



September 27, 2000

Mr. Rossi Ralenkotter  
Vice President Marketing  
Las Vegas Convention and Visitors Authority  
3150 Paradise Road  
Las Vegas, Nevada 89109-9096

Las Vegas

Dear Rossi,

Pursuant to Section 3.05 of our contract with LVCVA, we are to establish a list of charges for additional services to be provided by R&R Partners for the coming fiscal year. This letter will confirm the amounts proposed during the budget process.

Phoenix

The following fees for those services are proposed for fiscal year 2000/2001

**Las Vegas PR**

The umbrella retainer for LVCVA is proposed for an increase this year as a result of the increased load from the new branding campaign. Public relations will provide validation of paid advertising messages for the "adult freedom" brand. Key consumer magazines and travel publications will be targeted for aggressive media relation's work. In addition, public relations will carry the responsibility for delivering messages about product (primarily retail, restaurants and entertainment) to the consumer audience. This will require more proactive work than previous campaigns, since there is a minimum level of support from the brand advertising for product messages.

Salt Lake City

Proposed retainer: \$10,000 (previously \$8,500)

**Laughlin PR**

The positioning of Laughlin as a destination will need to be more aggressive in the coming year, where previously we have relied largely on event publicity. With the advent of increased competition and tribal gaming, the Laughlin experience has a place - albeit a competitive one - in the consumer and travel press.

Washington D.C

The agency will be pitching stories with a target audience of first time visitors in mind.

Proposed retainer: \$3,500 per month (previously \$2,900)

R&R Partners



**Mesquite PR**

The addition of a monthly retainer for Mesquite will enable the public relations team to position the Mesquite destination with first time visitors. Since there is limited product awareness, and with the advent of tribal gaming, we will be pro-active in pitching stories about golf, spa and hotel amenities with an eye towards location as a prime selling point.

Proposed retainer: \$ 2,000 per month (new)

**Special Event Intercept Research**

Individual studies of major events in Las Vegas, Laughlin, Mesquite and Primm are conducted among out-of-town events visitors to profile trip characteristics and ascertain trip expenditures to provide an estimate economic impact of major destinations events. The information is compiled from in-person intercept interviews with out-of-town visitors who attend a specific event.

Proposed fee: \$8,000 per event (an additional \$500 per event if an attendance count is required)

**Account Planning Research**

The launch of a new branding effort for FY 2000-01 is based upon account planning research implemented in FY 1999-00. This discipline is an addition to the research offering and plays an instrumental role in determining motivations, perceptions, and emotions linked with the Las Vegas brand. The strength and effectiveness of the branding effort will be monitored and directed through account planning research among the Las Vegas target audience. Account planning will also be applied to branding efforts with other customer segments – travel trade, convention and international.

Proposed fee: \$100,000 to be billed on a project basis

**Research Retainer**

An increase is proposed for the research retainer during fiscal year 2000-2001 as a result of the increase amount of primary research being conducted (excluding special event research studies). With the expansion of competitive gaming and the need to analyze and segment the consumer audience, the overall research program has been intensified to accommodate these developments.

Proposed retainer: \$3,800 per month (previously \$3,500)