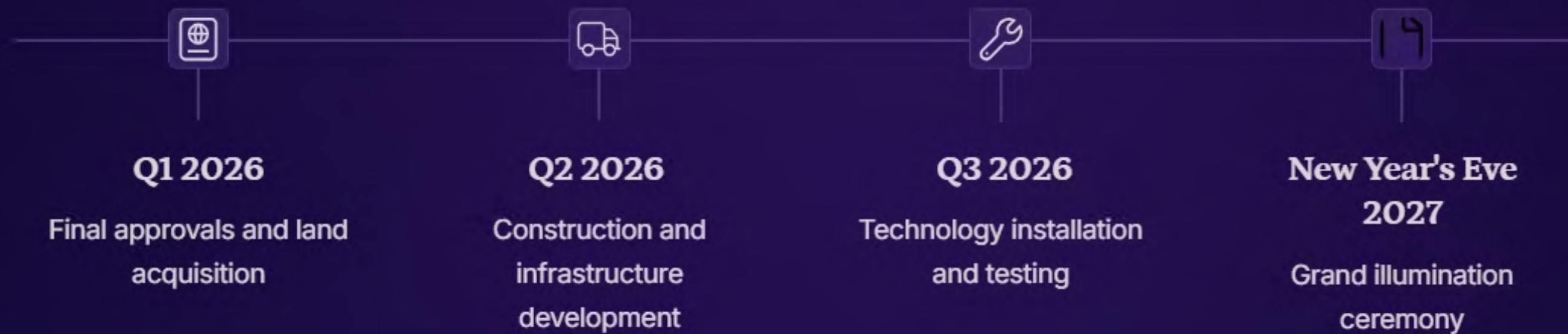
BUSINESS MODEL & REVENUE STREAMS



Implementation Timeline



Implementation Timeline





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





Want to make a presentation like this one?

Start with a fully customizable template, create a beautiful deck in minutes, then easily share it with anyone.

Create a presentation (It's free)