

Event Concession Vendor Contract

This is an agreement between HorseShoe Casino (hereafter referred to as “Host”) and All American Balloons (hereafter referred to as “Vendor”).

The Host will be hosting the following Event Ring in the New Year at HorseShoe Casino to take place at The Red Room location on 12 / 31 / 2020 , starting at 7:00 PM, and has the legal ability to issue a license for concession for vending during the above mentioned Event, and

Vendor desires to vend their products and service offered at and during the above mentioned Event, and has issued the Host a sum of \$ 25 for a license to vend at the Event,

The Host and Vendor parties both agree to the following terms:

1. Vendor will be given access to the place that is agreed upon by both parties no less than 5 hours before the Event starts to set up the Vendor’s station, goods to be sold, and anything else that is needed and customary to vend at that specific location.
2. The Vendor will not vend any items or services that are not disclosed here at the Event without prior written consent from the Host.

Items that will be sold: Letters & numbers foil balloons (1 H, 2 A, 2 P, 2 Y, 1 N, 2 E, 1 R), (2 #2, 1 #0, 1 #1), solid color latex balloons (150 white, 150 gold, 150 black), 1 stretchy balloon tape, 1 monofilament fishing line, 1 balloon drop net-boss 2000, 2 Balloon Air fill Centerpiece, 1 bag of black dot confetti, 1 bag of white dot confetti, 1 bag of gold dot confetti, 75 black balloon tassel garlands, 75 white balloon tassel garlands, 75 gold balloon tassel garlands, and 1 arch sculpture kit.

3. Vendor's station shall be no bigger than 60 x 36 feet or taller than 15 feet; and shall be clean and orderly; and shall follow all applicable laws and regulations of the County and State of said Event.
4. Vendor's staff may exhibit that goods are for sale only while the staff is within the area of the vendor's specified location.
5. Vendor's staff will be properly dressed and their appearance will be clean and neat and they shall conduct themselves in an orderly fashion.
6. There is to be no loud distracting music, noise, and or sound amplification devices used by Vendor's staff at the above mentioned Event.
7. Vendor will have access to the location for up to 5 hours following the Event has concluded at 2:00 AM to dismantle and remove all items brought to the Event by Vendor. Vendor shall leave the location free from trash and in similar condition that it was in before the Vendor was there.
8. Vendor agrees to hold the Host free from any damages or claims that may develop in connection with participating in the above mentioned Event.

In agreement to the above mentioned terms a representative of the Event and Vendor sign below:

Applicable Law

This contract shall be governed by the laws of the State of Ohio in Hamilton County and any applicable Federal Law.

_____Allyson L Norris_____Date 02/26/2020_____

Signature of Event Representative

_____Joanna A Thompson_____Date 02/26/2020_____

Signature of Vendor

Horseshoe Casino Presents



2021



NYE
PARTY

Fireworks | Complimentary Champagne @ Ball Drop

Doors Open @ 9 PM | Tickets \$6

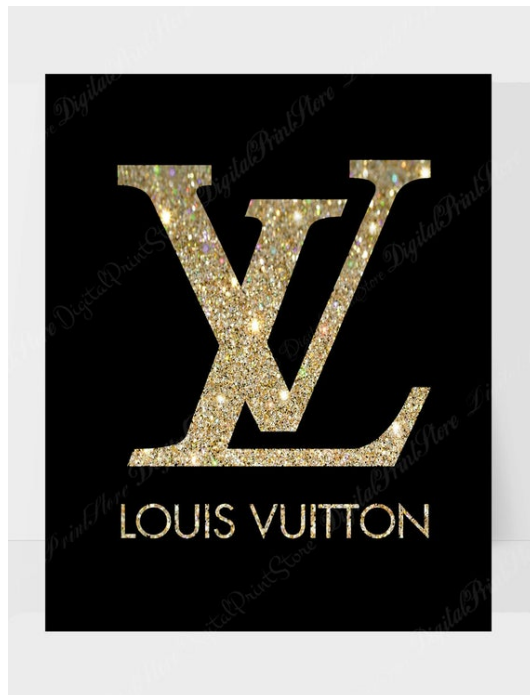
Call 513-678-9292 For Tickets



Horseshoe Casino 

Enter for a chance to win a Louis Vuitton Bag!
Swipe in at our promotional kiosk in the front
foyer between Sunday, March 1 – Friday,
March 27, 2020 to earn daily entries and a chance
to win the grand prize

Rules: bit.ly/3cPEVDh



Above is an advertisement for a giveaway on Twitter that the casino is having. It includes basic information, plus a link for people to read the rules further!



Horseshoe Casino 



We're excited to announce the Jeff Dunham: Seriously!?! Tour will be making a stop at Horseshoe Casino on July 23rd! Tickets go on sale this Friday at 10am!

Link for Tickets: bit.ly/3cPESNm

Above is an example for a social media post from Instagram advertising a show that Horseshoe Casino is hosting.



Horseshoe Casino Cincinnati Ohio
Monday at 3:05 PM 

OFFICIAL STATEMENT

Based on the changing circumstances and in the interest of public health, the Ohio Gaming Control Board ordered the state's 20 casinos, including Horseshoe Cincinnati to suspend Gambling Operations for up to 30 days, beginning at 12:00AM on Tuesday, March 17, 2020.

The Ohio Gaming Control Board will continue to monitor the situation and will provide updates as appropriate.

Thank you for your support in this matter.

Like

Comment

Share

Above is an example of an announcement that would be made on Facebook by the casino in the light of the current situation.

Horseshoe Rewards ® Earn for Next Year Offer

1. The Earn For Next Year Offer (the “Offer”) is open to all Caesars Rewards members (“Participants”) who remain in good standing during the entire duration of the Offer Period. Offer is subject to the Horseshoe Rewards Rules and Regulations (www.horseshoe.com/rules), which are incorporated herein by this reference.
2. The (“Offer Period”) is 12:00 a.m. PT on Thursday, October 1, 2020 through 11:59 p.m. PT on Thursday, December 31, 2020.
3. As used herein, “Horseshoe” means Horseshoe Enterprise Services, LLC and “Casino” means any Horseshoe Rewards casino in the United States and Canada participating in this Offer program.
4. To be eligible to receive this Offer, Participants must:
 - a. Have a valid email address on file;
 - b. Be registered to receive marketing communications by Thursday, December 31, 2020.
5. Participants who have a valid email address will be sent a registration email on or about Thursday, October 1, 2020, from which they must click the “REGISTER” button in order to be eligible to participate in this Offer.
6. Multiple Participants may not use the same email address or Horseshoe Rewards account in connection with this Offer. In the event more than one (1) Participant provides the same email address when registering, only the first Participant to register will be eligible for this Offer.
7. After registering for the Offer, eligible Participants will be able to earn Tier Credits towards their 2021 status.
8. Eligible Participants will receive 100 Tier Credits towards their 2021 status for every 500 Tier Credits earned during the Offer Period.
9. Maximum bonus per a Participant account is 20,000 Tier Credits.
10. The Tier Credits awarded pursuant to this Offer will be added to Participant’s account no later than Saturday, January 31, 2021.
11. Participants will have their Tier Credits tracked for this offer using ratings from their Horseshoe Rewards card.

12. All credits received by Participant through this Offer will be Tier Credits only.
13. Daily Tier Credit Bonuses do not count towards earning for this Offer.
14. Tier Credit Bonuses earned pursuant to this Offer do not count toward Reward Credit balance, promotional Tier Credit earnings or qualify for a Daily Tier Credit Bonus.
15. This Offer is subject to all applicable federal, state, and local laws and regulations, including gaming, and all aspects of the Offer are subject to the approval of appropriate regulatory authorities, if required. Offer void where prohibited by law.
16. Holders of any Gaming Control Commission key license are not eligible to participate.
17. Individuals who are prohibited from casino gaming or from entering a casino hotel by law or for any other reason, including, without limitation, participation in a self-exclusion program, are not eligible.
18. Employees of Horseshoe and its parent, subsidiaries, affiliates, and any of their owned, operated or managed properties, including the Casinos (collectively, the "Horseshoe Parties"), and Immediate Family members of such employees are not eligible for the Offer, unless approved in advance by Horseshoe. Immediate Family is defined as: mother, father, spouse, brother, sister, children, son-in-law, daughter-in-law, mother-in-law, father-in-law, step-parents, step-children, grandmother, grandfather, grandchildren and any relative or other person residing in the employee's place of residence.
19. Tier Credits can be earned by using a Horseshoe Rewards card when playing slots, video poker or table games. Tier Credits can also be earned for spending at qualified shops, restaurants and hotels. For more details about qualified Tier Credit earning, visit a Horseshoe Rewards Center or <https://www.horseshoe.com/myrewards>. It is the Participant's responsibility to make certain their Tier Credit earnings are being tracked correctly. The determination of Casino shall be final with respect to any discrepancies regarding tracked Tier Credit earnings.
20. Offer is non-transferrable.
21. By accepting the Offer, Participants agree to comply with all terms and conditions contained herein.
22. Horseshoe and Casino are not responsible for (a) injuries or losses arising or resulting from this Offer, (b) any acts or omissions by employees, whether negligent or willful, in the conduct of the Offer, and (c) any equipment or software malfunctions.
23. Horseshoe may impose penalties upon any person who gives, makes, issues, authorizes or endorses any statement or action having, or designed to have, an effect

prejudicial or detrimental to the best interest of the Offer as determined by Horseshoe, acting in its sole and absolute discretion. This may include, without limitation, expulsion from any or all Casino properties and/or loss of the right to participate in this or any other promotion conducted by Horseshoe and/or the Casinos.

24. All decisions regarding the interpretation of the Offer term and conditions, eligibility, scheduling and staging of the Offer, and penalties for misconduct lie solely with Horseshoe, whose decisions are final.

25. Where a situation arises which is not covered by these Terms and Conditions, Horseshoe or the applicable Casino shall have the authority to render a judgment, including the imposition of a penalty, in accordance with the best interests of the Offer and the maintenance of its integrity and public confidence.

26. Horseshoe Enterprise Services, LLC and/or any affiliated entity reserves the right to modify or cancel this Offer at any time, for any reason, subject to any applicable regulatory approval.

SUNDAY 01	MONDAY 02	TUESDAY 03	WEDNESDAY 04	<h1>MARCH</h1>	WEEK 01
<p>Play Up, Pay Up</p> <p>Details</p>	<p>Million Dollar March Mania</p> <p>Details</p>		<p>\$5,000 Weekly Blackjack Tournament</p> <p>Details</p>		
THURSDAY 05	FRIDAY 06	SATURDAY 07			
<p>DJ at R Bar</p> <p>Details</p>	<p>Friday High Hand Specials</p> <p>Details</p>	<p>Its All Good Entertainment</p> <p>Details</p>			

WEDNESDAY 01	THURSDAY 02	FRIDAY 03	SATURDAY 04	<h1>APRIL</h1>	WEEK 01
	<p>Play Up, Pay Up</p> <p>Details</p>	<p>Straight Up with Stassi Live</p> <p>Details</p>	<p>Million Dollar March Mania</p> <p>Details</p>		
SUNDAY 05	MONDAY 06	TUESDAY 07			
	<p>Million Dollar March Mania</p> <p>Details</p>	<p>Play Up, Pay Up</p> <p>Details</p>			

FRIDAY 01	SATURDAY 02	SUNDAY 03	MONDAY 04	<h1>MAY</h1>	WEEK 01
Friday High Hand Specials Details	Patti Labelle Details	Wu-Tang Crew Details			
TUESDAY 05	WEDNESDAY 06	THURSDAY 07			
	\$5,000 Weekly Blackjack Tournament Details				

MONDAY 01	TUESDAY 02	WEDNESDAY 03	THURSDAY 04	<h1>JUNE</h1>	WEEK 01
Play Up, Pay Up Details		\$5,000 Weekly Blackjack Tournament Details			
FRIDAY 05	SATURDAY 06	SUNDAY 07			
Jay Leno Details	The 1975 Details	Ladies Poker Brunch Details			

WEDNESDAY 01	THURSDAY 02	FRIDAY 03	SATURDAY 04	<h1>JULY</h1>	WEEK 01
Play Up, Pay Up Details		DJ at R Bar Details	Alice Cooper With Special Guest Details		
SUNDAY 05	MONDAY 06	TUESDAY 07			
\$5,000 Weekly Blackjack Tournament Details		Its All Good Entertainment Details			

SATURDAY 01	SUNDAY 02	MONDAY 03	TUESDAY 04	<h1>AUGUST</h1>	WEEK 01
Jerry Seinfeld Details	Play Up, Pay Up Details				
WEDNESDAY 05	THURSDAY 06	FRIDAY 07			
\$5,000 Weekly Blackjack Tournament Details	Josh Groban Details	Iliza: The Forever Tour Details			

TUESDAY 01 Play Up, Pay Up Details	WEDNESDAY 02	THURSDAY 03 DJ at R Bar Details	FRIDAY 04	SEPTEMBER	WEEK 01
SATURDAY 05	SUNDAY 06 Ladies Poker Brunch Details	MONDAY 07 \$5,000 Weekly Blackjack Tournament Details			

THURSDAY 01 DJ at R Bar Details	FRIDAY 02 Gabriel Iglesias: Beyond the Fluffy World Tour Details	SATURDAY 03 Jay Leno Details	SUNDAY 04	OCTOBER	WEEK 01
MONDAY 05 \$5,000 Weekly Blackjack Tournament Details	TUESDAY 06	WEDNESDAY 07			

WEEK 01

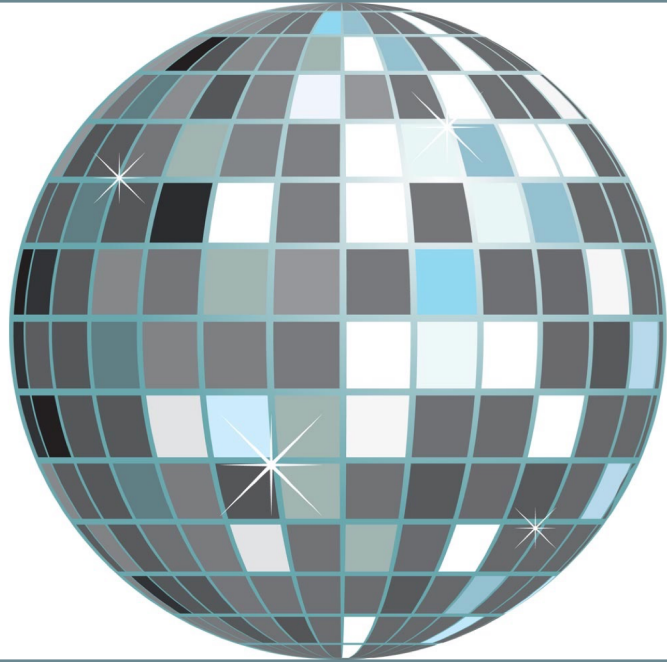
NOVEMBER

SUNDAY 01 Ladies Poker Brunch Details	MONDAY 02 \$5,000 Weekly Blackjack Tournament Details	TUESDAY 03	WEDNESDAY 04
THURSDAY 05	FRIDAY 06 Friday High Hand Specials Details	SATURDAY 07 Straight Up with Stassi Live Details	

WEEK 01

DECEMBER

TUESDAY 01	WEDNESDAY 02	THURSDAY 03 The 1975 Details	FRIDAY 04 Play Up, Pay Up Details
SATURDAY 05 DJ at R Bar Details	SUNDAY 06 Ladies Poker Brunch Details	MONDAY 07 \$5,000 Weekly Blackjack Tournament Details	



NEW YEAR'S EVE PRESENTATION

THEME

- This year's theme: Masquerade Ball
- Masks
- Elegant Dresses
- Mysterious Nature



DECOR

- Art Deco
- Chandeliers
- String Curtains
- Candelabras
- Feathers
- Lanterns
- Drapes
- Masks
- Colored Beads
- Diamond Patterns
- Checkerboard Design
- Deep Reds/Dark Colors
- Venetian Style Lamps for Centerpieces

LAYOUT

- Main Stage for DJ
- Dance Floor in the middle
- Tables to allow guests to sit
- Buffet of food in the back
- Makeshift Bars on both sides

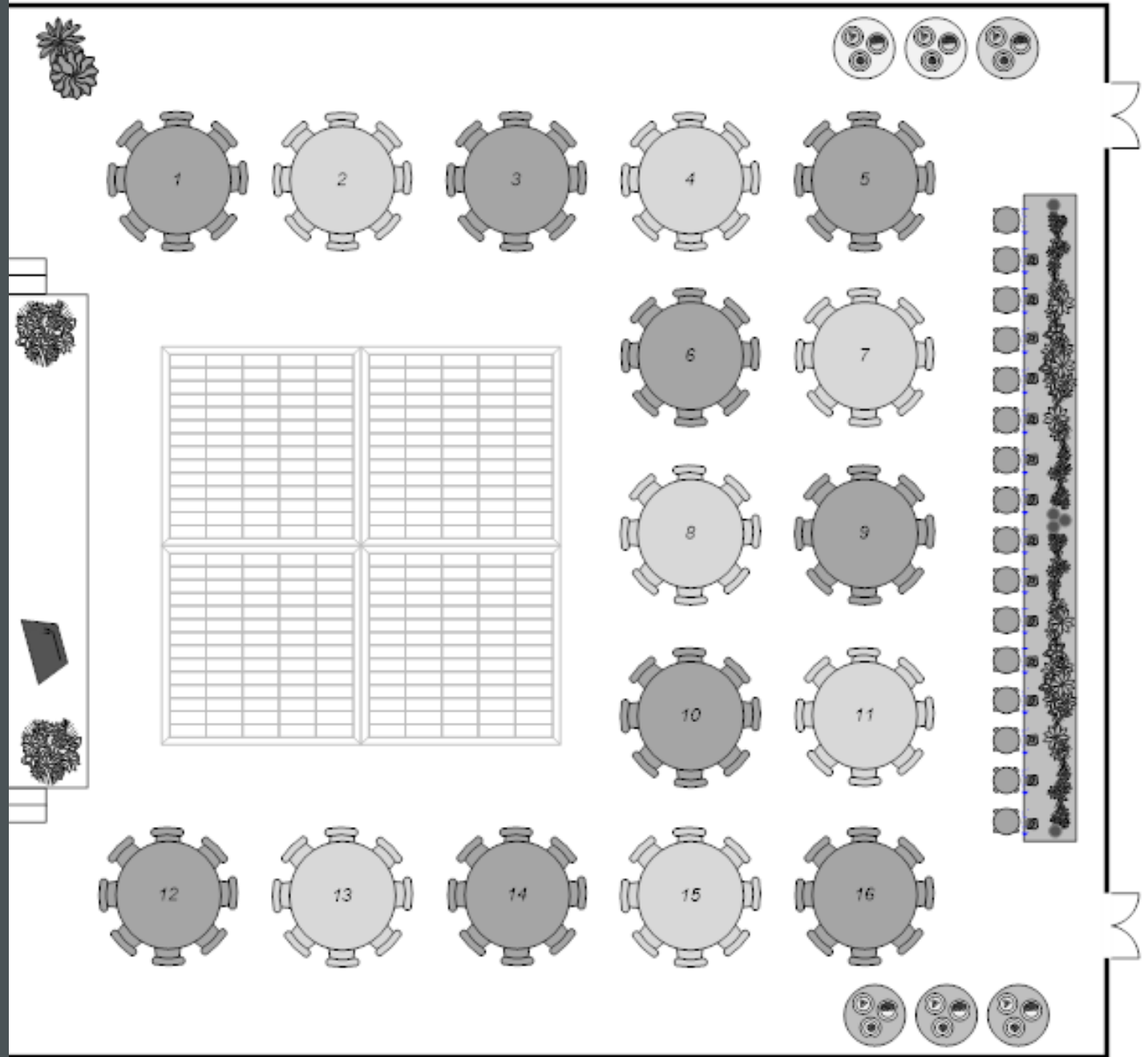


Table 1	Table 2
Table 3	Table 4
Table 5	Table 6
Table 7	Table 8

FOOD

- **Main Courses:**

- Lavish Finger Foods
- Canapes
- Stuffed Mushrooms
- Crab Puffs
- Gourmet Cheeses
- Spinach Artichoke Pinwheels
- Bruschetta

- **Desserts:**

- Chocolate Mousse
- Iced Sugar Cookies (match the theme)
- Giant Themed Cake

TIMELINE

- Set up 8:00 AM to 4:00 PM
- Guest Arrival: 6:00 PM to 7:00 PM
- Buffer Time, allow guests to eat
- DJ starts at 8:00 PM ends at 3:00 AM
- Present desserts at 9:00 PM
- 10 second countdown till midnight
- Complimentary champagne at ball drop
- Continue to party 12:00 AM to 3:00 AM
- Tear down 3:30 AM to 8:00 AM

PROMOTION/DRAWING

- Midnight Millionaire
 - Guests must sign up prior to the event
 - Guests have the chance to roll dice, if one of your contestants can roll a winning combination of letters (M-I-L-L-I-O-N, N-E-W-Y-E-A-R, etc.) on our customized dice, they'll win the grand prize and Horseshoe Casino will pick up their tab.
 - Any winning guest will be awarded \$1 million, and the hosting casino will pick up their tab for the night.

BUDGET

- \$2,500 for Entertainment
- \$5,000 for Décor
- Potentially \$1 Million for Prize Package Promotion
- \$15 per person for Food/Entry
- \$1 per mailer (including postage)
- Potential winner tab, \$0-\$1,000

GUEST CRITERIA

- 21 or older
- Dress up required to enter
- Mask required
- Mailing to the Greater Cincinnati, and Northern Kentucky Areas
- Expected turn out: 500-1200 people



Send

TO: All Horseshoe Staff

CC:

BCC:

Subject: May Events

Horseshoe Team,

Attached you will find the Fact Finder for our upcoming events in May.

You can expect to have high volume days and the need for increased staffing on the following days:

- May 1st, 2020
- May 2nd, 2020
- May 3rd, 2020
- May 6th, 2020
- May 8th, 2020
- May 9th, 2020
- May 10th, 2020
- May 13th, 2020
- May 15th, 2020
- May 16th, 2020
- May 17th, 2020
- May 20th, 2020
- May 22nd, 2020
- May 23rd, 2020
- May 24th, 2020
- May 27th, 2020
- May 29th, 2020
- May 30th, 2020
- May 31st, 2020

Please let me or my team know if you have any questions.

Sincerely,

Ally Norris
Director of Marketing

[Attached: Fact Finder, Events in May](#)

Writing for Commercial Spots on the Radio

Commercial spots are limited to mainly 30 seconds, sometimes 45 seconds, and sometimes 1 minute. The purpose is to quickly list out details on an upcoming promotion.

For Example:

(Female Narrator):

“Want a chance of going to Las Vegas in the World Series of Poker finals? Well, it’s your lucky day! Horseshoe Casino Cincinnati will be hosting the World Series of Poker qualifying tournament this May. For complete details on how to enter visit horseshoecincinnati.com.

(The following would be said quieter and much faster): Must be 21 or older to gamble or participate in promotions. Must be 18 or older for pari-mutuel wagering. Not marketed to and void if used by anyone on any applicable state’s Exclusion List or anyone banned / excluded by or with Horseshoe Entertainment LLC or its affiliated companies.

Gambling Problem? Call 1-800-522-4700, OH: 1-800-589-9966.”