

November 1, 2009

Mr. Chubby Turner
President
National Cutting Horse Association
260 Bailey Avenue
Fort Worth, TX 76107

Dear Mr. Turner:

On behalf of the South Point Hotel & Casino in Las Vegas, I am excited to submit this proposal to bring the NCHA World Finals to the South Point Equestrian Center in 2010. We'd like to believe your fans, sponsors, and participants would enjoy the experience of this event being held in Las Vegas.

I would like to propose the following terms for your consideration:

Event Dates: February 19 – March 3, 2010
Contract Term: Three (3) Year Agreement

South Point Arena would provide the following:

- Rent: South Point Equestrian Center will waive ALL “event day” rent of \$7,500 per day and “move-in/move-out” rent of \$3,750 per day. **Total Value: \$86,250.**
- Facility:
 - Front of House expenses to include: ushers, security, video scoreboard (take video feed from NCHA), registration area, media and announcer’s stand, house sound, and house lights. South Point Arena’s “Saturday Night Bar” will also be open for each event day.
 - Back of House expenses to include: conversion, arena set-up/take down, panels, gates, judge’s stands, cattle pens, practice pens, cutting dirt, drags, show office, all office equipment, veterinarian clinic, and judges lounges.
- Hotel Rooms:
 - Staff: The South Point will provide up to ten (10) hotel rooms for working staff during the duration of the event at no charge to the NCHA.

- Judges: The South Point will provide up to five (5) rooms for judges working during the duration of the event at no charge to the NCHA.
- Packages: The South Point will extend and promote a favorable hotel room rate to the NCHA World Finals participants during the event.
- Marketing: The South Point Hotel and Casino will do it's best to help promote the event, including mentions in newspaper ads, high traffic outdoor marquees, and internal signage.
- Sponsorships: The NCHA World Finals will retain all event sponsorship rights, with the exception of any existing signage sponsors, which South Point shall retain. All sponsors will be mutually agreeable.
- Merchandise: The South Point Arena proposes to sell and manage the vendor sites and split proceeds - 2/3rd to South Point and 1/3rd to NCHA (no charge for NCHA sponsor booths). South Point will cover all expenses for pipe, drape, power, cleaning, mailings, contracts, county fees, etc. Should the NCHA World Finals sell event merchandise, they shall be responsible for producing, selling, and paying of all taxes and fees.

National Cutting Horse Association World Finals would provide the following:

- Expenses: NCHA World Finals would be responsible for other expenses related to event, which may include; EMT's during event, event insurance, County Fire Department fee, or any other expense not outlined in this proposal.
- Event Format: NCHA would present the World Finals with all event days scheduled to attempt to end at 6:00 PM.
- Stalls: NCHA World Finals to pay \$35 per stall, based on 10-day stall occupancy. NCHA may, in turn, charge a "reasonable" stall fee to contestants. Shavings will be sold by Arena for \$10 per bag.
- Marketing: NCHA World Finals will do their best to provide promotional opportunities for South Point Hotel & Casino, including any media exposure, internet affiliation, etc.
- Event Management: NCHA World Finals will be responsible for items related to event management and supplies associated with event.
- Hospitality Functions: Should the NCHA World Finals want to provide a hospitality area and catering, South Point Equestrian Center will be the exclusive provider.

We are providing this proposal in response to the many comments and concerns from our customers about the NCHA World Finals event being cancelled. By providing you with this aggressive proposal (virtually no expenses), I am hopeful you will reconsider your decision. I truly believe the National Cutting Horse Association World Finals and the South Point Equestrian Center can come together in Las Vegas to provide your participants, fans, and supporters the best experience possible. Again, thank you for the opportunity to host the NCHA World Finals event in 2010 here at the South Point Equestrian Center. I look forward to working with you.

Sincerely,

Steve Stallworth
General Manager
South Point Equestrian Center