

**Exhibit VIII.C.9.c**  
**Entertainment Venues Contemplated**

***Submit as Exhibit VIII.C.9.c, a description of the extent to which entertainment venues and plans are contemplated to be used for casino and/or other marketing. Include the manner in which the Gaming Facility will enhance entertainment venues already existing in the Host Municipality and nearby municipalities.***

The Rivers Casino & Resort at Mohawk Harbor's goal is to use entertainment on property and off-site as a competitive tourism component to grow the market visitation. Casino and hotel marketing strategies will include using the Entertainment Lounge as an amenity to drive visitation to the property. Given this venue will regularly be used as a sports bar, the resort intends to partner with entertainment venues in the Host Municipality and nearby municipalities to enhance its overall entertainment portfolio and to collaborate on attracting new business to the area.

Casino patrons and leisure guests find entertainment very appealing, and even business and meetings travelers often book a hotel property given its discretionary offerings on-site and nearby. The property will use other entertainment venues in the area to attract these guests to visit. A robust marketing plan will be created to use the resources in the region to appeal to various guest segments. Rivers Casino & Resort looks forward to working with existing local entertainment venues, such as members of the Fairgame Coalition and other local entertainment venues to attract guests to the Capital Region.

Further, sports entertainment is also a key draw for casino resorts. RSG properties sponsor local sporting events as well as purchase tickets and suites for customers and as part of customer acquisition programs. Rivers Casino & Resort is excited to become part of the fan community for the Capital Region's collegiate and professional sports teams as well as the races at the famed Saratoga Raceway. Now that Schenectady is home to the national champions, Union College's ice hockey team, Rivers Casino & Resort also looks forward to exciting sporting events in its host community.

A number of the initiatives under consideration include:

- a) Sponsorships, partnerships, and cross promotional opportunities will be examined with entertainment operators in the market;
- b) Use regional entertainment venue's shows as an attraction for gaming and leisure guests in various hotel packages, VIP events, and ticket partnerships;
- c) Inclusion in Rush Rewards Plus loyalty program to encourage redemption opportunities for entertainment venue ticket sales;
- d) Seek out opportunities to increase off site venue tickets sales through promoting via remote sales outlets and/or property website links and interactive marketing campaigns;
- e) Develop a hotel/concierge education program whereby our employees can promote the various amenities available in the market;

- f) Include a list of static entertainment venue offerings in the area as part of the resort's marketing collateral for group, corporate, tour and travel, GDS, incentive, consortia and other pertinent hotel sales segments.