

The following "advertisement" packages included tickets that were delivered to the prior Dakota Magic Casino General Manager during FY 2011. The tickets were under his control and distribution. Marketing did not use any of these tickets for gaming incentives.

1. Fargo-Moorhead Red Hawks \$27,000
2. Scheels Arena \$43,899
3. NDSU Sports Arena \$9,200
4. US Open \$13,900 (I am told these tickets we purchased and no one from the top 200 players list wanted them so they were given to Nick DMC golf pro.)
5. Professional Sports Publications \$32,500 – 4 Super Bowl tickets (December 2010)
6. Professional Sports Publication \$34,500 – \$8,600 Merchandise allowance (April 2011)
7. Professional Sports Publication \$7,584 – World Series (August 2011) allowance advance pay back

4 Super Bowl tickets

"Rock the Mansion" tickets (Playboy Club MMA Fight)

Professional Bull Riding Championship

Metza sports Foundation
schools Arena, 12170

given to me 8/19 by Tena



UpCenter Sponsorship For Dakota Magic Casino

2010/2011 Package:

- Scoreboard Advertising Package
 - One large sign next to Video Scoreboard (approx. 8' x 18')
 - Fascia Video Ring Advertising (as discussed)
 - All of this advertising would be up and lit for all events.
- Four season tickets—close to the ice as possible.
- 100 tickets to be used during the season for the casino's use, which may include additional suite tickets.
- Opportunity to set up table three times during the hockey season to sign people up for the Players Club, or distribute casino information as they wish, with at least two PA mentions during the game highlighting their table. Table and chairs provided at no expense to Dakota Magic, placed at a predetermined high-traffic location. Dakota Magic will decorate and staff booth.
- Opportunity to stuff cupholders one time during the season. Casino will print the information, with the cupholders being stuffed by arena/team personnel.
- Full-page Color Ad in your Souvenir Program.
- Priority given to Dakota Magic to become the new sponsor should the ticket backs or ticket envelopes sponsorships become available.
- Concourse advertising included as in previous agreements.
- Opportunity to run one :30 Dakota Magic commercial during every game, and if possible during other adult events.
- 18' x 18' wall sign in the Dakota Magic corner.
- Suite for every game (including playoff games), to include:
 - Four VIP parking passes.
 - 14 suite tickets included for all events. (Including all non-hockey events if requested)
 - Suite would be fully stocked with beer, liquor, and soft drinks prior to the first game of the season. Dakota Magic would re-order beverages through the UpCenter.

2010/2011: Total investment by Dakota Magic will be \$43,899, billed as \$3658.25/month.

Hockey 30 games oct - april
Nelly 2/1/11
Fights



Dakota Magic and the Fargo-Moorhead RedHawks Agreement for 2011

RedHawks Agree to Provide:

- o Eight Season Tickets. (Four behind dugout, four behind net)
- o Backlit "Poker Chip" Outfield Sign With Promotion
 - o First Player to Hit Sign Wins \$1000
 - o One PA prior to game, one PA in-game.
- o Two luxury box suites
- o \$1000 in "Hawk Bucks"
- o 2 :60 Radio Spots during radio broadcast
- o Premium Promotional Night
 - o Championship Ring Night/Seat Cushion Night (minimum of \$3000 going toward item)
 - o Inclusion in all advertising for this game
 - o 25 Reserved Tickets for this game
 - o Danny throwing out first pitch
 - o Danny guest on radio broadcast for ½ Inning
 - o Dakota Magic Billboard Truck parked outside
- o Digital Leaderboard Exclusive Sponsorship
 - o Located right at Main Gate
 - o Runs Dakota Magic commercials in between lineups and other game information

Total Cost For This Package: \$27,000 (payment through Sundog, 5 payments of \$5400 each)

Agreed to this ____ day of March, 2011.

_____ for Dakota Magic Casino

Mike Peters

From: Crystal Poor Thunder [crystal@dakotamagic.com]
Sent: Monday, August 22, 2011 10:47 AM
To: Michael Peters
Cc: Danny White
Subject: RE: Sporting event tickets
Attachments: faint_grain.jpg; 15_d_phone.gif; 45_d_letter.gif; 01_splash_puppy_03b_en.gif; Vikings 2011 ticket giveaway.doc

The only Tickets that I buy are the Viking tickets and we do have a promotion that we use for them attached will be the promo that I had sent to the gaming Commission. PO # 62490 \$13000 and second payment PO # 63887 \$13000.

We did get some US open tickets and offered to our top players (200) but no one wanted them. This was also during the flooding time so our players were dealing with that situation also. We ended up giving them away. We didn't have to pay the air fair or hotel since the people that we gave them to were already going to be there during that time. \$13,900

I s that what you are looking for

Crystal Poor Thunder
Marketing Manager
☎ 701-634-3000 ext. 530
✉ crystal@dakotamagic.com

-----Original Message-----

From: Mike Peters
Date: 8/19/2011 12:03:14 PM
To: 'Crystal Poor Thunder'
Cc: 'Danny White'
Subject: RE: Sporting event tickets

Crystal,

Can you gather this information for me? I need it next week for my Council report.

Michael

From: Mike Peters [mailto:mpeters@dakotamagic.com]
Sent: Wednesday, August 03, 2011 9:59 AM
To: 'Crystal Poor Thunder'
Cc: 'Danny White'

56 From:

2011 USA TODAY
Super Bowl Preview



Special Editions Publishing
 601 Cleveland St., Suite 500
 Clearwater, FL 33756
 Tel: 727-260-6710

Name: Danny White
 Title: General Manager
 Company: Dakota Magic Casino & Resort
 Address: 16849 102nd Avenue SE
 City: Hankinson State: ND Zip: 58041
 Phone: (701) 634-3000 Fax: (701) 634-3077
 Email: dwhite@dakotamagic.com

Thank you for your participation in the 2011 USA TODAY Super Bowl Preview publication. This letter will serve as confirmation of the placement of your advertisement in the publication. Please confirm order details below and sign where indicated below. Return via fax to 877-862-4969 or via email to order@sep-advertising.com.

Once the publication has been printed, an official invoice will be sent along with a copy of the publication. It is important for us to receive your ad copy as soon as possible. Please feel free to contact us if we can be of assistance.

Ad Sales Director: Kevin Kiernan

Space Allocation Detail

Publication: 2011 USA TODAY Super Bowl Preview
 Size: One (1) Full Page; Four-Color Advertisement
 Position Promised: Right-Hand Read; 1st half of the publication
 Copy Date: 1/3/11
 Rate: \$32,500 Net
 Hospitality: Four (4) 2011 Super Bowl tickets lower level, corners or better

Company: Dakota Magic Casino & Resort

Signature:

Date: 12-20-10

Printed Name: Danny White

ADDITIONAL TERMS AND CONDITIONS: THIS CONTRACT IS CONDITIONAL UPON THE PUBLISHER(S) APPROVAL OF THE COMPANY'S ADVERTISING COPY AND PUBLISHER'S STANDARD TERMS AND CONDITIONS. THE MAXIMUM LIABILITY OF THE PUBLISHER(S) AND SEP, COLLECTIVELY, FOR ANY AND ALL CLAIM(S) RELATED TO THIS CONTRACT WILL BE THE AMOUNT ACTUALLY PAID BY THE COMPANY PURSUANT TO THIS CONTRACT.



MINNESOTA TWINS
OFFICIAL GAME PROGRAM

Professional Sports Publications
570 Elmont Road
Dept. 203
Elmont, NY 11003
(212) 920-3976

April 14, 2011

Mr. Danny White
Dakota Nation Gaming Enterprise
16849 102nd Ave S.E.
Hankinson, ND 58041

Dear Mr. White:

Thank you for your participation in the 2011 Minnesota Twins Game Program.
This letter will serve as the confirmation of space we discussed.

SIZE: Full Page, Four Color

AMOUNT DUE: \$34,500.00, Net

We will send you an official invoice with a copy of the publication after it is printed.

Again, thank you for your participation.

Sincerely Yours,

Joe Gordon

Joe Gordon
Ad Sales Director

P.S. Please send in any ad copy that you may have as soon as possible, as we are currently laying out the publication.

CONFIRMATION #: 26059260
MAKE CHECK PAYABLE TO: Professional Sports Publications

Warning: preg_split() expects parameter 4 to be long, string given in /var/www/webmail/functions/imap_messages.php on line 808

Warning: Invalid argument supplied for foreach() in /var/www/webmail/functions/mime.php on line 52

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Subject: Minnesota Twins Game Program**From:** "Joe Gordon" <jgordon@pspsports.com>**Date:** Thu, April 7, 2011 1:16 pm**To:** dwhite@dakotamagic.com**Priority:** Normal

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Danny -

Good talking to you earlier. Per our conversation, we are currently working on putting together the 2 & 3 issues of the Minnesota Twins Game Program. This is the official souvenir program on sale at each Twins home game. Each issue of the game program is indicative of 27 games, two issues would be 54 games.

Typically a full pg. four color ad in each issue is \$21,500, currently I'm able to offer you a 20% discount and give you the last two issues for only \$34,500. Also, along with the ad I'm able to include a merchandising allowance valued at \$8,600. Below is a recap.

\$34,500

Minnesota Twins Game Program, last two issues (54 games)

- 1 Full pg. four color ad
- \$8,600 merchandising allowance

I'm able to send you a separate invoice for each issue. Each issue would be \$17,250

By definition, the Merchandising Allowance enables you to selectively choose virtually ANY tickets to ANY event at ANY time ANYWHERE -- any NFL, MLB, NBA or NHL game; any NCAA Regular Season or Bowl Game; Marquee events like the NCAA Tournament and World Series; any All-Star or Playoff Game; any PGA Tournament: US Open, Masters, PGA Championship even the British Open; any NASCAR events; any "non-sporting" event whether it's a Concert or Broadway Show; any Group Outing or Luxury Suite; any individual or company Golf Outings & Tee Times; any "event" that you may need; it can even be applied to hotels and airfare!!

Attached is a media kit with additional information. If you have any questions let me know if not I'll look forward to speaking with you later this afternoon.

Best,

Joe

Joe Gordon

DMC Marketing Mails

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Subject: USA Today - World Series
From: "Joe Gordon" <jgordon@pspsports.com>
Date: Mon, August 1, 2011 1:31 pm
To: dwhite@dakotamagic.com

Priority: Normal

Options: [View Full Header](#) | [View Printable Version](#) | [Download this as a file](#) | [Add to Addressbook](#) | [View Message details](#)

Danny -

Good talking to you today. Per our conversation, we are currently putting together our plans for the Post 2011 MLB season and we are putting out a USA Today World Series Magazine.

The USA Today World Series Magazine will be distributed throughout the country, everywhere USA Today is sold with a heavy concentration in the two participating teams cities. The rate card for a full pg. four color ad is typically \$49,500, currently I'm able to offer you a full pg. four color ad for the same price of the Travel Guide, \$34,500. Also, along with the advertising I'm able to include a merchandising allowance of \$8,700.

As we discussed the merchandising allowance is enables you to selectively choose virtually ANY tickets to ANY event at ANY time ANYWHERE -- any NFL, MLB, NBA or NHL game; any NCAA Regular Season or Bowl Game; Marquee events like the NCAA Tournament and World Series; any All-Star or Playoff Game; any PGA Tournament: US Open, Masters, PGA Championship even the British Open; any NASCAR events; any "non-sporting" event whether it's a Concert or Broadway Show; any Group Outing or Luxury Suite; any individual or company Golf Outings & Tee Times; any "event" that you may need; it can even be applied to hotels and airfare!!

Recap:
\$34,500
USA Today World Series Magazine
- 1 Full pg. four color ad
- \$8,700 merchandising allowance

Attached is a media kit with additional information. If you have any questions please let me know if not I'll follow up with you in a couple of weeks.

Best,

JG

Joe Gordon
PSP Sports
212-920-3976
jgordon@pspsports.com
www.pspports.com

~~offer~~
offer:
stay & play
* hotel room
* fun book
expire year
8/1/11

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(516) 327-9500

BILL TO:

ADVERTISER

DATE

Invoice #

Tina Williams
Dakota Magic Casino
16849 102nd Avenue S.E.
Hankinson, ND 58041

9/22/2011

09222011

ACCOUNT CODE

TERMS NET 30 DAYS
OUR INV. NO. MUST APPEAR ON REMITTANCE

DESCRIPTION	AMOUNT
Cancellation Fee – USA Today World Series	\$7,584.01
Please make checks payable to: Professional Sports Publications, Inc. Remit to: 570 Elmont Road Elmont, NY 11003	
TOTAL DUE: \$7,584.01	
<u>CLIENT DESCRIPTION/PO:</u>	