

Branding • Creative • Media Services • Digital & Web • Outdoor • Radio & TV Production • Direct Mail

Casino/Resort Capabilities

GearyCompany
Advertising



Las Vegas-based • Established 1969

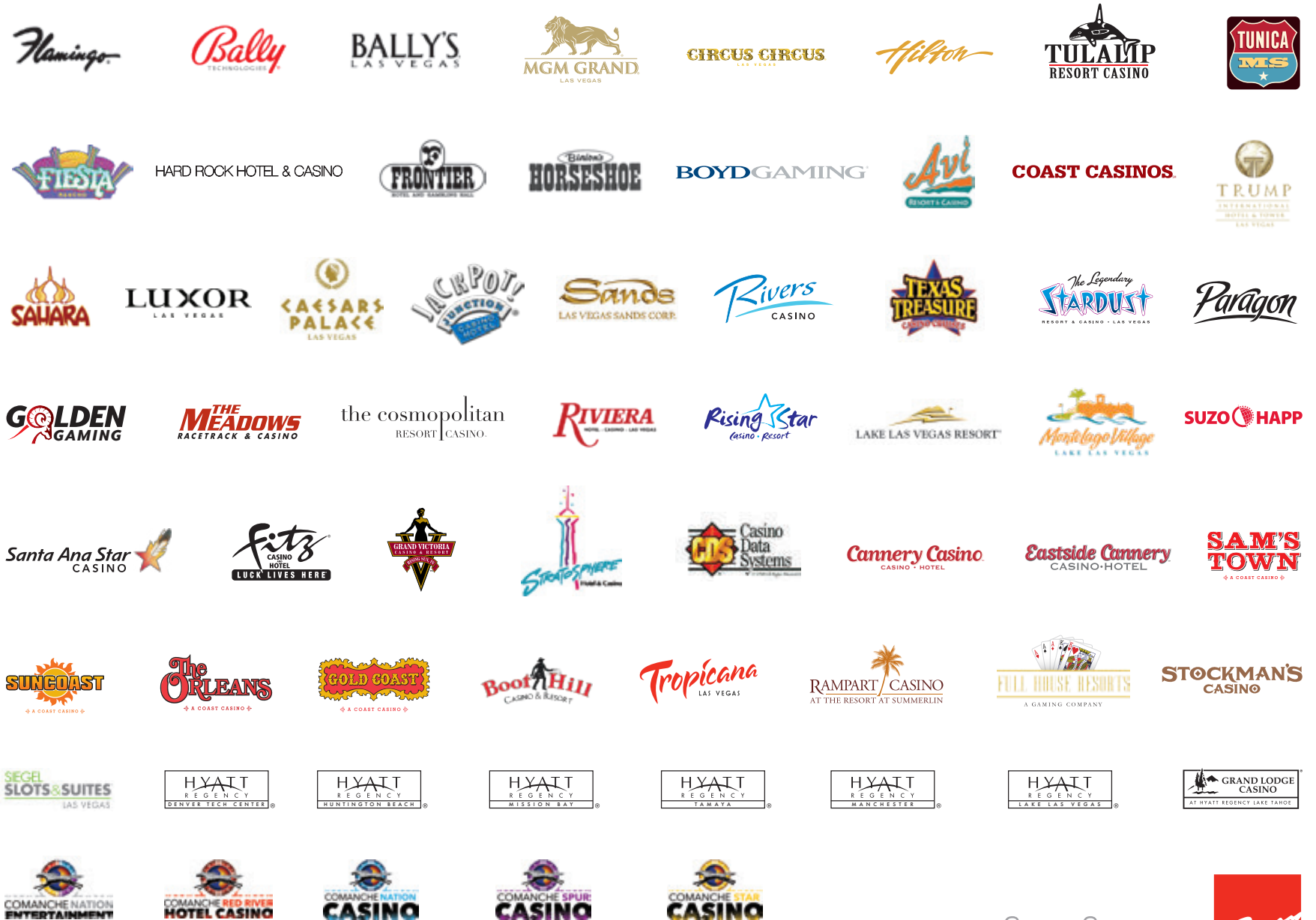
■ More Than 48 Years of Results

The Geary Company has been creating, placing and directing advertising campaigns in Las Vegas since 1969. What started as a mom and pop agency (literally) specializing in entertainment has grown to a full-service agency, adding retail, gaming, law, medical and many other categories to their client list. And though that client list has included some of the world's biggest stars, from the King of Rock and Roll (Elvis was our very first client) to the Chairman of the Board, ol' Blue Eyes, himself, the Geary Company is still known for its family feel and personal touch.



The Geary Company's first client.

■ Casino & Resort Experience



Casino & Resort Experience (Continued)



What our clients say about us...

They provided thoughtful insight, identified new opportunities, leveraged partnerships to help increase exposure for our resort – and most importantly, helped us maximize each penny of our working budget as if it were their own.”

Kurt Wuebbenhorst, Vice President of Sales
The Cosmopolitan of Las Vegas, Las Vegas, NV

“They delivered the most up-to-date ideas with tremendous creativity.”

Robert Purdy, General Manager
Hyatt Regency

“Working with the Geary Company has been an immense pleasure. They’re creative, smart and fun; they really listen to us. Everything about the experience has felt collaborative – they really care about our success and that shines through in every exchange.”

Danielle Kelly, Executive Director
Neon Museum, Las Vegas, NV

“They know their job and are acutely aware of our budgets and financial goals. Plus, you work with the agency principals, not a junior employee once they get the business. That’s rare these days.”

Sean Sullivan, General Manager
Meadows Racetrack & Casino, Washington, PA

“Great values. Utmost integrity.
A commitment to customer service.”

John Sheldon, CMO
Full House Resorts, Inc.

“The team at Geary provided the CVB all of the planning and execution of our destination marketing campaign with the utmost professionalism and marketing strategy that led to a successful campaign.”

Webster Franklin, President and CEO
Tunica Convention and Visitor’s Bureau, Tunica, MS

“The Geary Company is the only agency where I have been able to use ‘intuitive listening’, ‘creativity’, ‘execution’, ‘passion’, and ‘fun’ all in the same sentence.”

John Cirrincione, General Manager
Santa Ana Star Casino, Rio Rancho, NM



■ Our Philosophy

The Geary Company has the heart of a retailer. We use our artistic ability and our business smarts to sell someone else's products. Selling. Always selling. Convincing people to reserve a hotel room. To buy a vehicle. To purchase tickets. **To act.**

We refuse to waste our talents or our clients' advertising dollars on vague, unmeasurable goals such as "building awareness" or "improving attitudes". Our ultimate report card is based on something much clearer and precise: persuading the market to purchase our client's product. If you make money, we succeeded. If you don't, we failed.

It's that simple. It's that blunt.



Dick Geary, with Southwest Gas executives in 1965, points with pride to his baby...a brand new bouncing billboard.

■ Client Wins

Despite a Tough Economy, Las Vegas Locals' Sister Properties Move the Needle Up

By creating a single, focused message for the two Las Vegas Cannery Casino properties where no such message had previously existed, we helped the properties realize a 6% increase in profit (in a depressed economic market) while competitors' profits were in decline.

Tunica Casino Gets New Look, Brand Re-launch, and Defies Odds

Having opened in 1994, the Fitz was one of the first casino/hotels in Tunica, Mississippi. By 2010, the Fitz was beginning to look like one of the oldest casino hotels. So they gave the property a complete makeover. We were asked to promote that remodel and bring new energy to the property.

We used the remodeling as an opportunity for a rebranding of the Fitz, and in doing so, we found a unique voice for the property who talked to the audience as a friend would. He wasn't some deep-voiced professional voice-actor— he was an Everyman. He was (and is) as much a part of the Fitz brand as the property itself, and for the first time in a long while, the property had a readily recognizable identity. And that identity was fun. People wanted in on that kind of contagious, friendly spirit, and these efforts helped in bringing Fitz their number one coin-in day in the property's 21-year history.

We love it when
our clients win.
In Las Vegas and
across the country,
our creative and
strategic efforts
have helped them
achieve measurable
success. Here are a
few examples.

■ Client Wins

Western Pennsylvania Racetrack and Casino Wins Player's Hearts, Sees Numbers Increase More Than 100%

We created a lighthearted TV and print campaign for The Meadows Racetrack & Casino in Washington, Pennsylvania that highlighted the way actual Meadows players and employees relate to each other. Its impact was immediate. The Meadows enjoyed a 126% increase in table play year-over-year on a monthly comparison.

Pittsburgh's First Casino Opens, Opening Coin-In Far Exceeds Expectations

"Get Ready" was the theme for the pre-opening and grand opening campaigns for the Rivers Casino. Utilizing the classic Smokey Robinson song covered by Rare Earth throughout the campaign, we helped generate a lot of enthusiasm in the market for the Rivers. Everyone was getting the "Get Ready" message through multiple mediums. Rare Earth even performed for the grand opening. The excitement was real– it generated more than \$14 million dollars in coin-in, on opening day. Ownership and management was amazed at how well everything came together with very little revision. Geary Company was on board at Rivers constantly including a two-week stint leading up to grand opening.



■ Client Wins

Internationally Recognized Brand Comes To Vegas, Builds 20 Miles Off-Strip And Succeeds

When Hyatt Regency made plans to open a location in Las Vegas, competitors were sure the brand's newest location would fail, because it wouldn't join other major brands "on the Strip." It would be built at Lake Las Vegas, some 20 miles away from the iconic Las Vegas Boulevard. We handled this project from construction through its subsequent sale to Loews six years later—creating all collateral, branding amenities throughout the property with logos and its own proprietary font.

Despite the location (or quite possibly because of it), travelers and meeting planners thought the concept of "Beyond Las Vegas, Beyond the Crowds, Beyond Your Imagination" was very appealing. The success of this property was also instrumental in a hugely profitable sale of the property to the Loews Hotel Group in 2006.

Locals' Tradition Breaks Age Barrier, Attracts Younger Demo While Retaining Older Crowd

The Fiesta Hotel & Casino initiated a major \$39 million dollar expansion project, which would triple their casino space and introduce multiple restaurants, lounges and entertainment options. Already working with the Maloof family and this very successful local casino/hotel, The Geary Company was challenged with launching the expansion. Our mandate was to introduce a younger demographic to the casino without alienating their current 50+ gaming clientele.

The launch was centered around the Sammy Hagar hit "Mas Tequila," which we translated into "Mas Fiesta," or "More Fiesta" for everyone to enjoy. Hagar's appeal spans several age groups – he was cool 30 years ago, and he's still cool today. More gaming, more food, more entertainment . . . More Fun!



Client Wins

(Mas Fiesta Continued)

Through print, radio, television, direct mail and coupon books – Fiesta enjoyed higher volume in slot play and a higher quality player at the table games. It succeeded in attracting a much younger demographic, and they happily coexisted with the older, established patrons. The look of this campaign laid the groundwork for the Maloofs' next project– which became The Palms.

Lagging Numbers Reverse Direction With New Strategy

Sam's Town Hotel & Gambling Hall in Las Vegas had long been a locals' favorite. But after a major expansion and an unsuccessful advertising campaign dwindled numbers rather than increasing them, the Geary Company was brought on board to reintroduce Sam's Town, bring back its customer base and strengthen their loyalty, as well as woo new customers.

The property had won several locally coveted “Best of Gaming” awards, and we thought it was a natural to ingrain in peoples’ consciousness that Sam’s Town was, simply put, “Simply the Best.” After purchasing the rights to the Tina Turner song of the same name, we built a campaign using billboards, print, television, radio and direct mail.

The numbers grew significantly in a very competitive (and crowded) locals' casino market. Sam's Town Las Vegas' success has made it the flagship property for Boyd Gaming.



■ Client Wins

How To Increase Traffic, Revenue In A Down Economy

Boyd Gaming in Las Vegas had four properties when we first worked with them: Sam's Town, Suncoast, The Orleans and Gold Coast. We were tasked with building momentum for a recently launched multi-property, multi-tiered slot club through a million-dollar giveaway promotion designed to engage active members, stimulate low-play members and acquire new members.

We used a multi-media campaign aimed squarely at the target demographic, including a direct mail piece containing a keepsake item in the form of drink coasters with fun, brand-oriented statements about the kind of savvy players who were Coast Casino customers. The coasters served as little billboard reminders in peoples' homes, and one of the coasters served as a redemption piece for bonus entries into the million-dollar giveaway.

The response at the properties was so overwhelming, Coast had to quickly increase their order for forecast entries by 300%. And they experienced a significant increase in gaming action and floor traffic across the board in a down economy. *Win-win!*



■ Case Study #1

Rampart Casino at the Resort at Summerlin, Las Vegas, NV

The Task

Rampart Casino needed a way to differentiate themselves from their competition, who were geographically located right around the corner. The casino had been open for 16 years, and they wanted new creative and an updated message.

The Solution

The property wasn't known for anything specific, and the players' club message was difficult to understand. We had to find one or more things that would help them stand out. We learned that players could redeem their points at 5X the value of their competitors. We developed a campaign that told players just how savvy they could be by playing at Rampart with the message, "My Momma Didn't Raise No Fool". We paired our primary message with the details, "Our Points are Worth 5X More", and "Smart People Play with Resort Rewards", and compared what players can earn at Rampart versus what other casinos give them. We went one step further and paired this message with day-to-day messages, like specific promotions.



■ Case Study #1



The Results

Two months after the campaign was launched, Rampart beat their top competitor in overall monthly head count for the first time in their history. Prior to this, Rampart had beat competitors only on individual days.

In addition to the recent win over the competition, Rampart Casino at the JW Marriott Resort is enjoying brisk room bookings due to an aggressive online campaign generated by Geary’s digital team. In the ten months we’ve been working with Rampart, they have enjoyed a major increase in player count volume, moving from number 12 in the Las Vegas Locals market to number 4.

The campaign reaches into the critical Southern California market with specific lifestyle overlays, and has generated an almost 5-1 return on investment.

■ Case Study #2

Tunica Convention and Visitors Bureau

The Task

The TCVB wanted to attract more visitors from their neighbor to the north, Memphis. Tunica was losing some market share to a slot house/dog racing track that was closer to Memphis, but had far fewer amenities.

The Solution

Geary won the account and created a multimedia campaign entitled “We Got It”, which highlighted everything Tunica had to offer. In addition to reaching that market with traditional media, we recommended establishing an online presence. With that, we could not only drive awareness in segments of the market that may be falling through the cracks of traditional media, we could also harvest email addresses to further our reach with our target in the Memphis DMA.

The Results

Despite a drop in overall gaming in Mississippi, and despite the closing of the Harrah’s property in Tunica (by far, the largest revenue generating casino in Tunica), Tunica gaming overall was up 5.3% year to year, coinciding with the last six months of the year’s efforts of the We Got It campaign. Our online performance was even greater. The resulting return on the six-month online campaign outperformed even their most optimistic expectations:

- Total Impressions: Over 18,000,000
- Clicks & Engagements: Over 115,000
- Website Traffic (in target DMA) increased by 669%, year over year
- Over 7,000 email addresses collected
- The overall campaign won Mississippi Tourism Association awards for *Tourism Promotion of the Year* and *Social Media Strategy of the Year* at the Mississippi Governor’s Conference on Tourism.



■ Case Study #3

Santa Ana Star Casino, Albuquerque, NM

The Task:

Santa Ana Star was the first casino in Albuquerque. It had opened 18 years earlier, and...well, time had kind of passed it by. We were called in to give it a little life and personality. We hit the ground running.

The Solution:

As the casino had only a vague identity within the market, we needed to take them from passively forgettable to actively indispensable. To do that, we crafted a gaming-centric campaign, which included an element that was being largely ignored throughout that market. Fun. The message was a blunt force: “Certified Loosest Slots in New Mexico”, which we had verified by Casino Player and Strictly Slots magazines. Every statement we made reinforced this. The delivery of that message had to be energetic and buoyant to overcome the perception (which we had uncovered in our research) that the Star was “tired,” “sleepy” and “full of old people.”

No one is saying that anymore.



The Results:

In the first six months of Geary handling the Star, they enjoyed 8 of the Top 10 coin-in days in their history. We took them from 6th (last) in the market to second. In less than five years working with them, Santa Ana Star also saw 30 of their top 33 coin-in days, including their best day ever.



■ Branding and Positioning

Regardless of the account, regardless of the type of business category—even a category we’re already very well acquainted with—our branding efforts always start with research.

Like kids who tear apart household appliances to see what makes them work, we have that same burning curiosity to see what makes our clients’ businesses work. We read everything we can get our hands on about our clients. We tour. We interview. We ask good questions. We ask dumb questions. We get to know our clients’ customers. We get to know their competitors. And then we read some more. Only then do we start strategizing.

We’d love to say it was more mystical than that. But we’ve found that the magic is always in the product. Our job is simply to mine it and bring it into the open.



Fitz Casino & Hotel

■ Account Management

Worst thing about our account executives? We don't take our clients to lunch twice a month. Best thing about our account executives? We don't take our clients to lunch twice a month.

We admit it. We're not the best schmoozers in the world. It's not that we don't love entertaining. We do! We just rarely find the time. We rarely even go out to lunch ourselves. Instead, we find ourselves spending every spare minute on the phone with the clients, sitting in on clients' sales meetings, negotiating rates with the media, researching market trends, analyzing sales data, cajoling the creative department... in short, doing everything possible to provide the highest level of service for our clients. But, hey, if you want us for lunch, just say when and where. We'll fit it in.



JW Marriott Las Vegas Resort & Spa

■ Creative

The Geary creatives are—by ad agency standards—odd ducks. They actually “get” that this is a business. Sure they love making wonderful, award-winning advertising. But, heaven help them, they get more excited about solving a business’ problems. Whether it’s introducing a brand, doctoring a damaged brand, or simply lifting a long-neglected brand up, the bigger the challenge, the more our creative team rallies to meet it.

They look at a business with a problem the same way an English nanny looks at a spoiled American brat. It’s a challenge they can’t resist. They simply know what needs to be done, and they do it perfectly.



The Stage Night Club

■ Digital Capabilities

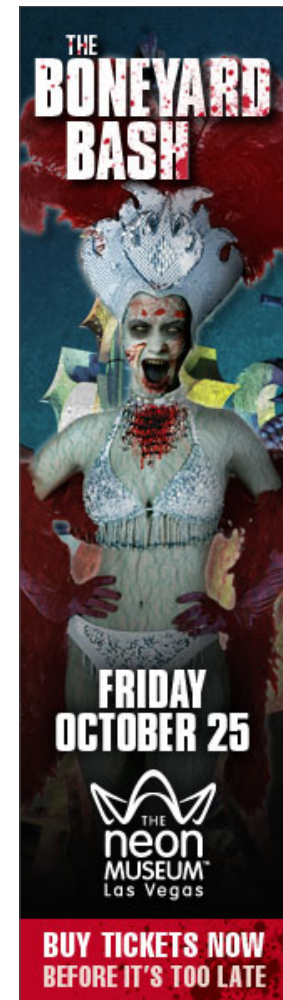
Since 2005, online advertising dollars have increased by 367%. Digital is no longer merely an option to supplement traditional advertising. It is a priority, and we treat it that way. Geary is Google AdWords-Certified, excelling in all forms of digital advertising including search, display and video, as well as building websites integrating social media campaigns. As we serve the ads, we continually optimize our creative and placement to ensure we are reaching the right audience, in the right context, with the right message. We track our performance and deliver transparent reports that tell the whole story.

Site Design

Our approach to design ensures that customers have the same great experience on your site whether they've accessed it with their desktop, phone or tablet. We emphasize clean design and copywriting that's pleasing to users and friendly to search engines. Your website is often your first impression on new clients, and we ensure it's a good one.

Search

While it won't command a large portion of the budget, Search plays an important part in the online strategy. We want to be in the conversation when anyone within your geographic target is looking for your product or service. Working together with you, we'll select the best keywords and phrases and then write copy that's engaging and prompts action. We can also supplement your current efforts to optimize your website to improve organic rankings.



The Neon Museum

■ Digital Capabilities

Display

Display advertising can be likened to billboards of the information superhighway. We love display advertising for two very big reasons. One, they're actionable. We can present a message and have someone take action immediately. Second, we can target exactly whom we want to. Age, gender, income, interests and even browsing behavior are all options that we can gather and act upon. We make sure you get the right message, in front of the right person, in the right context, at the right time.

Video

According to Nielsen, YouTube reaches more US adults ages 18-34 than any cable network. We want to tap into that reach. What's more, we want to customize the message. Advertisers who simply repurpose their TV spots for the online sphere often miss the mark. You can and should customize your message to reflect the nature of the targeted audience and the context in which it appears. Be engaging and offer value in the form of discounts or entertaining, informative content.

Social

This is the most misunderstood online medium. Companies attempt to reach their customers by treating their social channels as they would their own personal accounts. Nobody cares about your birthday, anniversary or your latest meal. You're a business. Not their friend. Not yet, at least. So, give value. How? Linda Boff, Executive Director of Global Brand Marketing for GE said, "Content that tries to sell, doesn't. Content that tries to help, does." We help create content to share on social channels that enriches those it reaches. In short, our social strategy creates real friends and followers.



Rampart Casino

■ Website: Paragon Casino Resort

www.paragoncasinoresort.com

The Paragon Casino Resort brand-channel website represents a huge advance from the website which preceded it. The website utilizes the Joomla Content-Management System along with a vibrant and scalable design to display content promoting the pillars of the resort and providing users with detailed information and online methods to make hotel & rv park reservations, find concert and event information and purchase tickets, and learn more about the offerings and amenities of Paragon Casino Resort.

The site allows non-technical management of its content and we've developed custom components for areas such as the employment section that allow for very simple administration of the site's content.



■ Website: Paragon Casino Resort



Responsive Layout

The Paragon Casino Resort website is seamlessly mobile-responsive. The responsive styling allows for attractive display of content device from small smartphones to large screen monitors.

■ Website: Paragon Casino Resort

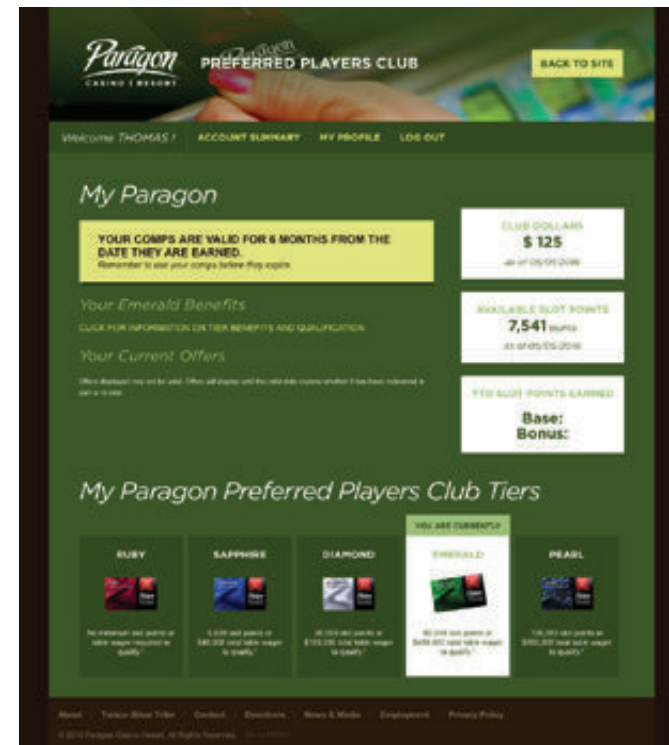


The website artfully integrates the ResNet (Agilysis) reservations system, allowing site visitors to select their visiting dates and make their reservations online.

Reservation System Integration

Working with the IT and Players Club / Direct Marketing teams, an online portal is available for Preferred Players

Club members to view their points and find the offers available to them. The portal includes messaging designed to encourage the club member to seek a higher reward tier.



■ Media Placement

When negotiating media, The Geary Company is tough, but fair. Ironically, we get more monetary value by being fair than we do by being tough.

Grinding away at a media rep may get you a break or two in the short term, but it never pays off in the long run. Media representatives we work with respect us and actually like working with us. So they come to us first with their latest advertising and promotional opportunities. That means extra value (price breaks, promotions, bonus coverage, upgraded print ad sizes, etc.) for our clients. In fact, we garnered more than 1.5 million dollars in free media coverage (not including public relations) in a single year for one of our clients.

As for the placement itself, our media department is as innovative and imaginative as they come. It kills our artists and writers to admit they don't have the creativity market cornered around here.



Escape to your own private golf resort.

Part of the acclaimed Audubon Golf Trail, Tamahka Trails is committed to providing the best golf and entertainment experience in Louisiana.

Call 1-800-946-1946, ext. 6300 to book a tee time and inquire about Golf Stay and Play Packages.

Tamahka Trails
GOLF CLUB

Paragon
CASINO | RESORT

ParagonCasinoResort.com
800-WIN-1-WIN
MARKSVILLE, LA

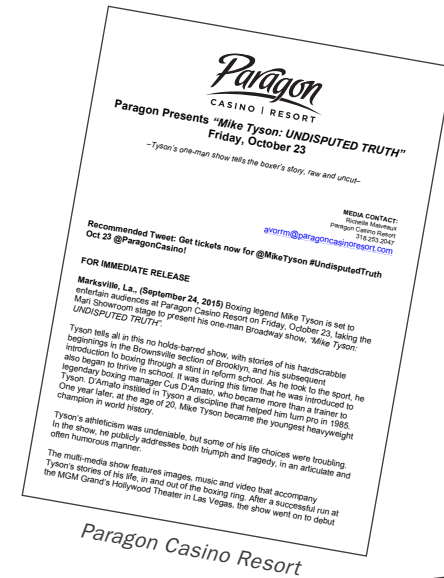
Restrictions may apply.
Visit website for more information.
Game Responsibly. Need help?
Call 1-877-STOP (7827).

Paragon Casino Resort

Public Relations

To tell the most compelling story possible about our clients, we first get a deep understanding of their businesses, marketing objectives and strategies. Advertising and public relations work hand-in-hand in getting your message to the people it needs to reach. Our relationships with members of the media are strong, and they trust us to pitch stories to them that are truly newsworthy.

Our PR team works closely with other agency disciplines, from account to creative to interactive, to identify and reach your market and communicate your messages clearly and succinctly. We develop integrated plans that drive measurable business results.



GEARY PORTFOLIO

■ Portfolio: Grand Lodge Casino



We invite you to Stay & Play
Your first \$25 bet is on us!

ELEVATE
YOUR EXPERIENCE.

For exclusive comps and special casino rates,
please call our Casino Host Department at
1-800-327-3910. Mention offer code "888".

CLICK TO VISIT THE
GRAND LODGE CASINO WEBSITE

*Offer valid through May 31, 2018 and is based on availability. Free slot play or table chips issued upon check-in. Valid for new Players Advantage Club members only. Must register for our Players Advantage Club to receive offer. Membership is free. One offer per player. Must be 21 years of age or older. Management reserves all rights. See Players Advantage Club for complete details. Gambling problem? Call 800.522.4700.

Grand Lodge
now offers Baccarat!

The legendary game of high rollers has come
to Lake Tahoe's most beautiful casino.

- Plus, 15 other Table Games
- Over 250 of the Most Popular Slots
- Most Rewarding Players Club
- Exclusive Members Only Offers



Baccarat has arrived.

The world's most beautiful game has come
to Lake Tahoe's most beautiful casino.

PLUS, 15 other table games and
over 250 of the most popular slots.

CALL 1-800-327-3910 TO BOOK
YOUR SPECIAL CASINO RATE.

111 COUNTRY CLUB DRIVE • GRANDLODGECASINO.COM



Renovated,
refreshed
and refined.

Experience a
whole new game.

■ **Portfolio:** Rampart Casino

Play where you win, again and again!
Only at Rampart!

We're Winning and Loving it!

Carol Won Over
\$206,000
Playing Pai Gow Progressive



We Just Got Looser!

**VERIFIED
LOOSER
SLOTS**
Anthony Curtis Las Vegas Advisor

NOW **36%**
Looser than
Clark County
Average*

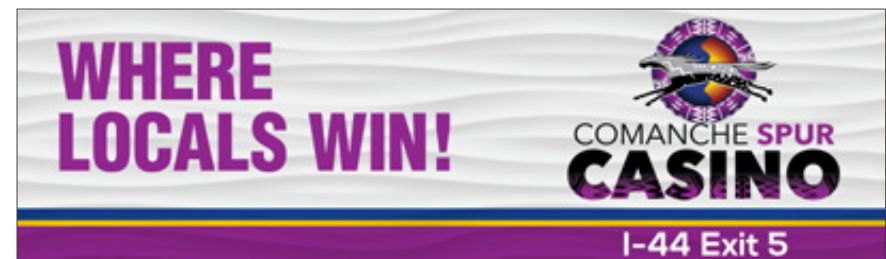
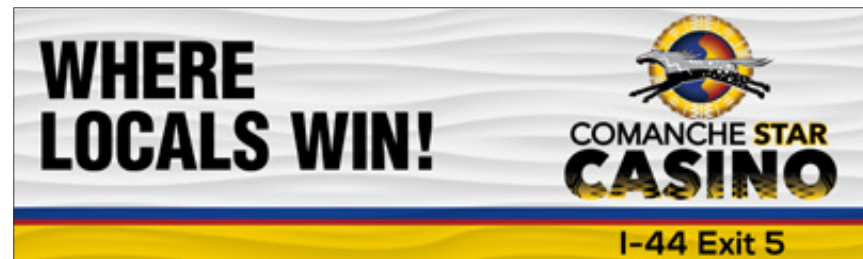
*Based on Gaming Revenue Report for period 12/1/16 - 12/31/17
Verified by Anthony Curtis Las Vegas Advisor

Jeremiah Won
\$13,860
Playing Slots


RAMPART CASINO
AT THE RESORT AT SUMMERLIN
Summerlin's Home For Play!®



■ **Portfolio:** Comanche Nation Casinos



■ **Portfolio:** Neon Museum



People have always come here looking for a sign.

Gangsters, pranksters, vixens, visionaries, rascals, ranchers. They all came, along with thousands of ordinary people with either a fortune to find or nothing to lose. They all made history. Our history.

Come take a walk through it.

BOOK A TOUR
NeonMuseum.org

THE
neon
MUSEUM
Las Vegas

Once upon a time, a single question was posed to the desert sky.

How big can a dream get?

The answer is clear.
The signs are everywhere.

BOOK A TOUR
NeonMuseum.org

THE
neon
MUSEUM
Las Vegas

Vegas Unplugged.

BOOK A TOUR
NeonMuseum.org

THE
neon
MUSEUM
Las Vegas



■ **Portfolio:** Bally Betty Boop's Firehouse



Not to be alarming, but it's getting pretty hot in here!

BETTY BOOP'S FIREHOUSE

Sound the alarm for everyone's favorite cartoon sweetheart. The new Betty Boop's™ Firehouse™ video slot from Bally Technologies features a ton of player favorites like a classic ladder bonus, free games with player interaction, and Mystery Stacked Reels.™ With these hot features and a life-changing progressive jackpot, Betty Boop and her playful pooch Pudgy are ready to heat up casino floors.

Contact your Bally Account Executive to order today!

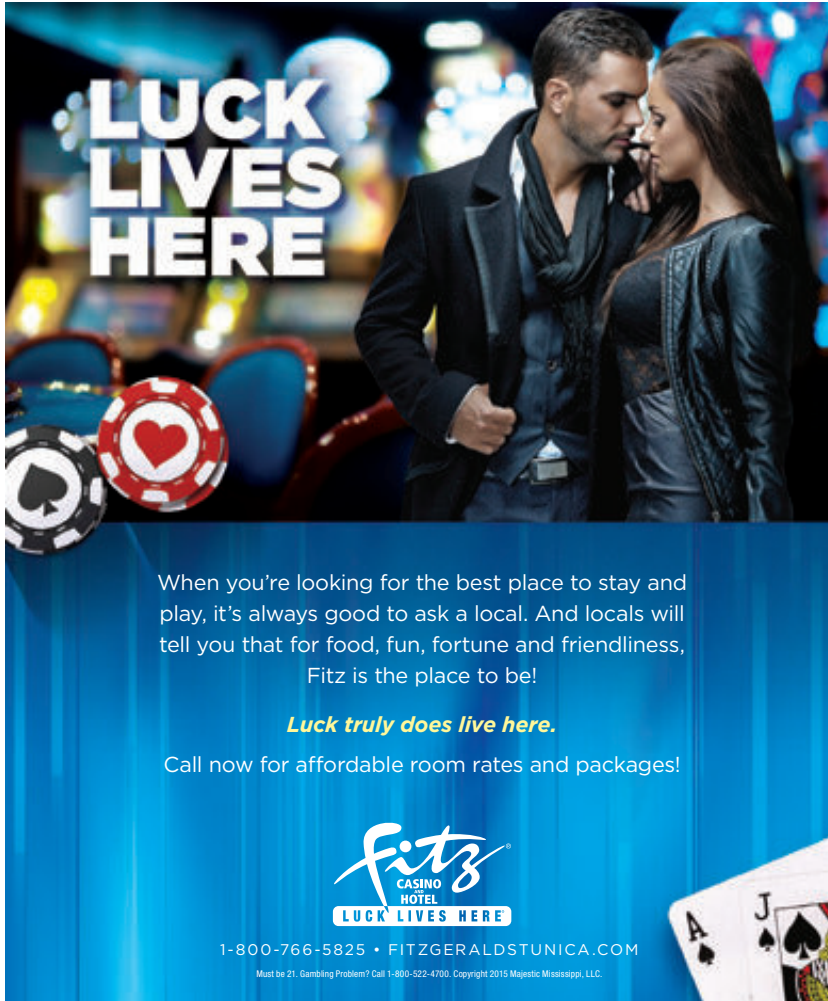
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 866.316.1777
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■ **Website:** Jackson Rancheria Casino Resort



■ **Portfolio:** Print Ads



LUCK LIVES HERE

When you're looking for the best place to stay and play, it's always good to ask a local. And locals will tell you that for food, fun, fortune and friendliness, Fitz is the place to be!

Luck truly does live here.

Call now for affordable room rates and packages!

fitz
CASINO HOTEL
LUCK LIVES HERE

1-800-766-5825 • FITZGERALDSTUNICA.COM

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IT'S GOOD TO BE REWARDED

B-CONNECTED. TO SEVEN CASINOS IN LAS VEGAS.

**PLAY HERE. REDEEM THERE.
ENJOY EVERYWHERE.**

GET YOUR NEW B-CONNECTED CARD TODAY.

Introducing a whole new way to B-Connected with Boyd Gaming. This great new players club lets you earn points, rewards, and special benefits at three progressive levels and a host of new locations - including the three Boyd Gaming Casinos in downtown Las Vegas, and all four Coast Casinos in Las Vegas as well. What's more, your points travel with you so you'll B-Connected at participating Boyd Gaming Casinos across the country! All Club Coast members can enjoy these expanded new benefits too. It's simple, flexible and revolves around you - and as always, the more you play, the more you earn!

It's good to B-Connected to 13,500 slots, 270 table games, 55 restaurants, 5 entertainment venues and much more!

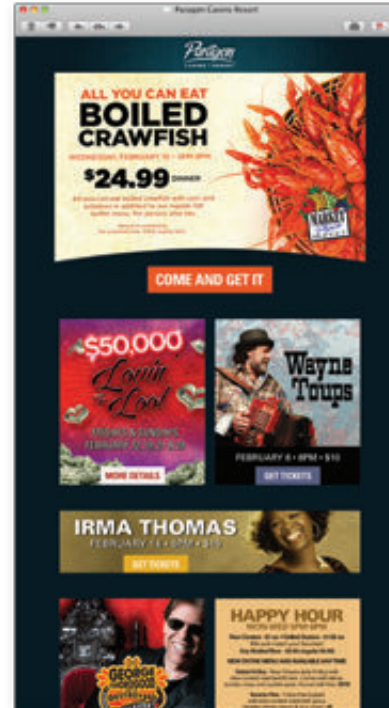
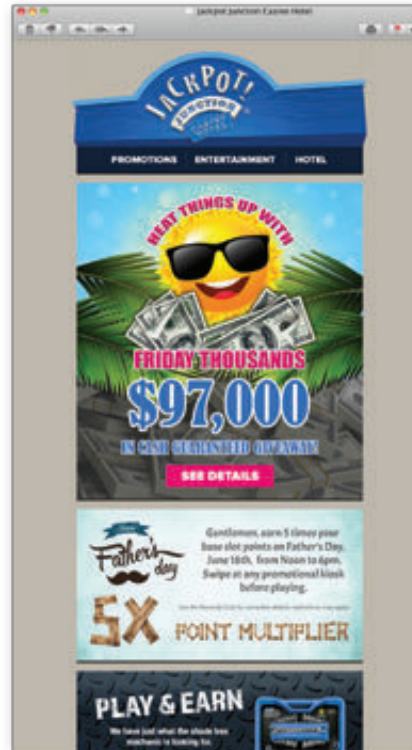
SAM'S TOWN **GOLD COAST** **THE ORLEANS** **SUNCOAST**

www.bconnectedonline.com

■ **Portfolio:** Outdoor



■ **Portfolio:** Email Blast



RELAX, REFRESH, REVEAL

STICKS & STONES

AUGUST SPA SPECIALS

Sticks and Stones will soothe your bones as our trained professionals pamper you in our full-service spa and salon.

Hot Stone Massage
 75 minutes | \$100 (regularly \$120)
 The unique combination of warming volcanic stones and cooling marble stones stimulates your metabolism and boosts your immune system. A truly relaxing experience.

Bamboo Stick Massage
 80 minutes | \$100 (regularly \$120)
 This exotic massage uses warmed, lightly polished bamboo tools in a combination of gentle, broad passes, rolling motions and deep fulcrum work.

AUGUST 2015							SATURDAY
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY		
 <p>Kids Quest is a heavily child-oriented safe, exciting environment for children ages 6 weeks to 12 years. Kids will have a blast in the indoor playground with tropical slides and tunnels, karaoke, arts and crafts, video games, and more! Parents can kick back in the Game Cha.</p>							1
2 SUNDAY POINT PULPERS \$X 2X POINTS	3 HALF OFF BUFFET FOR SENIORS \$4+	4 PENNY BAK PARTY	5 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	6 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	7 \$200.00 PICKNIN PATFOT	8 \$200.00 PICKNIN PATFOT	9 WHITEWAKE
10 SUNDAY POINT PULPERS \$X 2X POINTS BIRTHDAY DRAHMS 2P-5P	11 HALF OFF BUFFET FOR SENIORS \$4+	12 PENNY BAK PARTY	13 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	14 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	15 \$200.00 PICKNIN PATFOT	16 \$200.00 PICKNIN PATFOT	17 THE PROSTION MEN
18 SUNDAY POINT PULPERS \$X 2X POINTS	19 HALF OFF BUFFET FOR SENIORS \$4+	20 PENNY BAK PARTY	21 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	22 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	23 \$200.00 PICKNIN PATFOT	24 \$200.00 PICKNIN PATFOT	25 THE FELIX
26 SUNDAY POINT PULPERS \$X 2X POINTS	27 HALF OFF BUFFET FOR SENIORS \$4+	28 PENNY BAK PARTY	29 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	30 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	31 \$200.00 PICKNIN PATFOT	32 \$200.00 PICKNIN PATFOT	33 THE FELIX
34 SUNDAY POINT PULPERS \$X 2X POINTS	35 HALF OFF BUFFET FOR SENIORS \$4+	36 PENNY BAK PARTY	37 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	38 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	39 \$200.00 PICKNIN PATFOT	40 \$200.00 PICKNIN PATFOT	41 THE FELIX
42 SUNDAY POINT PULPERS \$X 2X POINTS	43 HALF OFF BUFFET FOR SENIORS \$4+	44 PENNY BAK PARTY	45 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	46 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	47 \$200.00 PICKNIN PATFOT	48 \$200.00 PICKNIN PATFOT	49 THE FELIX
50 SUNDAY POINT PULPERS \$X 2X POINTS	51 HALF OFF BUFFET FOR SENIORS \$4+	52 PENNY BAK PARTY	53 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	54 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	55 \$200.00 PICKNIN PATFOT	56 \$200.00 PICKNIN PATFOT	57 THE FELIX
58 SUNDAY POINT PULPERS \$X 2X POINTS	59 HALF OFF BUFFET FOR SENIORS \$4+	60 PENNY BAK PARTY	61 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	62 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	63 \$200.00 PICKNIN PATFOT	64 \$200.00 PICKNIN PATFOT	65 THE FELIX
66 SUNDAY POINT PULPERS \$X 2X POINTS	67 HALF OFF BUFFET FOR SENIORS \$4+	68 PENNY BAK PARTY	69 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	70 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	71 \$200.00 PICKNIN PATFOT	72 \$200.00 PICKNIN PATFOT	73 THE FELIX
74 SUNDAY POINT PULPERS \$X 2X POINTS	75 HALF OFF BUFFET FOR SENIORS \$4+	76 PENNY BAK PARTY	77 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	78 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	79 \$200.00 PICKNIN PATFOT	80 \$200.00 PICKNIN PATFOT	81 THE FELIX
82 SUNDAY POINT PULPERS \$X 2X POINTS	83 HALF OFF BUFFET FOR SENIORS \$4+	84 PENNY BAK PARTY	85 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	86 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	87 \$200.00 PICKNIN PATFOT	88 \$200.00 PICKNIN PATFOT	89 THE FELIX
90 SUNDAY POINT PULPERS \$X 2X POINTS	91 HALF OFF BUFFET FOR SENIORS \$4+	92 PENNY BAK PARTY	93 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	94 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	95 \$200.00 PICKNIN PATFOT	96 \$200.00 PICKNIN PATFOT	97 THE FELIX
98 SUNDAY POINT PULPERS \$X 2X POINTS	99 HALF OFF BUFFET FOR SENIORS \$4+	100 PENNY BAK PARTY	101 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	102 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	103 \$200.00 PICKNIN PATFOT	104 \$200.00 PICKNIN PATFOT	105 THE FELIX
106 SUNDAY POINT PULPERS \$X 2X POINTS	107 HALF OFF BUFFET FOR SENIORS \$4+	108 PENNY BAK PARTY	109 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	110 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	111 \$200.00 PICKNIN PATFOT	112 \$200.00 PICKNIN PATFOT	113 THE FELIX
114 SUNDAY POINT PULPERS \$X 2X POINTS	115 HALF OFF BUFFET FOR SENIORS \$4+	116 PENNY BAK PARTY	117 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	118 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	119 \$200.00 PICKNIN PATFOT	120 \$200.00 PICKNIN PATFOT	121 THE FELIX
122 SUNDAY POINT PULPERS \$X 2X POINTS	123 HALF OFF BUFFET FOR SENIORS \$4+	124 PENNY BAK PARTY	125 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	126 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	127 \$200.00 PICKNIN PATFOT	128 \$200.00 PICKNIN PATFOT	129 THE FELIX
130 SUNDAY POINT PULPERS \$X 2X POINTS	131 HALF OFF BUFFET FOR SENIORS \$4+	132 PENNY BAK PARTY	133 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	134 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	135 \$200.00 PICKNIN PATFOT	136 \$200.00 PICKNIN PATFOT	137 THE FELIX
138 SUNDAY POINT PULPERS \$X 2X POINTS	139 HALF OFF BUFFET FOR SENIORS \$4+	140 PENNY BAK PARTY	141 MONEY NALCINS \$25 TOWNMINT BUILD THE BANK \$2,000 PROGRESSIVE	142 SENIOR THRESDAY POWER PLAY \$25 TOWNMINT	143 \$200.00 PICKNIN PATFOT	144 \$200.00	

<h2 style="text-align: center;">ENTERTAINMENT</h2> <div style="background-color: #f0f0f0; padding: 10px; margin-bottom: 10px;"> <p>California Country Sportsman & Gun Auction</p> <p>SATURDAY, AUGUST 8 9AM - 6PM</p> <p>All sold items will be delivered to your home.</p> <hr/> <p>Hunt & Turkey, Up Gamecocks Under Hammer • Pheasant Dinner Dinner</p> <p>Daily Hunt 7 years old & under FREE • Ages 8-17 \$4 • 18 years old & over \$5</p> <p>Guns Included are Taurus, Remington and S&W • Live and Cabela's Hunting</p> <p>With Vendor Booths 9AM - 1PM • Bar/Buffet Noontime till 6PM!</p> <p><small>Admission Free</small></p> <p>Cashola </p> </div> <div style="padding: 10px;"> <p>A Rock Event You Don't Want to Miss!</p> <p>Golden and ready to strike, Whitesnake, featuring lead singer David Coverdale, performs their hit songs, Here I Go Again and Is This Love along with music from their newly released – The Purple Album.</p> <p style="text-align: center;">with The Dead Daisies</p> </div> <div style="background-color: #e0ffe0; padding: 10px; text-align: center;"> August 8 • 8PM • Tickets from \$35 • Packages from \$182 </div>	<h2 style="text-align: center;">ENTERTAINMENT</h2> <div style="background-color: #f0f0f0; padding: 10px; margin-bottom: 10px;"> <p>THE MIDTOWN MEN</p> <p><small>A STORIES FROM THE ORIGINAL CAST OF BRUNNENBERG'S JAGGED PASTERS</small></p> </div> <div style="padding: 10px;"> <p>Come celebrate the greatest hits of the 60s with this high-octane musical musical. Featuring songs by The Beatles, The Beach Boys, Motown, the Rascals, the Four Seasons and more!</p> </div> <div style="background-color: #e0ffe0; padding: 10px; text-align: center;"> August 15 • 8PM • Tickets from \$20 • Packages from \$139 </div> <div style="padding: 10px;"> <p>the FIXX</p> <p>MTV video hits include: <i>One Thing Leads to Another</i>, <i>Red Boxes</i> and <i>Saved by Zero</i>.</p> </div> <div style="background-color: #e0ffe0; padding: 10px; text-align: center;"> August 22 • 8PM • \$15 Packages from \$129 </div> <div style="padding: 10px;"> <p>The Big Bang Theory</p> <p>Starring Kaley Cuoco-Jones, Simon Baker, and James Van Der Beek. The Big Bang Theory won the fabulous Shogakukan Award.</p> </div> <div style="background-color: #e0ffe0; padding: 10px; text-align: center;"> Sept. 4, 5 & 6 • 8PM • \$15 Packages from \$129 </div>
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■ **Portfolio:** Casino Invitations



■ **Direct Mail:** Gaming Invites



Thank you, thank you very much!