

P R O M O T I O N A L M A R K E T I N G , I N C .

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**EXACT COPY**

DAKOTA  
HOUSTON TEST MARKET  
1990 TACTICAL PLAN

Presented to:  
R.J. Reynolds Tobacco Co.

Presented by:  
Promotional Marketing, Inc.

February 14, 1990

50735 7049

## Dakota Tactical Plan

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### Background

*Dakota is a new cigarette brand targeted to young adult smokers. Although it is primarily intended for female smokers, it will also be acceptable to their male counterparts.*

*Besides their youth, target consumers for Dakota have other common characteristics. Psychographically, they are more easily described by what they are not than by what they are.*

- [ ] They are not high-achieving strivers. They are not 'upscale.' They are not 'yuppies.'*
- [ ] They are high school graduates and may have attempted college, and they may attend or have attended trade school.*
- [ ] They are not trend-setters. They are not leaders or experimenters. Their values and pastimes are traditional. They 'go with the flow.'*
- [ ] Although they work they are not career-oriented. They are not especially ambitious. They are '9 to 5' (or '8 to 4') types, blue/pink collar. They work to live, they don't live to work.*
- [ ] They are not long-range planners. They live for today, in the 'here and now.'*
- [ ] They are not interested in high fashion. They have their own fashion. Their personal style runs more to worn denims and t-shirts than to designer labels.*
- [ ] Although they do not have high levels of disposable income, they are willing to spend what they do have on entertainment and other forms of immediate gratification.*
- [ ] They are not currently smoking an RJR brand. Most are smoking Marlboro.*

*Their interests and activities include: driving and admiring cars, motorcycles and sport/utility vehicles (light trucks and 4-wheel-drive off-road vehicles), listening to rock music, playing pool and pinball, going to bars, watching movies, and 'cruising' or 'hanging out' with friends.*

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## Dakota Tactical Plan

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### Strategy

*Because Dakota target consumers are not particularly experimental, they will not be motivated by a chance to be the first to try a new product. To them, 'new' is not automatically 'good.' On the contrary, Dakota must be made to seem as if it is already part of their life, ubiquitous, appropriate and acceptable; like Budweiser, Pepsi or, for that matter, Marlboro. As nearly as is possible, the Dakota name and logo must be insinuated into their environment in many subtle, soft-sell, low key ways. Frequency of communication is crucial and frequent Dakota messages must be delivered over an extended period of time, until acceptance and adoption occur.*

*In addition to its presence in their environment, Dakota must be integrated into the preferred leisure activities of the target consumers.*

*To these ends, each element of the program must accomplish one or more of the following tasks:*

- I. Generate awareness of the Dakota brand.*
- II. Convey peer group acceptability of the Dakota brand.*
- III. Stimulate trial of the Dakota product among target Marlboro smokers.*
- IV. Stimulate purchase of the Dakota brand.*

### Test Market Plan

*Dakota will be test marketed in the greater Houston area beginning in April of 1990. An in-depth investigation of this market is being conducted by Promotional Marketing, Inc., to:*

- [] Identify the most popular activities engaged in by the target consumers in this market.*
- [] To identify and quantify the venues where these activities take place.*
- [] To identify appropriate special event opportunities.*
- [] To identify potential promotion partners.*

*In general, the tactics we are recommending for Houston are exportable to other markets where Dakota may be introduced in the future. In the case of venues or activities unique to Houston (not all markets have nearby beaches, for example), comparable alternative venues and activities will be identified for subsequent markets, as needed.*

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**RECOMMENDED TACTICS**

**I. Target Bar Presence and Continuity.**

**A. The Dakota Squad,**

1. *The "Dakota Squad" is a group of specially trained field marketing personnel who are demographically and psychographically compatible with the target consumers.*
2. *Individual Squad members will frequent target bars throughout the market area, where they will interact directly with individuals and small groups of target consumers in an informal manner.*
3. *Squad members will function independently and opportunistically, within guidelines. They will have the flexibility to initiate any of a number of approved activities with consumers as they deem appropriate, such as:*
  - a. *Distributing free samples of Dakota to qualified smokers.*
  - b. *Paying for drinks and/or pool/pinball/darts games to help gain personal acceptance.*
  - c. *Staging informal and impromptu competitions (pool, pinball, darts, etc.) and ...*
    - i. *Paying for the time on the game equipment.*
    - ii. *Awarding prizes.*
    - iii. *Awarding tickets to concert events.*
  - d. *Giving premiums such as t-shirts, lighters, fanny packs, soft coolers, playing cards, mugs and glasses to target consumers.*
4. *Squad members will also function independently and opportunistically as promotion liaisons with the bar owners/managers and bartenders, to:*
  - a. *Arrange for the acceptance and placement of presence materials such as telephone chalk boards, neon signs, hanging lamps, clocks and mirrors.*
  - b. *Arrange for the distribution and use of special t-shirts for bar personnel (not the same as the consumer shirts).*
  - c. *Arrange for the acceptance and use of bar kit consumables such as matchboxes, ashtrays, coasters and napkins.*

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- d. *Arrange for the acceptance and placement of posters and other materials to promote other Dakota activities and special events in the market.*
  - e. *Arrange for specific Dakota drink specials with participating bars/clubs on an opportunistic basis.*
  - f. *Determine the bar's receptivity to scheduled, organized activities such as pool/pinball/darts tournaments, parties and other promotions, and to report that receptivity back to the appropriate market manager.*
5. *Squad members will also function as support personnel in the execution of special events and other field marketing activities.*

B. Bar Presence Materials,

- 1. *A variety of materials, from paper consumables to durable items such as Dakota pool tables, will be placed in appropriate venues including ...*
  - a. *Neighborhood bars and taverns.*
  - b. *Neighborhood clubs.*
  - c. *Appropriate "destination" clubs (clubs which attract target consumers from throughout the market).*
  - d. *Diners.*
  - e. *Bowling Centers.*
  - f. *Pool Halls.*
- 2. *Targeting and placement of these materials will be determined by the market managers, according to guidelines. They will be assisted by Dakota Squad personnel.*
- 3. *Bar Kits will be placed in target bars. Each bar kit will include a supply of the following items bearing the Dakota logo:*
  - a. *Matchboxes.*
  - b. *Ashtrays.*
  - c. *Beer bags.*
  - d. *Penlights.*
  - e. *Ink pens.*
  - f. *Drink coasters.*

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- g. *Napkins.*
  - h. *Imprintable table tents.*
  - i. *Drink stirrers.*
  - j. *Napkin/stir rod caddy.*
  - k. *Bar tray.*
  - l. *Bar towel.*
  - m. *Bar tools.*
4. *Permanent Presence Items* also will be placed in target bars. All items will bear the Dakota logo. They include:
- a. *Chalk boards.*
  - b. *Neon signs.*
  - c. *Vending machine toppers.*
  - d. *Pool table lights.*
  - e. *Pool table accessories.*
  - f. *Tiffany-style hanging lamps.*
  - g. *Clocks.*
  - h. *Darts game scoreboards.*
  - i. *Mirrors.*
5. *Permanent Durable Items* also will be placed in target bars. All items will bear the Dakota logo. They include:
- a. *Regulation size pool tables (Gandy 'Sportsman' model).*
  - b. *Coin-operated pool tables (Valley 'Cougar' model).*
  - c. *Pinball machines. (if applicable)*
  - d. *Dart board sets.*
6. *Temporary Promotion Materials* also will be placed in target bars prior to and during promotional events. All items will bear the Dakota logo. They include:
- a. *Tournament posters.*

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- b. *Imprint banners.*
- c. *Stage banners (large). (as applicable)*

C. Formal, organized competitions,

1. *In addition to the informal, impromptu competitions (in pool, pinball, darts, table shuffleboard, etc.) organized by Dakota Squad members, more formal competitions using the same games will staged at appropriate venues.*
2. *Criteria for selecting the appropriate venues will include:*
  - a. *Existing patronage by target consumers.*
  - b. *Existing association with the particular game or games.*
  - c. *Appropriate facilities for staging a large scale event.*
3. *Each event will include:*
  - a. *Maximum placement of Dakota presence materials.*
  - b. *Sufficient procedures for the registration of competition participants to obtain names for subsequent direct mail activities.*
  - c. *The awarding of prizes to winners of the competition.*
  - d. *Dakota sampling.*
  - e. *Distribution of Dakota premiums.*
4. *Types of events will include:*
  - a. *Pool tournaments.*
    - i. *May use an existing well known pool game (e.g. Eight Ball).*
    - ii. *Or may use a faster-paced game created for the promotion.*
  - b. *Pinball tournaments.*
  - c. *Darts tournaments.*
  - d. *Table shuffleboard tournaments.*
  - e. *Other games opportunistically identified as highly popular in a desirable venue (e.g., Foosball, Pop-A-Shot, Air Hockey).*

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5. All available means will be used to build traffic for the event, such as:

- a. *Announcement posters and table tents posted in the venue prior to the event.*
- b. *Inclusion of the event in the venue's print advertising and broadcast advertising.*
  - i. *No Dakota brand name mentions in the advertising. Promotion will mention type of activity (i.e., pool) and prizes only.*
- c. *Announcements of the event on a Dakota promotion-partner radio station.*
  - i. *Event is positioned as a station-sponsored event.*
  - ii. *Station participates through the appearance of a station on-air personality, and the distribution of station-logged premiums and prizes.*
  - iii. *Station is paid by RJR for its participation.*

D. Vending Promotion.

- 1. *At selected targeted clubs, bars and pool halls, a special Dakota vending machine promotion will be executed. Specially designed POS will be placed on vending machines inviting consumers to purchase Dakota and receive a free Dakota premium (t-shirt). All Dakota packs in the machines will have an on-vert attached directing consumers to mail-in or call a toll free number.*

II. In-Market Presence and Continuity.

A. Dakota Music Vehicles.

- 1. *At least two Ford Bronco II 4x4 vehicles will be obtained and customized.*
  - a. *Exterior decorated with the Dakota logo.*
  - b. *Interior equipped with a super audio system capable of entertaining a large group at an outdoor location.*
- 2. *Vehicles will be driven by market managers, who will have the flexibility to use them independently and opportunistically, within guidelines.*



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- a. *The vehicles will reach target consumers who are 'cruising' popular thoroughfares by frequenting those same roadways, where the distinctive vehicle and its Dakota identification will be seen and noted.*
- b. *The vehicles will also reach target consumers who are informally 'hanging out' with friends by stopping at popular public 'hang out' sites and ...*
  - i. *Playing music.*
  - ii. *Interacting in a casual, friendly manner.*
  - iii. *Distributing Dakota samples.*
  - iv. *Distributing Dakota premiums.*

B. **General Sampling.**

- 1. *In addition to the informal sampling already described, formal sampling will occur in appropriate venues.*
- 2. *Sample will consist of two sample packs plus a Dakota lighter.*
- 3. *Sampling will be conducted at appropriate clubs, bars and adult recreation facilities.*
- 4. *On-the-street intercept sampling will be conducted at sites where there are several clubs located within a small geographical area and a significant amount of pedestrian traffic occurs (e.g., Richmond Avenue area).*

**III. Large Scale Dakota-Sponsored Events.**

A. **Promotion-partner radio station.**

- 1. *Some or all of the large scale Dakota-sponsored events (as well as some of the smaller scale bar/club activities already described) will be promoted under the auspices of an appropriate local radio station.*
- 2. *The station selected will be the one that is most popular with Dakota target consumers.*
- 3. *Since the benefit of this promotion to Dakota will be to generate target consumer traffic to the events, not the promotion of the Dakota brand per se, use of the Dakota name is neither necessary nor desirable.*

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*Radio P. 1. 1. 1.*

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4. *The Dakota-sponsored events, presented under the auspices of the radio station, will be promoted on the station's air as well as other media, such as print advertising.*
  - a. *In the promotion creative, event is positioned as a station-sponsored event.*
  - b. *At the event, Dakota is positioned as a co-sponsor.*
5. *Station will also participate in other ways, appropriate to radio station promotion techniques, such as:*
  - a. *The appearance of one or more station on-air personalities at the event.*
  - b. *The distribution of station-logoed premiums and prizes.*
  - c. *On-air giveaway of event admission tickets.*
6. *As part of the arrangement, Dakota will also secure the right to establish presence and sample the audience at events sponsored by the radio station.*
7. *Station is paid by RJR for its participation.*

B. Movie night.

1. *Dakota buys out a theater for a private showing of an appropriate current-run film, on a particular night and at a particular time.*
2. *Promotion-partner radio station promotes the event by awarding free tickets on air.*
3. *Dakota field marketing personnel, including the Dakota Squad, also promote the event by distributing passes.*
  - a. *To receive admission using one of these passes, the consumer will have to present two empty Dakota packs at the box office with the pass.*
  - b. *A probable redemption level for these passes will need to be determined to avoid over- or under-distribution of this type of pass.*
  - c. *Passes given by the radio station through on-air promotion will not carry the proof-of-purchase requirement.*
4. *There will be Dakota presence material at the theater, both in the lobby area and within the screening room itself.*
5. *Dakota will be sampled as consumers enter the theater.*

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6. *Consumers will also receive door prize tickets as they enter the theater. Door prizes will be awarded before the feature is run.*
7. *A brief, soft-sell Dakota message, in the style of a music video, will be shown after the awarding of door prizes, before the feature is run.*
8. *Movie night promotions will be tested and run periodically throughout the test market period.*

C. Battle of the bands,

1. *Dakota will sponsor a two-level competition to choose the favorite local band among Dakota target consumers.*
2. *Level One of the event will take place at appropriate bars and nightclubs throughout the market.*
  - a. *At each event, two or more bands perform/compete.*
    - i. *Participating clubs will participate in booking the bands.*
    - ii. *Participating clubs will also participate in negotiating appropriate compensation for the bands, whether they will receive payment plus a prize or if only the winning band will be paid.*
    - iii. *Appropriate level for Dakota's payment to the club will also be determined on a case-by-case basis, depending upon the size and traffic potential of the venue.*
  - b. *Each band performs at least one set prior to voting.*
  - c. *Club patrons vote for their favorite band via printed ballots.*
    - i. *Each patron will receive a ballot upon admission.*
    - ii. *Ballot will require consumer to fill out name and address, so that consumer may be entered to win door prizes and a one-per-market grand prize, such as a Dakota Ford Bronco II 4X4.*
    - iii. *When the ballots are turned in, the voting portion is separated from the fill-in portion.*
    - iv. *The voting portions are tabulated.*
    - v. *While the voting portions are being tabulated, a drawing will be held using the fill-in portion and door prizes will be awarded.*

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*John's 1/11/04*  
*1/11/04*

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- vi. Fill-in portions are retained for the subsequent one-per-market prize drawing and subsequent direct mail activities.
- d. *Winning band is announced. Winning band plays the balance of the evening's sets.*
- e. *Winning band is now eligible to compete in the final, Level Two event.*
- f. *Losing bands are permitted to participate in subsequent Level One 'battles' at other clubs. Winning bands may not.*
3. *There will be one Level Two event, an all-day "Rock 'Til You Drop" Concert.*
- a. *The concert will be held in a suitable indoor or outdoor venue, such as a concert hall, arena, stadium or amphitheater.*
- b. *Event will be a music marathon, offering continuous music throughout the afternoon and evening.*
- i. Depending upon the number of bands, event will last 8 to 10 hours (e.g., 4 P.M. until 2 A.M.).
- ii. Carousel stages or other methods will be used to keep the time between bands to a minimum.
- c. *All Level-One winners will perform at the concert.*
- i. Order of performance will be determined by lot.
- ii. Each band will be permitted the same amount of performance time, as determined by the length of the event, divided by the number of bands performing.
- d. *Concert patrons vote for their favorite band via printed ballots.*
- i. Each patron will receive a ballot upon admission.
- ii. Ballot will require consumer to fill out name and address, so that consumer may be entered to win door prizes and a one-per-market grand prize, such as a Dakota Ford Bronco II 4X4.
- iii. When the ballots are turned in, the voting portion is separated from the fill-in portion.
- iv. After all the bands have performed, the voting portions are tabulated.

Free Tickets

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- v. While the voting portions are being tabulated, a drawing will be held using the fill-in portion.
  - vi. Door prizes are awarded using only the fill-in portions collected that day.
  - vii. After the door prizes have been awarded, the fill-in portions from the Level One events are added and the drawing is made for the one-per-market grand prize.
  - viii. All fill-in portions are retained for subsequent direct mail activities.
- e. *Winning band is announced. Winning band plays the evening's final set.*
  - f. *Other Dakota promotion activities will take place during the event.*
    - i. Signage.
    - ii. Sampling.
    - ii. Distribution of premiums.
    - iii. Concession sales (Dakota will be the only cigarette sold).
4. *Promotion-partner radio station participates in both Levels.*
- a. *All Level One (club) events are presented under the auspices of the radio station and the participating club and are promoted on the station's air as well as other media, such as print advertising.*
  - b. *Station participates in other ways, as it would at any other on-premise events, as already described in III.,A.*
  - c. *For the Level Two (concert) event, station gives away free tickets via on-air promotions.*
  - d. *One or more station air personalities will host the event.*
5. *Admission to the Level One (club) events.*
- a. *Will be a function of each club's normal admission policies regarding cover charge, drink minimums, etc.*
  - b. *In some or all cases, free passes will be distributed by the Dakota Squad and by market managers driving the Dakota music vehicles.*

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March 1984

Sample Primary

6. Admission to the Level Two (concert) event will be free, but by ticket only.

- a. *Some tickets will be given away by the promotion-partner radio station via on-air promotions.*
- b. *Other tickets will be given away as door prizes at Level One (club) events.*
- c. *Still other tickets will be given away as prizes in games competitions at bars, clubs and adult recreation facilities (e.g., pool, pinball, etc.)*
- d. *Still other tickets will be given away in the form of passes distributed by the Dakota Squad and other field marketing personnel.*
  - i. *Consumers who have passes and show one pack of Dakota are entitled to receive a free Dakota premium upon presentation at the ticket box office.*
  - ii. *A probable redemption level for these passes will need to be determined to avoid over- or under-distribution of this type of pass.*

D. Beach parties,

- 1. *Galveston and other Houston-area beaches attract large numbers of target consumers during the summer months.*
- 2. *Several beach party events, at different beaches, will be staged on summer weekends. Each event will include some or all of the following activities.*
  - a. *Beach volleyball tournament.*
  - b. *Wild bikini/best tan contest (female and male divisions).*
  - c. *Basketball free-throw tournament.*
  - d. *Horseshoe tournament.*
  - e. *Other games opportunistically identified as highly popular at a particular beach.*
  - f. *Entertainment from one or more of the Dakota Ford Bronco II 4X4 Music Vehicles.*
  - g. *Signage.*
  - h. *Sampling.*

Photo Coverage  
Photo Coverage

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- i. *Distribution of premiums.*
- j. *Door prizes (awarded from forms filled out to secure names for subsequent direct mail activities).*
- 3. *All beach party events will be promoted by the promotion-partner radio station in the manner already described for the other large scale events in this section.*
- 4. *Some or all of the beach party events will also include an evening concert, either on the beach or at a nearby concert venue.*

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***ATTACHMENTS***

*Schedule A - Execution Schedule/Elements*

*Schedule B - Club & Bar List*

*Schedule C - Vending List*

*Schedule D - Promotion Locations*

*Schedule E - Radio Ratings/Radio Recommendation*

*Schedule F - Music Vehicle Recommendation*

*Schedule G - Pool Table Recommendation*

*Schedule H - Program Materials*

*Schedule I - Program Budget Estimate*

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SCHEDULE A

- o Projected Execution Schedule  
Market Pre-Sell (3 Weeks) 3/12 - 3/31  
Market Execution (9 Months) 4/1 - 12/31
  
- o Approximate Number of Applicable Clubs,  
bars, taverns, pool halls for placement  
of presence materials 80
  
- o Dakota Squad (5)  
Continuous, frequent visits to most  
appropriate locations through 10  
month period 40
  
- o General Market Sampling  
Three weeks of targeted club and  
intercept sampling 4/23 - 5/13
  
- o Formal, Organized Bar Competitions  
Three per month for 9 months 27
  
- o Informal, Impromptu Bar Competitions  
Opportunistically conducted through  
Dakota Squad or Marketing Managers  
for 9 months Nightly
  
- o Beach Activities  
Formal activities scheduled for three  
Beach Holidays - Memorial Day weekend,  
4th of July and Labor Day weekend  
  
Informal activities scheduled every  
other weekend in Galveston between  
Memorial Day and Labor Day (7 occasions)  
  
Total Beach Activity Occasions 10 *W/seasonal*
  
- o Movie Nights  
  
Two promotions scheduled for indoor  
movie facility June/October  
  
Two promotions scheduled for Drive-  
In movie facility (I-45 Drive-In) May/August

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SCHEDULE A (Cont'd)

- o Battle of the Bands  
Level One Events (4 - 5)  
Finals Competition

August and  
September  
October

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SCHEDULE B 21 AND OVER CLUBS

CLUB/BAR PROMOTION OPP.	Location	Club Type/Specials	Presence Materials	Vending Information	Games/Materials
Yucatan Liquor Store	6300 Richmond	Wed. - Ladies Night		Replay Amusements 661-8777	3 Cigarette Machine 1 Claw Machine
Hey Hey Hey Hey	3617 Washington	Live Bands/DJ		Replay Amusements 661-8777	1 Cigarette Machine
Waves	5999 Westheimer	Live Rock & Roll DJ		Replay Amusements 661-8777	2 Valley Pool Tables 1 Juke Box 1 Cigarette Machine
Pig n' Whistle	6333 Richmond	Live Bands/DJ		CT Vendors 644-8786	1 Cigarette Machine
Sherlocks	10001 Westheimer/ Carillon Plaza	Live Bands Every Night		Barney Enterprises 777-5211	4 Dart Boards
Mick's American Sports Pub	Rosenberg Alt. 90/Ave. H.			Bartender Owns Machine	Shuffle Board 2 Pool Tables Owner Owned
Brisa Club	44 Brazosport Blvd. at 283 Freeport	Live Ent. during Summer/DJ, Closed Mondays		National Vendors Southwest G & A 409/299-1460, 297-4332	3 Pool Tables Owner Owned
In Cahoots	2626 Tanglewilde			Replay 661-8777	

21 AND OVER CLUBS

Johnny B. Daltons	13101 Kukendahl		Replay 661-8777	3 Pool Tables
Johnny B. Daltons	2017 N. Frazier		Replay 661-8777	3 Pool Tables
Club Proteus	2900 Hicks			
Big Johns Ice House	12640 Briar Forest	Wed. - Ladies Night	Replay 661-8777	2 Pool Tables
Big Johns	6150 Willcrest	Wed. - Ladies Night	Replay 661-8777	
Wild West	16036 Long Point & Gessner	Wed. - Ladies Night	Alamo Vending 937-8715	7 Pool Tables
Bayou Mamas	Westheimer & Gessner	Wed. - Ladies Night	Replay 661-8777	4 Pool Tables 2 Pin. Ball
Flight Zone	FM 1960	Wed. - Ladies Night	Own Machine	1 Dart Board 3 Pool Tables 2 Pin. Ball
Splash	Echridge	Disco/Dance Orientated	Sell Cigarettes behind Bar	
R & R	5351 Alabama & Rice	Tues. - Ladies Night	Own Machine	
Reds Club & Dancing Club	1249 Uvalde	Thurs. - Ladies Night 19 plus w/L.D.	National Vendors of St. Louis, MO	3 Cigarette Machines 2 Video Games 7 Foos Ball Games

21 AND OVER CLUBS

				Juke Box
				2 Co-Op Pool Tables
Raizzins	921 W. 1960	Thurs. - Ladies Night	Replay 661-8777	
		Disco/Dance Orientated		
		Closing Mon. and Tues.		
Lola's	2327 Grant			
Showdown's (450-3402)	12712 Wood Forest	Country Music	Cigarette Machine	3 Valley Pool Tables
			Owned by Owner	1 Juke Box
				2 Dart Machines
				Video Game
				1 Cigarette Machine
Junction	Freeport	Open Tuesday - Sunday		
Blythe Spirits	614 W. Gray	Live Rock & Roll	LTD Company	2 Dart Boards
		Thursday - Saturday	537-4039	Comp. Disc Juke Box
Fitzgerald's	2706 White Oak	Sometimes Closed on	Cigarette Machine	1 Pool Table
		Sundays	Owned by Owner	1 Pin Ball
Hallbaloo	138 Fairmont Pkwy.	Tues., Wed., Thurs.,	Sell Over Bar - No	5 Pool Tables
		Ladies Night 7 pm -	Cigarette Machine	
		2:00 AM		

21 AND OVER CLUBS

Homage	2204 Louisiana	Alternative/New Wave			
		18 and up			
Numbers	300 Westheimer	Alternative/New Wave			
		18 and up			
Backstage	9301 Bissonet	Live Bands - Rock &		Vend-O-Rama	1 Pool Table
		Roll Every Night		995-0075	1 Foos Ball
		18 and up			1 Pin Ball
					2 Cigarette Machines
Network	5136 Richmond	Alternative/Dance		Replay - 661-8777	1 Pool Table - Valley
		Wed. - Ladies Night			2 Cigarette Machines
		18 and up			
Network	Edgebrook & Gulf	Alternative/Dance		Replay - 661-8777	2 Pool Tables
		Wed. - Ladies Night			Valley (Replay)
		18 and up			1 Cigarette Machine
Vasbinders	2012 Alt. 90	Live Bands 18 and up		Boss Venders	4 Pool Tables
	(Rosenberg)			232-3673	Shuffle Board
Knaches	12200 Bissonet	11 am - 2 am		H & H Enterprises	2 Co-Op Pool Tables
		21 and Over		662-6671 or	2 Video Juke Boxes
				688-7012	Pinball Machine



21 AND OVER CLUBS

					Foosball
Rags Bar & Grill	14933 Bellaire			Replay Amusements	2 Pool Tables
				661-8777	
Nicks Tavern	3939 FM 1960			Own Cigarette	1 Pool Table
				Machine	
Ruble Shakes	1814 FM 1960			Own Cigarette	1 Pool Table
				Machine	
Dirty Dans	17776 FM 249			Own Cigarette	3 Pool Tables
				Machine	4 Dart Boards
Broken Dishes	14360 Bellaire			Barneys Enterprises	1 Pool Table
				988-8688	1 Dart Board
SRO Sports Bar & Grill	FM 1960				2 Pool Tables
					1 Shuffle Board
Daltons Saloon	1001 North Dairy			Replay Amusements	3 Pool Tables
	Ashford			661-8777	Disk Juke Box
					1 Pin Ball Machine
Sansone West Oaks Bar	14144 Westheimer			Replay Amusements	3 Pool Tables
				661-8777	1 Pin Ball Machine
510 Bar	510 Merry Mount			Replay Amusements	2 Pool Tables

21 AND OVER CLUBS

			661-8777	
The Gingerman	5607 Morningside		Own Cigarette	
			Machine	
Sams Boat House	5710 Richmond		Barney's Enterprises	
			988-8688	
Avalon	5078 Richmond		Sell Cigarettes Over	
			Bar	
Dirty's Bary	3230 Chimney Rock		Vending Info.	
			540-9559	
Timothy's PUB	2511 S. Gessner		A & B Cigarette	1 Pool Table
			236-8086	1 Pin Ball Machine
Sams Place	5710 Richmond		Barney Enterprises	
			988-8688	

POOL HALLS/GAME ROOMS

Club/Bar Promotion Opp.	Location	Age/Hours	Presence Materials	Vending Information	Current Games/Materials
Rafferty's	1801 Dairy Ashford	18 + 11 am - 7 am 21 + 7 pm - 2 am		LTD Company 537-4039	19 Pool Tables 2 Foosball Machines Comp. Disc Juke Box
Vegas Game Room	5720 Fondren	18+ and Over		Owned by Proprietor Sam - 978-7171	30 Pool Tables Video Games
Vegas Game Room	7524 Hillcroft			Owned by Proprietor Sam - 978-7171	30 Pool Tables Video Games
Cornbreads Billiards	1029 Gessner	Poll Tourney Tuesday 8 pm		Barney Enterprises 988-8688	18 Pool Tables 2 Pin Ball Machines
Slick Willies	1942 W. FM 1960	18 and Over		Barney Enterprises 988-8688	16 Pool Tables 10 Pinball Machines
Slick Willies	13960 Westheimer	18 and Over		Barney Enterprises 988-8688	16 Pool Tables 10 Pinball Machines
Slick Willies	6467 Westheimer	18 and Over		Barney Enterprises 988-8688	16 Pool Tables 10 Pinball Machines
Sticks	5637 Richmond			Own Cigarette Machine	12 Pool Tables
Chisholms	10998 North Frwy. Exit 60 & 15 North			Barney Enterprises 988-8688	Foosball Air Hockey 19 Pool Tables

POOL HALLS/GAME ROOMS

					4 Pin Ball Machines
Cornbreads	11029 N.W. Freeway			Barney Enterprises	18 Pool Tables
				988-8688	4 Pin Ball Machines
Slick Willies	11230 Memoria'	11 am - 2 am	18 and Over	Barney Enterprises	18 Pool Tables
				988-8688	4 Pin Ball Machines
Slick Willies	6969 Gulf Freeway	11 am - 2 am	18 and Over	Barney Enterprises	26 Pool Tables
				988-8688	3 Pin Ball Machines
					12 Video Games
Barney's	6018 S. Gessner	11 am - 2 am	18 and Over	All Vending Games	13 Pool Tables
				Owned by Barney's	Video Machines
				Enterprises	Juke Box
				988-8688	Pop-A-Shot
Barney's	6721 Bissonet	11 am - 2 am	18 and Over	All Vending Games	13 Pool Tables
				Owned by Barney's	Video Machines
				Enterprises	Pop-A-Shot
				988-8688	Juke Box
Barney's	12450 Bissonet	11 am - 2 am	18 and Over	All Vending Games	12 Pool Tables
				Owned by Barney's	Video Machines
				Enterprises	
				998-8688	
Slick Willies	8503 Gulf Freeway	11 am - 2 am		Barney Enterprises	23 Pool Tables
				988-8688	3 Pinball Machines
					5 Video
Cornbreads	12260 Gulf Freeway	11 am - 2 am		Barney Enterprises	17 Pool Tables

POOL HALLS/GAME ROOMS

			988-8688	4 Pin Ball machines
Bowl Fair Lanes	249 North		Big State Vending	4 Pool Tables
			923-5985	
Gold Miners Sports Bar	FM 249 North		AAA Vending	4 Pool Tables
			941-4507	
Rack & Roll Bowling Cent.	11107 Bellaire Blvd.		Replay Amusement	16 Pool Tables
Mattias	FM 1960		Sell Cigarettes	No Pool Tables
			Over Bar	

Club/Bar Promotion Opp.	Location	Age/Hours/Club Type/Specials	Presence Materials	Vending Information	Games/Materials
Club AM	5134 Richmond	18 & Over, 2 a.m. - 6 a.m.			
Therapy	1705 Main Street	18 & Over, 1 a.m. - 6 a.m.			
		Eclectic Format			
Wizard Lounge	5677 W. Alabama	18 & Over, 1 a.m. - 6 a.m.			
		Pop/Alternative			
Power Tools Live	709 Franklin	18 & Over, 1 a.m. - 3 a.m.			

AFTER HOURS CLUBS

POP  
ALTERNATIVE  
18 & OVER

DAKOTA TEST MARKET  
 PROVIDING INFORMATION BY VENDORS  
 SCHEDULE C

Barney's Enterprises Inc. 713-988-8688

Cornbreads Billiards	1 Cig. Machine	18 Pool Tables	2 Pin Ball	1029 Gessner
Slick Willies	2 Cig. Machines	16 Pool Tables	10 Pin Ball	1942 West FM 1960
Slick Willies	2 Cig. Machines	16 Pool Tables	10 Pin Ball	13960 Westheimer
Slick Willies	2 Cig. Machines	16 Pool Tables	10 Pin Ball	6467 Westheimer
Chisholms	1 Cig. Machine	19 Pool Tables	4 Pin Ball	10998 North Freeway
Cornbreads	1 Cig. Machine	18 Pool Tables	4 Pin Ball	11029 North West Freeway
Slick Willies	2 Cig. Machines	18 Pool Tables	4 Pin Ball	11230 Memorial
Slick Willies	2 Cig. Machines	26 Pool Tables	3 Pin Ball	6969 Gulf Freeway
Barney's	1 Cig. Machine	13 Pool Tables	Juke Box	6018 South Gessner
Barney's	1 Cig. Machine	13 Pool Tables	Video Machines	6721 Bissonet
Barney's	1 Cig. Machine	12 Pool Tables	Video Machines	12450 Bissonet
Slick Willies	2 Cig. Machines	23 Pool Tables	3 Pin Ball	8503 Gulf Freeway
Cornbreads	1 Cig. Machine	17 Pool Tables	4 Pin Ball	12260 Gulf Freeway
Broken Dishes	1 Cig. Machine	1 Pool Table	1 Dartboard	14360 Bellaire
Sams Boat House	1 Cig. Machine	0 Pool Tables		5710 Richmond
Sherlocks	1 Cig. Machine	0 Pool Tables	4 Dartboards	10001 Westheimer

Play Amusements 713-661-8777

Big John's Ice House	1 Cig. Machine	2 Pool Tables		12640 Briar Forest
Big John's	1 Cig. Machine	1 Pool Tables		6150 Willcrest
Bayou Mamas	1 Cig. Machine	4 Pool Tables	2 Pin Ball	64 Woodlake Square
Raizzins	1 Cig. Machine	0 Pool Tables		921 West FM 1960
Johnny B. Daltons	1 Cig. Machine	3 Pool Tables		13101 Kukendahl
Johnny B. Daltons	1 Cig. Machine	3 Pool Tables		2017 North Frazier
InCahoots	1 Cig. Machine	2 Pool Tables		2626 Tanglewilde
Waves	1 Cig. Machine	2 Pool Tables		5999 Westheimer
Yucatan Liquor Stand	3 Cig. Machines	1 Pool Table		6300 Richmond
Netwerk	2 Cig. Machines	1 Pool Table		5136 Richmond
Rack & Roll Bowling Center	1 Cig. Machine	16 Pool Tables		11107 Bellaire Blvd.
Rags Bar & Grill	1 Cig. Machine	2 Pool Tables		14933 Bellaire
Daltons Saloon	1 Cig. Machine	3 Pool Tables	Pin Ball, Juke Box	1001 North Dairy Ashford
Sansone West Oaks Bar	1 Cig. Machine	3 Pool Tables	1 Pin Ball	14144 Westheimer
510 Bar	1 Cig. Machine	2 Pool Tables		510 Merry Mount
Netwerk	1 Cig. Machine	2 Pool Tables		10531 Gulf Freeway

OTA TEST MARKET  
 VENDING INFORMATION BY VENDORS

Vond O Rama 713-995-0075

Backstage	2 Cig. Machines	1 Pool Table	1 Pin Ball	9301 Bissonet
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Boss Vendors 713-232-3673

Vasbinders	1 Cig. Machine	4 Pool Tables		2012 Alt. 90
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LTD Company 713-537-4039

Blythe Spirits	1 Cig. Machine	1 Pool Table		614 West Gray
Rafferty's	1 Cig. Machine	19 Pool Tables		1801 Dairy Ashford

H & H Enterprises 713-662-6671 713-668-7012

Koaches	2 Cig. Machines	2 Pool Tables		12222 Bissonet
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National Vendors Southwest G & A 409-299-1460 409-297-4332

isa Club	1 Cig. Machine	3 Pool Tables		44 Brazosport (Freeport)
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Alamo Vending 713-937-8745

Wild West	1 Cig. Machine	7 Pool Tables		10086 Long Point & Gessner
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Big State Vending 713-923-5985

Bowl Fair Lanes	1 Cig. Machine	4 Pool Tables		249 North
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AAA Vending 713-991-4507

Gold Miners Sports Bar	1 Cig. Machine	4 Pool Tables		FM 249 North
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Vending Info 713-540-9559

Dirty's Bar	1 Cig. Machine	0 Pool Tables		3230 Chimney Rock
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A & B Cigarette 713-236-8086

Timothy's Pub	1 Cig. Machine	1 Pool Table	1 Pin Ball	2511 S. Gessner
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DAKOTA TEST MARKET  
 .DING INFORMATION BY VENDORS

No Vending Machine (No Cig. Machine)

Splash		5 Pool Tables		12845 Westheimer
Fitzgeralds		1 Pool Tables		2706 White Oak
Matthias		0 Pool Tables		FM 1960
Avalon		0 Pool Tables		5078 Richmond
Hallbaloo		5 Pool Tables		138 Fairmont Parkway

Bar Owner Owns Vending Machine

R & R	1 Cig. Machine			5351 Alabama
Widows		3 Pool Tables		12712 WoodForest
Flight Zone	1 Cig. Machine	3 Pool Tables		2654 FM 1960 East
Mick's American Sports Pub	1 Cig. Machine	2 Pool Tables		Alt. 90/ Ave. H.
Vegas Game Room	1 Cig. Machine	30 Pool Tables		5720 Fondren
Vegas Game Room	1 Cig. Machine	30 Pool Tables		7524 Hilcroft
The Gingerman	1 Cig. Machine	0 Pool Tables		5607 Morningside
Ruble Shakes	1 Cig. Machine	1 Pool Table		1814 FM 1960
Nicks Tavern	1 Cig. Machine	1 Pool Table		3939 FM 1960
Dirty Dons	1 Cig. Machine	3 Pool Tables		17776 FM 249
Sticks	1 Cig. Machine	12 Pool Tables		5637 Richmond

CT Vendors 713-644-8726

Pig -N - Whistle	1 Cig. Machine			6333 Richmond
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50/55 / 001

SCHEDULE D

PROMOTION LOCATIONS

o Possible Locations for Battle of the Bands

Level One Competitions

- Back Stage
- Hey Hey Hey Hey
- Sherlocks
- Waves

o Possible Locations for Movie Nights

Indoor:

- Woodlark Theater  
2533 South Gressner  
(3 Theaters)
- West Oak Mall Theater  
Highway 6 @ Westheimer  
(5 Theaters)
- Westchase  
Westheimer & Gressner  
(5 Theaters)
- Deerbrook 6  
FM 1960 East @ Highway 59  
(6 Theaters)

Outdoor:

- I-45 Drive-In Theater

o Possible Beach Activity Locations

Galveston Area

- Indian Beach/Jamaica Beach
- Crystal Beach
- Apfel Beach
- Stewart Beach

SCHEDULE D (Cont'd)

GALVESTON AREA BEACHES

*Within the last few years, tourist traffic has exploded in Galveston. This traffic, predominantly young adults from areas in and around Texas has settled into four main beach areas: Stewart Beach, Apffel Beach, Jamaica Beach and Indian Beach. These areas represent strong opportunities for VF field activity. The rules and regulations for these beach areas follow.*

*STEWART BEACH - Stewart Beach is adjacent to Apffel Beach, and these beaches combined hosts the largest number of adult tourists in the Galveston area. Beachgoers are allowed to park their cars on the beach, and are allowed to bring food and beverages into this area (including liquor) as long as these items are not in glass containers. There is a beach cafe on Stewart Beach which serves simple snack items and houses restrooms and a small bar. Sponsored activities on Stewart Beach include volleyball series, concerts, swimsuit competitions and surf contests throughout the spring and summer months. The majority of these events are hosted by KRBE (Power 104) and the Galveston Tourism Bureau.*

*APFFEL BEACH - This mile-long beach is two miles from Stewart Beach. Visitors to Apffel Beach pay \$5 to enter the area, where they can drive within 50 feet of the water. Rules for food and beverages are consistent to those at Stewart Beach. Sponsored activities take place in tandem with those at Stewart Beach, often occurring at one beach on Saturday and the other beach on Sunday on any given weekend. Four major concert events are planned for Apffel Park in March 1990 and will be followed by additional events throughout the summer.*

*JAMAICA BEACH/INDIAN BEACH - These beaches are on the West end of Galveston and are not as inviting to heavy tourist traffic. Rules and regulations for both beaches are not yet firmly established - and they do not have restrooms or existing tourist facilities. In 1989 students were allowed to drive out onto Indian Beach - however, in some seasons it has been closed to this type of traffic. Indian Beach is also referred to as 16 Mile Beach.*

*CRYSTAL BEACH - Crystal Beach is located in Bolivar, a small resort town near Galveston. The Crystal beach area is 20 miles long and is supplemented by a number of small restaurants, shops and nightclubs in the immediate vicinity. Housing in this area is predominantly vacation homes, with one hotel in the area. There are no other condominiums or temporary housing facilities in this area, so vacationers tend to be retirees or families who have homes or relatives in the area.*

SCHEDULE E

**RADIO STATION RATINGS AND RANKINGS**  
*(Most Applicable for Promotion Relationship)*

Male/Female 18 - 34

KKBQ	#4	CHR
*KRBE	#8	CHR
KHYS	#3	CHR

Females 18+ with Low Income

KKBQ	#16	CHR
*KRBE	#14	CHR
KHYS	#3	CHR

Females (estimated) 18 - 24

KKBQ	#5	CHR
*KRBE	#3	CHR
KHYS	#8	CHR

Males (estimated) 18 - 24

KKBQ	#3	CHR
*KRBE	#6	CHR
KHYS	#7	CHR

\*Recommended Station

Arbitration Ratings

SCHEDULE F

DAKOTA MUSIC VEHICLE RECOMMENDATION

*After an informal poll of the Dakota target in nightclubs and retail locations the following vehicles were identified as appropriate for Dakota consideration: Ford Bronco II 4 X 4; Chevy Blazer Jimmy 4 X 4; Jeep Wrangler; Nissan Pathfinder; Suzuki Samurai and the Isuzu Trooper. Of these vehicles, the Ford Bronco II 4 X 4 has been indicated as the best choice. The Ford Bronco is a durable 4 X 4 that has both a truck and "popular car" appeal. The Bronco is ideal for the Dakota Music Vehicle because it does have target appeal as well as a solid construction. The Bronco's construction will allow the Dakota Music Vehicle to go and set-up in all locations needed, including "beach spots". Finally, the Bronco is a secure vehicle, which is an added benefit for the protection of stereo equipment. The Ford Bronco II 4 X 4 is the recommended choice for the DAKOTA MUSIC VEHICLE.*

SCHEDULE G

DAKOTA POOL TABLE RECOMMENDATION

*Two types of pool tables need to be utilized in the Houston market to successfully reach the Dakota target. The first type of table is a regulation size "pool hall type" table. This is the standard table that is used in billiard parlors on a "pay for time played" basis. In a pool hall setting, the Gandy SPORTSMAN is the recommended table. The SPORTSMAN is an oversized table with a playing surface of 46" X 92". The SPORTSMAN has a solid construction, built of Formica with plastic pockets. This construction is the most durable which accounts for the SPORTSMAN's playability and longevity.*

*The second type of table is a coin operated table which is a pay per use table. The recommended table for coin operated situations is the VALLEY table. The VALLEY table is "user friendly" in that it is an easy machine to maintain and service. Coin operated tables are smaller than regulation tables both in length and width. The VALLEY has a playing surface of 39" X 78". The smaller construction allows the VALLEY table to be placed in smaller areas than a regulation sized table can be placed.*

*Both the Gandy SPORTSMAN and the VALLEY tables are recognized as quality tables. These tables' reputations will make placing them in bars, clubs and pool halls easier because owners are confident in the performance and quality of both these tables.*

SCHEDULE H

**DAKOTA PROGRAM MATERIALS**

Responsibility

Presence Materials (Exh. C)	
Tournament Posters (2,000)	PMI
Imprint Banners (500)	PMI
Telephone Chalk Boards (80)	RJR
Dakota Neon Signs (50)	RJR
Pool Table Lights (100)	RJR
Pool Table Accessories (400)	PMI
Large Stage Banners (10)	PMI
Tiffany Style Hanging Lamps (100)	RJR
Clocks (100)	RJR
Dart Board Scoreboard Signs (50)	RJR
Mirrors (200)	RJR
Premiums (Exh. D)	
T-Shirts for Consumers (10,000)	PMI
Tank Tops for Consumers (5,000)	PMI
Half T-Shirts for Consumers (5,000)	PMI
Pack Lighters (50,000)	RJR
Fanny Packs (1,000)	PMI
Soft Sided Coolers (2,500)	PMI
Six Pack Sleeve Coolers (2,500)	PMI
Beach Towels (2,500)	PMI
Cassette Holders (soft) (2,500)	PMI
Blank Cassettes with Dakota label (2,500)	PMI
Boom Boxes (50)	PMI
Light-Weight Jacket (500)	PMI
Dart Boards (250)	RJR
Dakota Plastic Mugs (10,000)	RJR
Dakota Playing Cards (5,000)	RJR
Beach Kits (1,000)	RJR
Rafis (250)	PMI
Shot Glasses (5,000)	RJR
Party Kits (250)	RJR
T-Shirts (for Bar Personnel) (3,000)	PMI
Leather Jackets (250)	RJR

SCHEDULE H (Cont.)

**DAKOTA PROGRAM MATERIALS**

Responsibility

Games (Exh. F)	
Pool Tables - Large (10)	PMI
Pool Tables - Coin op - Small (10)	PMI
Pin Ball Games (10)	PMI
Dart Board Sets (40)	RJR
Bar Kit Materials (Exh. F)	
Matchboxes (100,000)	RJR
Ashtrays (20,000)	RJR
Bar Tools (300)	RJR
Pen Lights (1,000)	RJR
Ink Pens (2,500)	RJR
Drink Coasters (20,000)	PMI
Napkins (500,000)	PMI
Imprint Table Tents (50,000)	PMI
Stirrers (50,000)	PMI
Napkin, Stir Rod Holder (2,500)	PMI
Bar Trays (500)	PMI
Bar Towels (2,500)	PMI
Dakota Brown paper Bag Beer Covers (100,000)	PMI
Other Materials (Exh. G)	
Name Generation Forms (60,000)	PMI
Sampler Uniforms (40) 2-sets	PMI
Dakota Rep Uniforms (5p - 5 sets each)	PMI
Sampler Bags (30)	PMI
Gratis Packs (90,000)	RJR
Vehicle Customization/Delivery	RJR/PMI



**DAKOTA PROGRAM  
BUDGET ESTIMATE  
SCHEDULE I**

2/13/90

I. Field Marketing

Manager Expenses

Manager Fees and expenses for 43 weeks

Total Manager Expenses \$125,000

Sampling Expense

General Sampling (Exh.A) \$15,813

Dakota Squad (Exh.B) \$71,500

II. Production of Materials

Presence Materials (Exh.C)

Creative /Mechanical Art \$15,000

Production \$55,000

Handling/Delivery \$0

Total Presence Materials \$70,000

Premiums (Exh.D)

Creative/Mechanical Art \$15,000

Production \$285,650

Handling/Delivery \$12,000

Total Premiums \$312,650

Games (Exh.E)

Creative/Mechanical Art \$7,500

Production \$55,000

Total Games \$62,500

Bar Kit Materials (Exh.F)

Creative/Mechanical Art \$15,000

Production \$100,020

Handling/Delivery \$12,500

Total Bar Kit Materials \$127,520

III. Program Admin/Coordination

Coordination and reporting	
Program Direction	
Supervisory Travel	
Management Travel	
Insurance--General Comprehensive	
Vehicle Insurance	
Video Taping	
Management Supervision	
Total Admin/Coordination	\$75,000

IV. Media Support

Radio Affiliation	\$100,000
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V. Misc Market Costs

Vehicle Maintenance/Storage	
Misc Supplies/Materials	
Warehousing	
Total Market Costs	\$61,750

V. Other Materials (Exh G)

Placement of Materials (via vendors installations)	
Other Material (Exh. G)	
Total Other Materials	\$58,625

VI. Opportunistic Events

Battle of the Band (Exh H.)	\$200,563
Midnight Movies (Exh I.)	\$55,000
Beach Activities (Exh J.)	\$48,000
Drink Specials ( Exh K.)	\$20,000
Other (Exh L)	\$9,000

Total Opportunistic Events	\$332,563
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<i>Grand Total</i>	\$1,412,921
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Support Exhibits

General Sampling (Exh. A)

3 weeks Club Sampling  
Orientations

Total \$15,813

Dakota Squad (Exh. B)

Based on 5 people for 40 weeks \$50,000  
Opportunistic Money--based on \$100 per week  
each for 43 weeks \$21,500

Total \$71,500

Presence Materials (Exh. C)

Tournament Posters (2000) \$9,600  
Imprint Banners (500) \$30,000  
Telephone Chalk Boards (80) - RJR Supplied \$0  
Dakota Neon Signs (50) - RJR Supplied \$0  
Vending Machine Toppers (100) - RJR Supplied \$0  
Pool Table Lights (100) - RJR Supplied \$0  
Pool Table Accessories (100) \$10,000  
Large Stage Banners (10) \$5,400  
Tiffany Style Hanging Lamps (100) - RJR Supplied \$0  
Clocks (100) - RJR Supplied \$0  
Dart Scoreboard Signs (50) - RJR Supplied \$0  
Mirrors (200) - RJR Supplied \$0

Total \$55,000

**Premiums (Excl.D)**

T-Shirts for Consumers (10,000 )	\$46,800
Tank Tops for Consumers (5,000)	\$18,900
Half T-Shirts for Consumers (5,000)	\$21,000
Pack Lighters (50,000) - RJR Supplied	\$0
Fanny Packs (1,000)	\$21,600
Soft Sided Coolers (2,500)	\$15,000
Six pack Sleeve Coolers (2,500)	\$24,750
Beach Towels (2,500)	\$31,500
Cassette Holders (soft) (2,500)	\$14,250
Blank Cassettes with Dakota label (2,500)	\$6,750
Boom Boxes (50)	\$4,500
Bronco II 4 + 4	\$20,000
Light-weight Jacket (500)	\$21,000
Dart Boards (250) - RJR Supplied	\$0
Dakota Plastic Mugs (10,000) - RJR Supplied	\$0
Dakota Playing Cards (5,000) - RJR Supplied	\$0
Beach Kits (1,000) - RJR Supplied	\$0
Rafts (250)	\$18,000
Shot Glasses (5,000) - RJR Supplied	\$0
Party Kits (250) RJR Supplied	\$0
T-Shirts (for Bar Personnel) (3,000)	\$21,600
Leather Jackets (250) RJR Supplied	

Total

\$285,650

**Games (Exh.E)**

Pool Tables--Large (10)	\$30,000
Pool Tables--Coin op-Small (10)	\$25,000
Pin Ball Games(?)	
Dart Board Sets(40) RJR	

Total \$55,000

**Bar Kit Materials (Exh.F)**

Matchboxes (100,000) - RJR Supplied	\$0
Ashtrays (20,000) - RJR Supplied	\$0
Bar Tools (300) - RJR Supplied	\$0
Pen Lights (1,000) - RJR Supplied	\$0
Ink Pens (2,500) - RJR Supplied	\$0
Drink Coasters (30,000)	\$3,960
Napkins (500,000)	\$18,000
Imprint Table Tents (50,000)	\$7,200
Stirrers (50,000)	\$3,000
Napkin, Stir rod Holder (2,500)	\$45,000
Bar Trays (1,200)	\$9,360
Bar Towels (2,500)	\$7,500
Dakota Brown Paper bag Beer covers(100,000)	\$6,000

Total \$100,020

**V. Other Materials (Exh G)**

Name Generation Forms (60,000)	\$11,250
Sampler Uniforms (40) 2-sets	\$10,000
Dakota Rep Uniforms (5p- 5 sets each)	\$6,250
Sampler Bags (30)	\$1,125
Gratis packs (90000)	\$0
Vehicle Customization/Delivery	\$30,000

Total \$58,625

***Battle of the Band (Exh H.)***

Program Development	\$10,000
Creative for Specific Materials	\$12,500
Mechanical Art	\$12,500
	\$0
Production of Support Materials	\$0
Presence Materials	\$6,250
Event Posters (5000)	\$12,500
Application Forms	\$625
Stage Materials	\$15,000
Club Advertising Fees	\$20,000
Event Execution	\$0
Venue Rental and Decorations	\$30,000
Security/Personnel	\$9,000
Advertising	\$15,625
Equipment/Stage	\$12,500
Legal and Insurance	\$9,375
Cash Prizes	\$15,000
Judges Compensation	\$2,500
DJ Compensation/Radio Support	\$12,500
Transportation (Vans/Drivers)	\$1,563
Poster Distribution	\$3,125

Total \$200,563

***Midnight Movies (Exh I.)***

Program Development	\$3,125
Production of Event specific Material	\$12,500
Mechanical Art	\$9,375
Event Executions (4)	\$30,000
Total	<u>\$55,000</u>

***Beach Activities (Exh J.)***

Sampling	\$8,000
Prizes and Sponsorship fund/support materials	\$40,000
Total	<u>\$48,000</u>

50735 7094

*Drink Specials (Exh K)*

Ten Bars per month for 9 months \$20,000

*Other (Exh L)*

Club or concert admissions or tickets purchased and given to target on an opportunistic basis--based on 100 admissions/tickets given out monthly at \$10.00 each \$9,000