Exhibit A
Advertising Specifications
On-Premise Signage and Advertising Content

OUTDOOR SIGNAGE
- South face of Venue at Memorial Park facing Omaha St. (Seen from Promenade)
- South face of venue at Mt. Rushmore Rd. facing west parking area (New expansion)
- East face of venue facing 5th St. (Ice Arena Side ‘Between Holiday Inn & Park’)
- West Face of Venue facing toward I-190 at Mt. Rushmore Rd and North St. (New expansion)
- Retain(s) the right to the North Face of Venue at North St.
  - Size and location to be mutually agreed upon.
- Marquee at Mt. Rushmore Rd. & Omaha St.
- Any marquee, if erected at venue.
- Retain the right to the Exterior Entrances of Venue to Public Concourse(s) should brand standards allow.
  - Size and location(s) to be mutually agreed upon.
- Exterior Public Venue Doors
  - Limited to one Public Awareness/Community campaign per quarter.
  - Location, Campaign and Designs to be mutually agreed upon.
  - Signage up no longer than 30 days.
  - Must allow for visibility through the glass panes.
- Directional signs to the Venue under RPCC control.
- A minimum of twenty (20) :10-second spots per hour on the LED display.

DIGITAL ADVERTISING DISPLAY
- Event advertising – all areas (Includes all outdoor and indoor digital advertising)
  - A total of four (4) minutes of event exposure per RPCC operated events.
    - This includes pre-event, Event, post-event advertising or any combination thereof.
- Concession advertising
  - Venue name signage located at all points of sale within venue.

PUBLIC CONCOURSES
- Wayfinding
  - Static signage including but not limited to:
    - Room Identifier(s)
    - Location(s), names and design to be mutually agreed upon
    - Directional Signage
    - Location(s), names and designs to be mutually agreed upon
- Back Of Escalator
- Upper Rushmore
  - 2- 10'x8' Areas along West Wall
    - Location and Size to be mutually agreed upon.
  - 2 – 6x10’ Areas along South East Wall
    - Location and Size to be mutually agreed upon.
  - 1 – Curved Wall in North East Concourse
    - Location and Size to be mutually agreed upon.
- Located on Light Poles.
  - Design to be mutually agreed upon.

- 1-Staircase Display
  - Size and design to be mutually agreed upon.

- Retains Right to Connector Entrance
  - Signage above connector entrance from Public Concourse with Arena Name.

- Signage in the connector and/or lobby not to exceed 200 sq. ft.
  - Location(s), design to be mutually agreed upon.

- Concrete Support Pillars
  - Two (2) in each available concourse for Regional Health
    - Adherent to brand standards
    - Placement and design to be mutually agreed upon.

  - Primary Entrance Pillars
    - Limited to Venue Signage
    - Adherent to brand standards
    - Placement and design to be mutually agreed upon.

- Vestibule Rugs in Public Concourse.

- Floor Graphics
  - Limited to one Public Awareness/Community campaign per quarter.
    - Location, Campaign and Designs to be mutually agreed upon.
    - Signage up no longer than 30 days.

- Wellness/Sensory Room(s)
  - Specialty fixtures to be provided by Regional Health.
    - Design to be mutually agreed upon.

**EXPANSION ARENA**

- Southwest Entrance – Lobby Area
  - Approximately 300 sq. ft. entrance to floor seating.
    - Design and location to be mutually agreed upon.

- Event Level Alcove
  - South wall between Staircases to Seating
    - “Foundation Area”
    - Design and location to be mutually agreed upon.

- Southeast Entrance – Lobby Area
  - Approximately 300 Sq. ft.
    - May include additional logos adherent to brand standards.
    - Design and location to be mutually agreed upon.

- Staircase Ceiling Pennants
  - 2 - Double sided hanging pennants
    - One above East Staircase one above West Staircase.
    - Design and location to be mutually agreed upon.

- Training Room
  - Regional Health to furnish equipment.
    - Design and size of graphics to be mutually agreed upon.

- Wellness/Sensory Room(s)
  - Specialty fixtures to be provided by Regional Health.
    - Design to be mutually agreed upon.

- Locker rooms – one primary wall in each
  - Size, Design & Location to be mutually agreed upon.

- Entrance Rugs
  - Vestibule Rug(s) in entrances from exterior.
- East Wall of Bowl
  - Venue Signage
    - Style, Size, Design to be mutually agreed upon.
    - RPCC reserves the right to have “founding” sponsors placed below and smaller than the agreed upon signage.
- Concourse level:
  - North West Vestibule
    - Approximately 2000 sq. ft. Located above interior doors
      - Design to be mutually agreed upon.

**VENUE EQUIPMENT**
- Venue Name and Logo Placement On:
  - Basketball courts
    - Design to be mutually agreed upon.
  - Static display on scorer’s table
    - Design to be mutually agreed upon.
  - Static display on center hung scoreboard
    - Design to be mutually agreed upon.
  - Courtside chairs
    - Design to be mutually agreed upon.
  - Rugs not already included
    - Design to be mutually agreed upon.

**EVENT/VENUE PROMOTION**
- Venue name and logo placement on:
  - Posters
  - Ticket stock
  - Radio/television spots
  - Website domain
  - Email domain
  - Social media pages
  - Business cards
  - Name tags
  - Uniforms
  - Specialty Uniforms
    - Limited to one Public Awareness/Community campaign per quarter.
    - Campaign running no longer than 30 days.
    - Campaign, Designs, Styles and Expenses to be mutually agreed upon.

**MISCELLANEOUS**
- Complimentary use of the RPCC conference rooms
- Minimum for 2,000 Sq. Ft. for quarterly health fairs in high traffic area.
  - To be held in conjunction with major events each quarter.
    - i.e. Stock Show, Powwow, LNI, Sports Show etc.
    - Events and space to be mutually agreed upon.
- Tickets
  - Eight (8) ticket to all venue events
    - Location to be mutually agreed upon.
- One (1) Theatre Box to accommodate 12 in ‘expansion arena’ with branding in accordance with brand standards.
- One (1) 12-Person Suite in the “Ice Arena” with branding.
  - Designs to be mutually agreed upon.
Exhibit B
 Naming Advertising Fees
 Payment Schedule

• YEAR 1: JULY 1, 2021 – JUNE 30, 2022
  o INSTALLMENTS: SEPTEMBER 1, 2021 - - $360,000
    ▪ TOTAL PAYMENT $360,000

• YEAR 2: JULY 2, 2022 – JUNE 30, 2023
  o INSTALLMENTS: SEPTEMBER 1, 2022 - - $360,000
    ▪ TOTAL PAYMENT $360,000

• YEAR 3: JULY 1, 2023 – JUNE 30, 2024
  o INSTALLMENTS: SEPTEMBER 1, 2023 - - $360,000
    ▪ TOTAL PAYMENT $360,000

• YEAR 4: JULY 1, 2024 – JUNE 30, 2025
  o INSTALLMENTS: SEPTEMBER 1, 2024 - - $360,000
    ▪ TOTAL PAYMENT $360,000

• YEAR 5: JULY 1, 2025 – JUNE 30, 2026
  o INSTALLMENTS: SEPTEMBER 1, 2025 - - $360,000
    ▪ TOTAL PAYMENT $360,000

• YEAR 6: JULY 1, 2026 – JUNE 30, 2027
  o INSTALLMENTS: SEPTEMBER 1, 2026 - - $360,000
    ▪ TOTAL PAYMENT $360,000

• YEAR 7: JULY 1, 2027 – JUNE 30, 2028
  o INSTALLMENTS: SEPTEMBER 1, 2027 - - $360,000
    ▪ TOTAL PAYMENT $360,000

• YEAR 8: JULY 1, 2028 – JUNE 30, 2029
  o INSTALLMENTS: SEPTEMBER 1, 2028 - - $360,000
    ▪ TOTAL PAYMENT $360,000

• YEAR 9: JULY 1, 2029 – JUNE 30, 2030
  o INSTALLMENTS: SEPTEMBER 1, 2029 - - $360,000
    ▪ TOTAL PAYMENT $360,000

• YEAR 10: JULY 1, 2030 – JUNE 30, 2031
  o INSTALLMENTS: SEPTEMBER 1, 2030 - - $360,000
    ▪ TOTAL PAYMENT $360,000