

## **EXHIBIT IX.B.5. CROSS MARKETING PLAN**

## **MOHEGAN SUN AT THE CONCORD**

Our tourism draw for Mohegan Sun Concord (MSC) begins with creating a uniquely appealing facility. Mohegan Sun's legacy of being a good neighbor within the community in which we operate can be measured through existing business relationships at our properties in Connecticut and Pennsylvania. Furthermore, through the Mohegan Sun Momentum Points Program, described in Exhibit IX.B.3, we are seeking agreements with local and regional businesses so as to provide unique and creative opportunities to capture a fair share of the growing tourism industry and provide an avenue for cross promotion between MSC and local and regional businesses.

MSC has developed a cross-marketing plan for use with outside organizations. The plan involves a variety of different tactics:

### **Mohegan Sun Momentum Points Program**

Our MSC team is meeting with local and regional businesses to solicit participation in this new marketing program that will directly benefit local businesses and tourist attractions throughout the Sullivan County Catskills. MSC has set up a web page and is doing e-blasts through the Sullivan County Chamber of Commerce, Sullivan County Visitors Bureau and the Sullivan County Partnership for Economic Development to receive contact information of local businesses who are interested in participating.

The MSC Momentum Points Program will enable guests to receive additional discounts and redemption opportunities at participating local businesses and destinations in the Sullivan County Catskills and surrounding area, generating tens of millions of rewards points branded "Momentum Points" annually.

While virtually every casino operator has a player's club card program, rewards are typically only redeemable at the retail, hotel, food, and beverage outlets located within the casino. MSC's program will include participating local businesses on the exciting action at MSC, while giving guests wider options for redeeming their Momentum Points.

Mohegan Sun has a long history of developing valuable partnerships with local businesses and tourist destinations in the regions in which we operate. Under our business partnership model, MSC guests will be able to use Momentum Points as a cash equivalent at participating regional establishments to encourage additional patronage and increase local business revenue. Almost any retail business that deals in goods and services is eligible to participate.

### **Personal Communication/Employee Training**

We have found at our Connecticut and Pennsylvania facilities that our employees can be the most effective messengers for the marketing of businesses and for selling the attributes of the region. We will seek support and training about the Sullivan County Catskills region from the Sullivan County Visitors Association (SCVA) for all our dedicated guest service personnel. We will also work with local and regional education institutions like SUNY Sullivan to develop training programs for our employees to educate them about the Sullivan County Catskills region. This will allow the experts to train our employees about the attributes of the region. In addition, we will furnish our VIP Services team with consistently updated information about participating regional hospitality, attractions, and recreation alternatives.

### **Online Regional Reservations**

MSC will create and offer a special tab on the Mohegan Sun website to make reservations at regional hotels, restaurants, and other area attractions. The website will also advertise attractions and businesses that accept Mohegan Sun Momentum Points and offer our guests special discounts for goods and services. Additionally, we are speaking to local hotels, resorts, bed and breakfasts, and other lodging facilities in order to build partnerships for the anticipated need for additional hotel rooms.

### **Online Regional Marketing/Advertising Initiatives**

We plan to create a bi-weekly “Spotlight” segment on the Regional Interests page of our website. During each “Spotlight” segment, four regional businesses from each category will be featured as places to visit, stay, eat, or shop. Web links to these businesses will be highlighted to direct the visitor to their respective home pages.

### **Direct Mail and eBlasts**

MSC plans to send at least 60 mailers annually to potential customers of the MSC facility. Within these mailings, we plan to advertise the regional tourism organizations like the SCVA by providing their website addresses.

### **Virtual Concierge Kiosks**

A communications center will be located on the MSC property, and will feature recreation and attractions from our regional partners. We will work with our technology vendors to ensure that the center educates, informs, assists, and entertains through cutting-edge interactive components, like touch screens and links to each business’s website. The experience will be akin to a virtual brochure, bringing the message to life. We will also provide the capability for on-demand printing for guest convenience.

### **Other benefits of our Virtual Concierge Kiosks include:**

- A self-service option offering additional user convenience, virtually eliminating traditional wait time associated with these tasks;
- Details about entertainment and dining options in the area, assistance in making reservations or purchasing tickets, and information about where MSC Momentum Points can be exclusively redeemed; and
- Assistance for travelers to navigate their way to and around venues, businesses, attractions, and institutions.
- Joint Promotional Opportunities

Joint promotional opportunities will also be available, such as the inclusion of participating businesses in MSC advertising campaigns. This includes direct mail, print and broadcast advertising, and onsite advertising. The goal is to provide additional marketing and awareness for regional businesses and attractions. Employee discounts will also be available.

Using the above plan as guide, we are having cross-marketing discussions with specific institutions. We plan to work with other key tourism stakeholders in the Sullivan County Catskills region, including the Sullivan County Visitors Association and the Sullivan County Partnership for Economic Development, to develop a collaborative marketing strategy that aligns the region’s tourism industry behind a common message and goal.

### **MSC plans to Cross market with businesses locally and throughout the region. MSC plans include:**

- To work with regional organizations to hold vendor fairs that provide regional businesses with information about providing goods and services to the MSC project;
- To meet with regional businesses regarding any opportunities to open satellite businesses within MSC;
- Ensure that regional businesses will be able to benefit from partnership programs that incentivize employees and patrons of MSC to utilize regional businesses, including through the Mohegan Sun Momentum Points Program; and
- Continue to implement a marketing program for the utilization of minority business enterprises, women business enterprises, GLBT business enterprises, and veteran business enterprises to participate as vendors in the provision of goods and services.

### **Momentum Points Program's Cross-Marketing Section**

The Mohegan Sun Momentum Points Program offers a unique cross-marketing opportunity for MSC and local businesses. Attachment IX.B.5.1 includes letters from local businesses who both support Mohegan Sun at the Concord, and in addition, agree to join MSC in our cross-marketing strategy created around our Momentum Points Program. These businesses agree to advertise and promote Mohegan Sun at the Concord, whereas MSC also agrees to promote their businesses through advertisements and through discounts offered at these businesses for MSC employees and patrons enrolled in the Momentum Program, thus encouraging greater visitation to the surrounding area of MSC, and more specifically, greater visitation to these businesses. MSC will continue to reach out to local businesses, asking them to participate in this cross-marketing program with MSC. At this time, we continue to receive positive responses from businesses around Thompson City and Sullivan County. Please see these attached letters behind this exhibit.

1. Mountain Bear Crafts
2. Jeff Bank
3. Honor's Haven Resort and Spa
4. Shortline/ Coach USA Bus Company
5. Reber River Trips
6. Fallsburg Lumber
7. Robert Green Auto and Truck Inc.