



LAS VEGAS STADIUM

PSL MARKETING PLAN

MARKETING PLAN

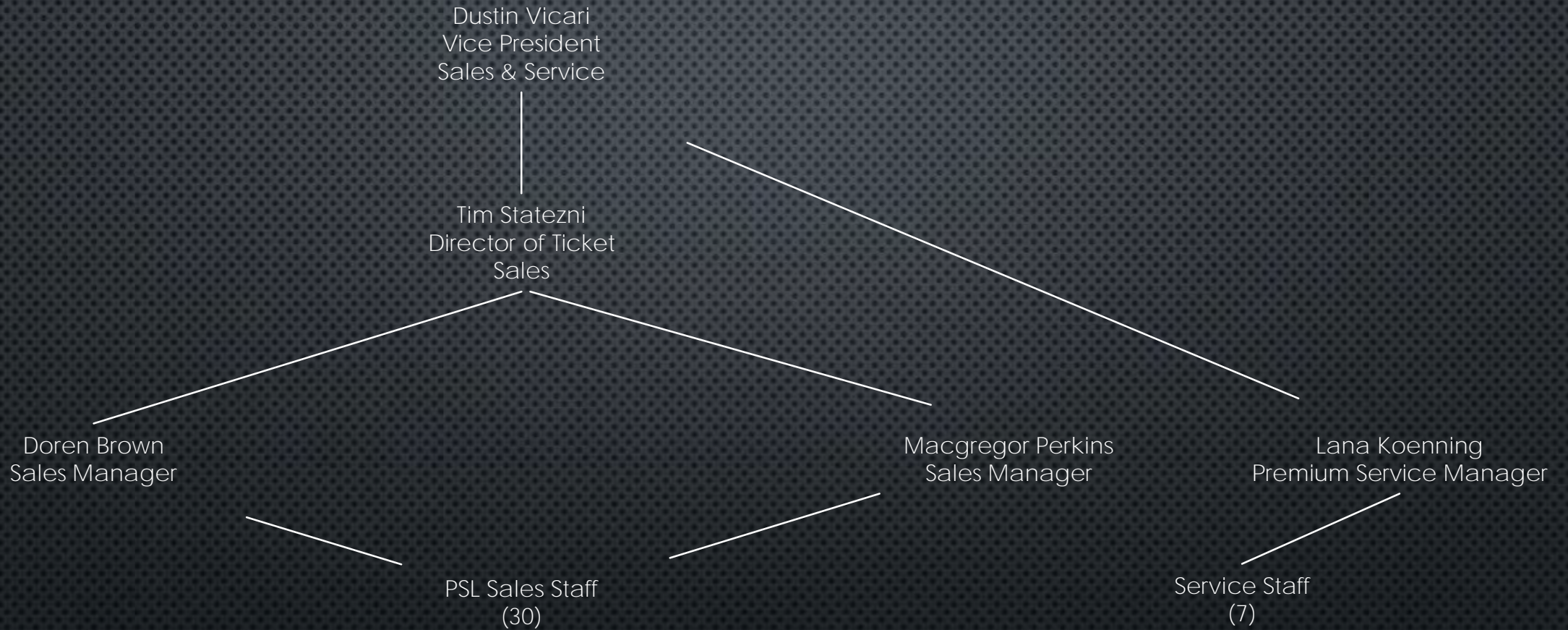
- **JULY 2017** – RAIDERS ENGAGED LEGENDS GLOBAL SALES TO MARKET AND SELL PSLs FOR LAS VEGAS STADIUM
- **MARCH 28, 2017** – RAIDERS LAUNCH \$100 WAITLIST DEPOSIT CAMPAIGN FOR SEASON TICKETS IN LAS VEGAS STADIUM
- **MARCH 2018** – OUTREACH TO FULL DEPOSITOR LIST NOTIFYING THEM ALL OF LAS VEGAS STADIUM PSLs SALES TIMELINE
- **MARCH 2018** – CLUB SEAT PSL ON-SALE
- **MAY 2018** – CLUB SEAT PSLs FOR LAS VEGAS STADIUM CLOSE
- **JUNE 2018** – INITIAL RESERVED SEAT COMMUNICATION SENT TO PROVIDE OPPORTUNITY FOR APPOINTMENTS IN LAS VEGAS
- **JULY 2018** – RESERVED SEAT PSL ON-SALE



LEGENDS ORGANIZATIONAL CHART



LEGENDS ORGANIZATIONAL CHART



PERSONAL SEAT LICENSE



WHAT IS A PSL?

PERSONAL SEAT LICENSE

- A PSL, SHORT FOR PERSONAL SEAT LICENSE IS A ONE-TIME FEE THAT GOES TOWARDS FUNDING THE CONSTRUCTION OF LAS VEGAS STADIUM AND PROVIDES THE LICENSEE THE RIGHT TO BUY RAIDERS SEASON AND PLAYOFF TICKETS FOR 30 YEARS.

WHAT ARE THE BENEFITS OF OWNING A PSL?

- **RIGHT TO OWNERSHIP**- YOU WILL HAVE THE RIGHT TO OWN YOUR PSL FOR 30 YEARS
- **ACCESS**- AS A PSL OWNER, YOU WILL HAVE EXCLUSIVE OPPORTUNITIES TO PURCHASE TICKETS TO CERTAIN OTHER EVENTS HOSTED AT THE STADIUM PRIOR TO THE GENERAL PUBLIC
- **TRANSFERABILITY**- YOU WILL HAVE THE RIGHT TO TRANSFER YOUR PSL TO A MEMBER OF YOUR IMMEDIATE FAMILY OR A THIRD PARTY.
- **RIGHT TO SELL**- YOU WILL HAVE THE RIGHT TO RESELL YOUR PSL



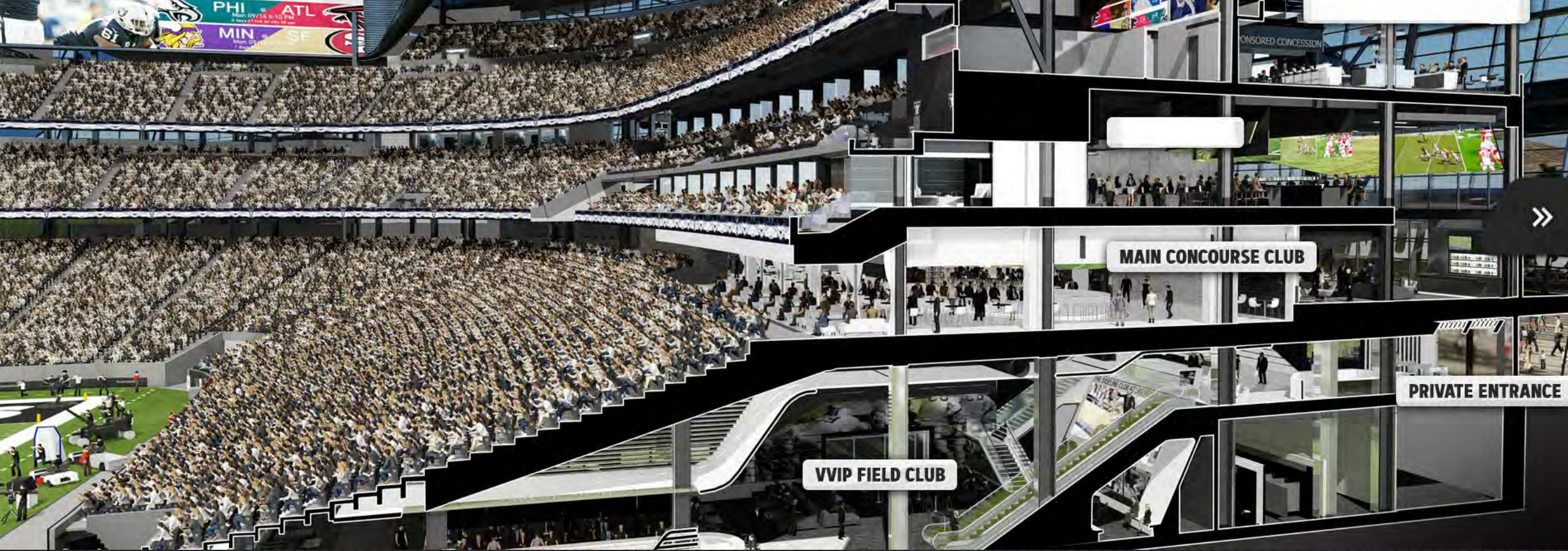
PSL PAYMENT TERMS

- **OPTION 1: PAY PSL UPFRONT**
 - CUSTOMER PAYS ENTIRE PSL UPFRONT AND RECEIVES A 5% DISCOUNT
- **OPTION 2: PAY PSL IN 3 INSTALLMENTS**
 - 33.3% OF PSL DUE AT TIME OF PURCHASE
 - 33.3% DUE MARCH 1, 2019
 - 33.3% DUE MARCH 1, 2020
- **OPTION 3: FINANCE PSL**
 - 20% OF PSL DUE AT TIME OF PURCHASE
 - 10% OF PSL DUE MARCH 1, 2019. INTEREST RATE WILL START TO ACCRUE ON THE REMAINING PSL BALANCE (70%)
 - 70% PAID IN INSTALLMENTS



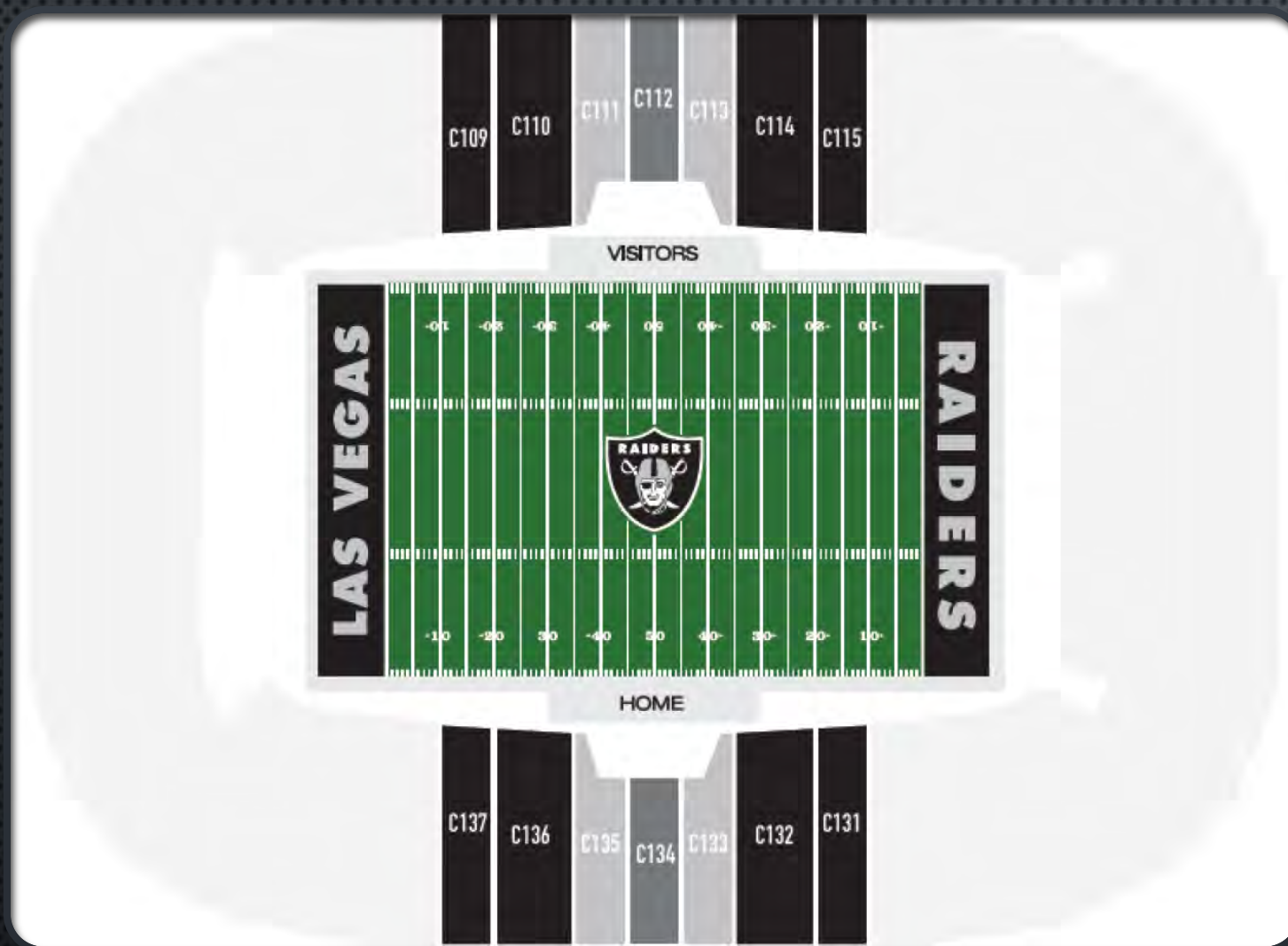
CLUB SEATING





CLUB SPACES





CLUB SEAT MAP



CLUB SEAT BENEFITS & AMENITIES

- **VVIP CLUB SEATS**

- LOCATED IN SECTIONS C112 & C134 BETWEEN THE 45 YARD LINES
- RIGHT TO PURCHASE SEATS FOR ALL HOME RAIDERS PRESEASON, REGULAR & POSTSEASON GAMES
- OPPORTUNITIES TO PURCHASE TICKETS TO OTHER EVENTS
- CLUB ACCESS

- **SIDELINE PRIME AND SIDELINE CLUB SEATS**

- LOCATED BETWEEN THE 10 YARD LINE AND 45 YARD LINE ON C100 LEVEL ON BOTH THE EAST & WEST SIDES OF STADIUM
- RIGHT TO PURCHASE SEATS FOR ALL HOME RAIDERS PRESEASON, REGULAR & POSTSEASON GAMES
- OPPORTUNITIES TO PURCHASE TICKETS TO OTHER EVENTS
- CLUB ACCESS



CLUB PSL COLLATERAL – EMAILS & BROCHURE



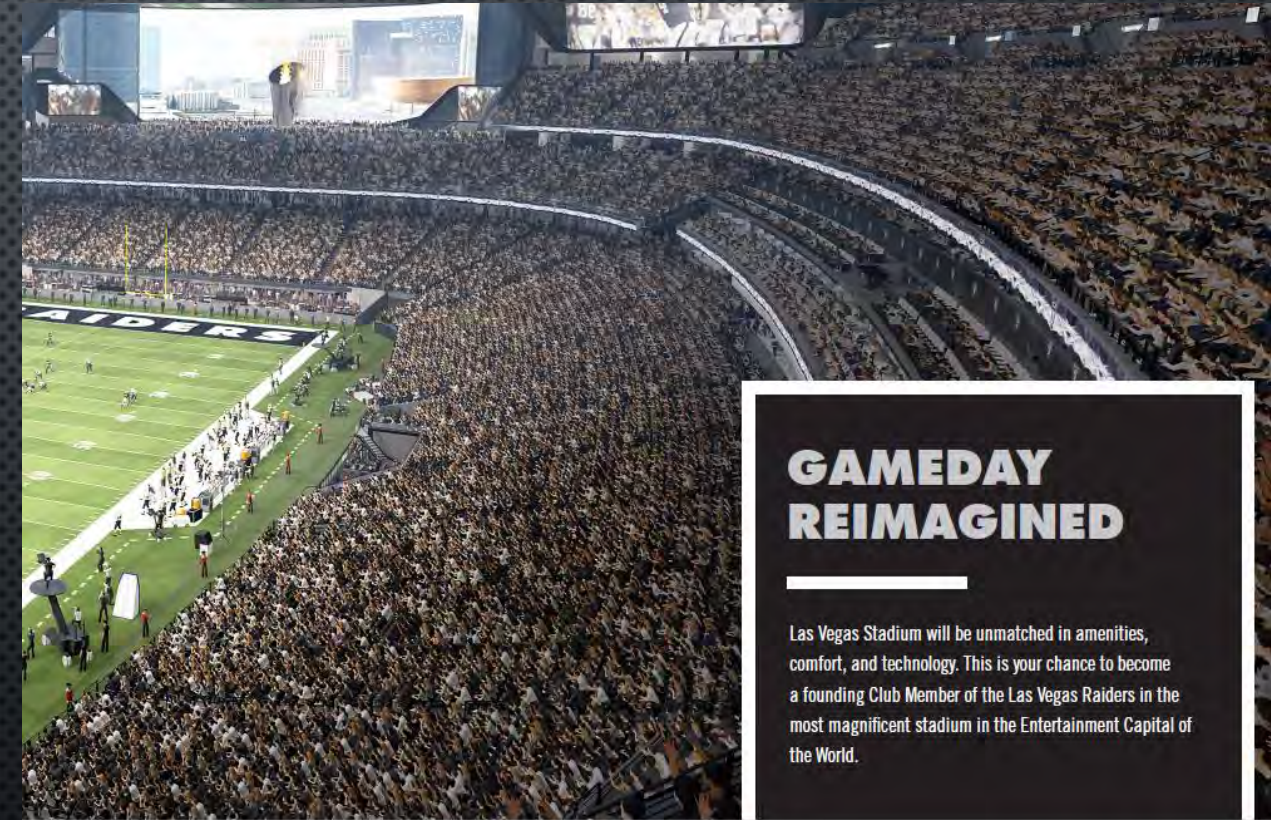
4/10/18
Acct: 901

Dear Dustin,

As a Las Vegas Stadium Deposit Holder, I am pleased to offer you priority access to secure your Las Vegas Stadium Club Seats before other deposit holders.

My name is Adam Feldman and I will be your Las Vegas Stadium Sales Consultant. For your convenience, my contact information is below should you have any questions or concerns throughout this exciting time as a Raiders fan.

In addition to this email, you will receive a brochure highlighting the stadium's premium amenities and Club Seat benefits. Hopefully you will have a chance to



GAMEDAY REIMAGINED

Las Vegas Stadium will be unmatched in amenities, comfort, and technology. This is your chance to become a founding Club Member of the Las Vegas Raiders in the most magnificent stadium in the Entertainment Capital of the World.



CLUB PSL COLLATERAL – ADDITIONAL EMAILS

RAIDERS PREVIEW CENTER



Dustin,

As an Oakland Season Ticket Member and Las Vegas Stadium Deposit holder, I wanted you to be aware that we are now on sale with Club Seating at Las Vegas Stadium. Unfortunately, I noticed you have not yet taken advantage of your exclusive priority window and booked an appointment at the Raiders Preview Center.

YOUR SEAT IS WAITING

LAS VEGAS STADIUM



SECURE YOUR CLUB SEATS BEFORE YOUR
PRIORITY WINDOW EXPIRES ON APRIL 30, 2018!

BOOK YOUR APPOINTMENT TODAY

DIGITAL SALES TOOLS – CHANNEL ONE WEBSITE

SEAT TYPES



VVIP CLUB SEATS >>

CLUB SEATS >>



RESERVED SEATING





RESERVED SEAT MAP



RESERVED SEATING BENEFITS & AMENITIES

- **RESERVE SEATS**
 - RIGHT TO PURCHASE SEATS FOR ALL HOME RAIDERS PRESEASON, REGULAR & POSTSEASON GAMES
 - OPPORTUNITIES TO PURCHASE TICKETS TO OTHER EVENTS



RESERVED PSL COLLATERAL – EMAILS





Dear Jack,

We are excited to announce that we are set to begin our priority Reserve seating process for select locations at Las Vegas Stadium. For your reference, my contact information is below should you have any questions or concerns throughout this exciting time for Raiders fans.

Your priority window to book an appointment will begin July 17th and end on August 13th which we hope affords you enough time to plan your trip to Las Vegas, Nevada. We expect the best seats to sell quickly and recommend booking your appointment as early as possible. **If you do not act prior to the August 13th deadline, your priority for these select seating locations will be**



DIGITAL SALES TOOLS – APPOINTMENT CALENDAR



WELCOME BILL!

Your Reserve Seat Selection Priority Window

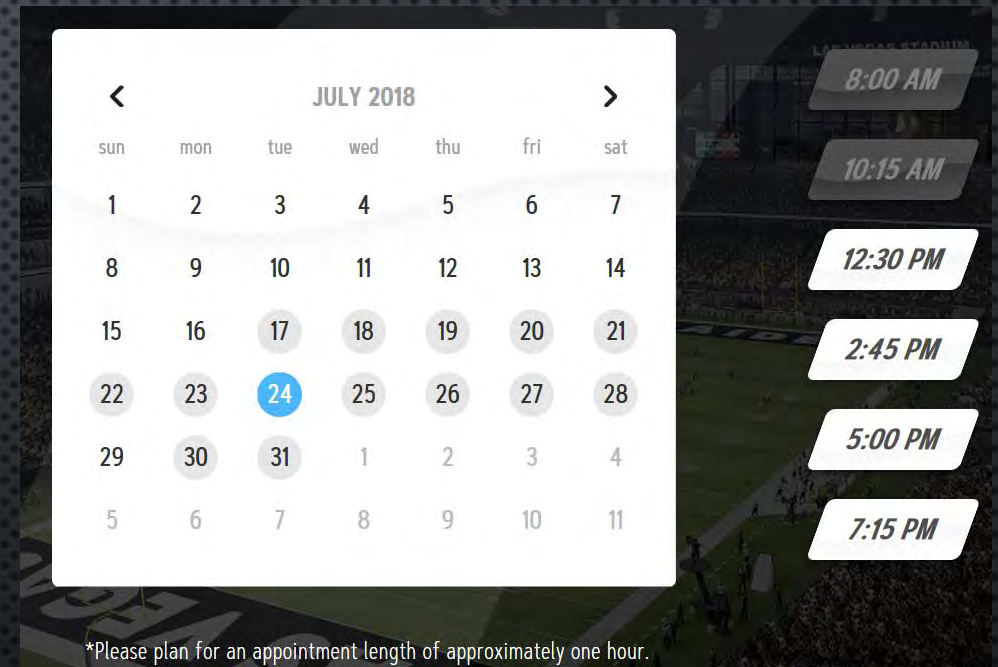
STARTS
JUL 17TH AT 8AM

»»»

ENDS
AUG 13TH AT 7:15PM*

45 DAYS **02** HOURS **13** MINS **52** SECS

*All dates and times are subject to change.



< JULY 2018 >

sun	mon	tue	wed	thu	fri	sat
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31	1	2	3	4
5	6	7	8	9	10	11

- 8:00 AM
- 10:15 AM
- 12:30 PM
- 2:45 PM
- 5:00 PM
- 7:15 PM

*Please plan for an appointment length of approximately one hour.



DIGITAL SALES TOOLS – CHANNEL ONE WEBSITE

