



August 24, 2005

K. James King  
Chief Financial Officer  
R&R PARTNERS  
900 South Pavillion Center Drive  
Las Vegas, NV 89144

Dear Jim:

I have reviewed and approve the proposed changes in your letter dated August 23, 2005 to section 3.05 of the contract between R&R Partners and the LVCVA for fiscal year 2005-2006. Those amounts and services include:

**Las Vegas Public Relations** (combining Las Vegas Destination public relations \$12,500/monthly and Event Press Relations-Las Vegas \$4,200/monthly) - \$22,000 per month.

**Laughlin Public Relations** - \$3,500 per month (no increase)

**Mesquite Public Relations** - \$1,000 per month (no increase)

**Event Press Relations-Laughlin** - \$2,500 per month (no increase)

**Research Retainer** - \$6,000 per month (new monthly fee)

**Digital Marketing Services Retainer** - \$6,000 per month (no increase)

Sincerely,

Rossi Ralenkotter  
President & CEO

RR:sc

c: Sue Covey  
Kristi Larsen  
Rob O'Keefe  
Mary Peterson  
Brenda Siddall



August 23, 2005

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

Las Vegas

Dear Mr. Ralenkotter,

Pursuant to section 3.05 of our contract with the 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 for those services for fiscal year 2005-06.

**Las Vegas Public Relations**

*We are recommending combining the retainer for the Las Vegas Destination Public Relations with Las Vegas Special Event Public Relations as there is much crossover between the two services.*

Public Relations initiatives for FY 2005-06 are based upon an intensely proactive media relations program which includes story pitches and special events developed for regional and national press coverage. The retainer also includes staff time of the above in addition to development and execution of major press announcements, on-site event management, ancillary event planning and implementation, event promotions and interviews. Public Relations initiatives will focus on landing exposure for the Las Vegas brand. All strategies are geared toward creating national and spot market attention to catapult Las Vegas into travelers' consideration sets. Note: Hard costs (i.e. press kits, video production charges) will continue to be billed separately.

Proposed combined retainer: \$22,000 per month

**Laughlin Destination Public Relations**

Public relations will continue promotion of the Laughlin destination through consumer and trade press. For FY 2005-06, Laughlin's public relations



programs will expand to increase awareness among Laughlin's core audience in addition to awareness and interest with secondary audiences.

Proposed retainer: \$3,500 per month (no increase)

**Mesquite Destination Public Relations**

Public relations will focus on increasing consumer awareness of Mesquite by promoting the destination's golf, spa and hotel amenities. In FY 2005-06, efforts will continue to reach into new markets to broaden awareness of Mesquite in key northern and central states as well as western Canada.

Proposed retainer: \$1,000 per month (no increase)

**Special Event Public Relations: Laughlin**

This retainer is requested to cover R&R staff time on services provided for Laughlin special events slated for FY 2005-06, which includes development of media communications, media day planning and implementation, pre-event and event interviews (coordination and implementation), on-site media relations, and media center coordination and management. Note: Hard costs (i.e. press kits, video production charges) will continue to be billed from each event's respective budget.

Proposed retainer: \$2,500 per month (no increase)

**Research Retainer**

This retainer for services is requested to cover time spent conducting primary and secondary research and analysis (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: \$6,000 per month

**Digital Marketing Services Retainer**

This retainer is requested to support the services required to execute online marketing initiatives. This fee covers services being provided to the LVCVA related to online marketing and includes: strategic planning and consulting, online brand management, online program and vendor management, web site




supervision, reporting and evaluation, and online program fulfillment. These services will be provided for all of the LVCVA's destination web sites (vegasfreedom.com, visitlaughlin.com, and visitmesquite.com) where applicable.

Proposed fee: \$6,000 per month (no increase)

After you have had a chance to review these proposed services, please let me know if you have any questions. Thank you.

Sincerely,

  
K. James King  
Chief Financial Officer and Principal