

CROSS MARKETING

EXHIBIT IX. B.5

Cross marketing area attractions in the region presents opportunities to offer unique excursions and experiences for our guests that differentiate the resort and the gaming from the competition. The goal of all efforts will be to help local venues to connect the correct offer to the best target segment to get the best result possible.

Advertising of Attractions

- Using a video loop in the hotel rooms to show area attractions and give information on tickets and packages. Extended historical backgrounds and the unique attributes of the attraction can be highlighted as well.
- Advertising on the property in various digital formats and at large events in the festival grounds and amphitheaters.
- Attractions will be included in the collateral placed at the concierge desk for the hotel. Guests will be encouraged to utilize the service to help plan a full tour of local area attractions.
- Offering a taste of the attraction at the resort as a display to advertise the attraction will be offered. For example; a smaller sculpture from an exhibit could be placed in the Sterling Gardens to promote it to visitors.
- Links on the property website and other digital formats for guests to utilize when planning their trip to the resort.
- Inclusion in sales packages sent to groups and meeting planners.

Support

- Sponsorship of premier events and tickets for attractions.
- Guests will have the ability to utilize complimentary points to purchase attraction tickets.
- Tickets can be offered for sale in the box office at the resort in conjunction with transportation options and packages.
- Player Development will create events for target segment for various off-site activities.
- Discounting to promote extension of stay and utilization. An example would be a 25% discount at buffet for those attending the Spartan Race.
- Packaging of multiple attractions or events and overnights.