

**RAYMOND JAMES STADIUM**

ARTIST DEAL - \$1,500,000 guarantee to Main Act vs 100% of the net box office receipts. Support and production included as line item expenses and are outside guarantee.  
 MERCHANDISE DEAL - 80%/20%, venue sells  
 TICKETING - Tour uses AEG-Ticketmaster deal and rebates split 50%/50%  
 CONCESSIONS & PARKING - Raymond James Stadium retains 100% net concessions and parking. Assume a \$26 per cap on concessions.  
 SUITES - Raymond James Stadium retains 100% net suite sales.  
 FACILITY & TICKET SURCHARGE - \$2.00 facility fee and \$2.50 ticket surcharge fee retained 100% by stadium (on top of ticket prices listed below)

|                     |                 |                                |
|---------------------|-----------------|--------------------------------|
| HEADLINER GUARANTEE | \$ 1,500,000.00 | MAIN ACT                       |
| SUPPORT GUARANTEES  | \$ 900,000.00   | ASSUMING 3 SUPPORT             |
| TOTAL TALENT BUDGET | \$ 2,400,000.00 |                                |
| TOTAL EXPENSES      | \$ 1,430,500.00 | SEE BELOW FOR LINE ITEM DETAIL |

**EST. BREAK EVEN DOLLARS \$ 3,830,500.00 SAMPLE SCALING**

|            |              | TICKET    |               |             |  |  |
|------------|--------------|-----------|---------------|-------------|--|--|
| BASE PRICE | FACILITY FEE | SURCHARGE | EST TM S/C ** | TOTAL PRICE |  |  |
| \$ 255.50  | \$ 2.00      | \$ 2.50   | \$ 24.96      | \$ 284.96   |  |  |
| \$ 135.00  | \$ 2.00      | \$ 2.50   | \$ 18.01      | \$ 157.51   |  |  |
| \$ 115.00  | \$ 2.00      | \$ 2.50   | \$ 17.52      | \$ 137.02   |  |  |
| \$ 109.50  | \$ 2.00      | \$ 2.50   | \$ 16.38      | \$ 130.38   |  |  |
| \$ 78.00   | \$ 2.00      | \$ 2.50   | \$ 15.16      | \$ 97.66    |  |  |
| \$ 29.00   | \$ 2.00      | \$ 2.50   | \$ 12.86      | \$ 46.36    |  |  |

\*\* INCLUDES GC FEES

| LINE ITEM EXPENSES                 | NET TICKET PRICE       | Capacity                 | Ancillary Rev Break-Even |        |        |        |        |        |        |        | SELL-OUT |        |        |        |
|------------------------------------|------------------------|--------------------------|--------------------------|--------|--------|--------|--------|--------|--------|--------|----------|--------|--------|--------|
|                                    |                        |                          | 48,177                   | 30,000 | 32,290 | 32,500 | 35,000 | 37,500 | 40,000 | 42,500 |          | 45,000 | 47,000 | 48,177 |
| Tkt Px 1 - SANDBAR                 | \$ 255.50              | 2,299                    | 2,299                    | 2,299  | 2,299  | 2,299  | 2,299  | 2,299  | 2,299  | 2,299  | 2,299    | 2,299  | 2,299  |        |
| Advertising                        | \$ 75,000.00           | Tkt Px 2 - FLOOR/LOWER   | \$ 135.00                | 16,348 | 9,611  | 10,600 | 10,611 | 11,611 | 12,611 | 13,611 | 14,611   | 15,611 | 16,111 | 16,348 |
| Barricade                          | \$ 10,000.00           | Tkt Px 3 - CLUB          | \$ 115.00                | 6,753  | 5,027  | 5,225  | 5,277  | 5,527  | 5,777  | 6,027  | 6,277    | 6,527  | 6,777  | 6,753  |
| Catering (Local)                   | \$ 35,000.00           | Tkt Px 4 - LOWER/ENDZONE | \$ 109.50                | 5,324  | 1,093  | 1,525  | 1,593  | 2,093  | 2,593  | 3,093  | 3,593    | 4,093  | 4,593  | 5,324  |
| Catering (Touring)                 | \$ 45,000.00           | Tkt Px 5 - NCLUB CORNERS | \$ 78.00                 | 3,118  | 1,493  | 1,700  | 1,743  | 1,993  | 2,243  | 2,493  | 2,743    | 2,993  | 3,243  | 3,118  |
| Chair Costs/Security Director      | \$ 19,000.00           | Tkt Px 6 - UPPER         | \$ 29.00                 | 14,335 | 10,477 | 10,941 | 10,977 | 11,477 | 11,977 | 12,477 | 12,977   | 13,477 | 13,977 | 14,335 |
| Chair/Security Director            | \$ 8,000.00            | Tkt Px 7                 | \$ -                     | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0        | 0      | 0      | 0      |
| Cranes                             | \$ 12,500.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Credentials                        | \$ 1,000.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Credit Cards                       | \$ 10,000.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Dressing Rooms / Furniture         | \$ 7,000.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Electrical/Generators (incl. fuel) | \$ 80,000.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Field Cover                        | \$ 41,000.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Forklifts                          | \$ 18,000.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Golf Carts                         | \$ 7,500.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Insurance                          | \$ 15,000.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Phones/Internet Cost               | \$ 4,000.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Royalties                          | \$ 10,000.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Runners                            | \$ 5,000.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Site Coordinator                   | \$ 11,000.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Sound & Lights (Tour Provided)     | \$ 150,000.00          |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Spotlights                         | \$ 7,000.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stadium Crew Flights (non-tour)    | \$ 1,000.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stadium Crew Hotels (non-tour)     | \$ 23,000.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Staffing                           | \$ 310,000.00          |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stagehands                         | \$ 210,000.00          |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stage Scrim                        | \$ 1,500.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stage                              | \$ 165,000.00          |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Synrolights                        | \$ 22,000.00           |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Tour Radio Rental                  | \$ 2,000.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Van Rental                         | \$ 5,000.00            |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| Video                              | \$ 120,000.00          |                          |                          |        |        |        |        |        |        |        |          |        |        |        |
| <b>Total Costs</b>                 | <b>\$ 1,430,500.00</b> |                          |                          |        |        |        |        |        |        |        |          |        |        |        |

  

|                               | 48,177              | 30,000              | 32,290              | 32,500              | 35,000              | 37,500              | 40,000              | 42,500              | 45,000              | 47,000              | 48,177       |
|-------------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------|
| Gross Revenue                 | \$3,002,955         | \$3,236,146         | \$3,255,455         | \$3,507,955         | \$3,760,455         | \$4,012,955         | \$4,265,455         | \$4,517,955         | \$4,702,955         | \$4,812,867         |              |
| Taxes                         | (\$196,455)         | (\$211,710)         | (\$212,974)         | (\$229,492)         | (\$246,011)         | (\$262,530)         | (\$279,048)         | (\$295,567)         | (\$307,670)         | (\$314,860)         |              |
| <b>Net Revenue</b>            | <b>\$2,806,500</b>  | <b>\$3,024,436</b>  | <b>\$3,042,481</b>  | <b>\$3,278,463</b>  | <b>\$3,514,444</b>  | <b>\$3,750,425</b>  | <b>\$3,986,407</b>  | <b>\$4,222,388</b>  | <b>\$4,395,285</b>  | <b>\$4,498,006</b>  |              |
| Break Even Dollars            | \$ 3,830,500        | \$ 3,830,500        | \$ 3,830,500        | \$ 3,830,500        | \$ 3,830,500        | \$ 3,830,500        | \$ 3,837,500        | \$ 3,837,500        | \$ 3,837,500        | \$ 3,837,500        | \$ 3,837,500 |
| Variance + / (-)              |                     | (\$1,024,000)       | (\$806,064)         | (\$788,019)         | (\$552,037)         | (\$316,056)         | (\$80,075)          | \$0                 | \$0                 | \$0                 | \$0          |
| MAIN ACT (vs. 100%)           | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,884,888        | \$ 2,057,785        | \$ 2,160,506        |              |
| TM REBATES (50%)              | \$ 82,500           | \$ 88,798           | \$ 89,375           | \$ 96,250           | \$ 103,125          | \$ 110,000          | \$ 116,875          | \$ 123,750          | \$ 129,250          | \$ 132,487          |              |
| <b>TOTAL TOUR INCOME</b>      | <b>\$ 1,582,500</b> | <b>\$ 1,588,798</b> | <b>\$ 1,589,375</b> | <b>\$ 1,596,250</b> | <b>\$ 1,603,125</b> | <b>\$ 1,610,000</b> | <b>\$ 1,616,875</b> | <b>\$ 2,008,638</b> | <b>\$ 2,187,035</b> | <b>\$ 2,292,993</b> |              |
| RJS LOSS TO GUARANTEE         | (\$1,024,000)       | (\$806,064)         | (\$788,019)         | (\$552,037)         | (\$316,056)         | (\$80,075)          | \$0                 | \$0                 | \$0                 | \$0                 |              |
| SUITES (\$115.00)             | \$ 66,850           | \$ 70,193           | \$ 73,703           | \$ 77,388           | \$ 81,257           | \$ 85,320           | \$ 89,586           | \$ 94,065           | \$ 98,769           | \$ 103,707          |              |
| CONCESSIONS                   | \$ 312,000          | \$ 335,816          | \$ 338,000          | \$ 364,000          | \$ 390,000          | \$ 416,000          | \$ 442,000          | \$ 468,000          | \$ 488,800          | \$ 501,041          |              |
| MERCHANDISE                   | \$ 24,000           | \$ 25,832           | \$ 26,000           | \$ 28,000           | \$ 30,000           | \$ 32,000           | \$ 34,000           | \$ 36,000           | \$ 37,600           | \$ 38,542           |              |
| RSJ FACILITY FEE              | \$ 60,000           | \$ 64,580           | \$ 65,000           | \$ 70,000           | \$ 75,000           | \$ 80,000           | \$ 85,000           | \$ 90,000           | \$ 94,000           | \$ 96,354           |              |
| TM REBATES 50%                | \$ 82,500           | \$ 88,798           | \$ 89,375           | \$ 96,250           | \$ 103,125          | \$ 110,000          | \$ 116,875          | \$ 123,750          | \$ 129,250          | \$ 132,487          |              |
| PARKING                       | \$ 148,551          | \$ 148,551          | \$ 148,551          | \$ 148,551          | \$ 148,551          | \$ 148,551          | \$ 148,551          | \$ 148,551          | \$ 148,551          | \$ 148,551          |              |
| <b>TOTAL INCOME POTENTIAL</b> | <b>(\$330,098)</b>  | <b>(\$72,295)</b>   | <b>(\$47,390)</b>   | <b>\$232,152</b>    | <b>\$511,877</b>    | <b>\$791,797</b>    | <b>\$916,012</b>    | <b>\$960,367</b>    | <b>\$996,970</b>    | <b>\$1,020,682</b>  |              |

  

**ASSUMPTIONS:**

- 1) SUITES - AT 30,000 SOLD. ASSUME 622 SUITE TICKETS SOLD, THEN INCREASE 5 % PER SOLD LEVEL
- 2) CONCESSIONS - ASSUME \$26 NET PER CAP F&B WITH 60% COGS
- 3) MERCHANDISE - 80/20 VENUE SELLS - ASSUME \$8 / HEAD AND 10% COGS
- 4) FACILITY FEE - \$2.00 PER TICKET NO TAX
- 5) TM REBATES - \$5.50 REBATE ON TICKETS SOLD. SPLIT 50%/50%
- 6) PARKING - ASSUME 7000 PAID SPACES @ \$23.36/SPACE WITH \$15,000 IN COGS

**RAYMOND JAMES STADIUM**

ARTIST DEAL - \$1,500,000 guarantee to Main Act vs 100% of the net box office receipts. Support and production included as line item expenses and are outside guarantee.  
 MERCHANDISE DEAL - 80%/20%, venue sells  
 TICKETING - Tour uses AEG-Ticketmaster deal and rebates split 50%/50%  
 CONCESSIONS & PARKING - Raymond James Stadium retains 100% net concessions and parking. Assume a \$25 per cap on concessions.  
 SUITES - Raymond James Stadium retains 100% net suite sales.  
 FACILITY & TICKET SURCHARGE - \$2.00 facility fee and \$2.50 ticket surcharge fee retained 100% by stadium (on top of ticket prices listed below)

|                     |                 |                                |
|---------------------|-----------------|--------------------------------|
| HEADLINER GUARANTEE | \$ 1,500,000.00 | MAIN ACT                       |
| SUPPORT GUARANTEES  | \$ 900,000.00   | ASSUMING 3 SUPPORT             |
| TOTAL TALENT BUDGET | \$ 2,400,000.00 |                                |
| TOTAL EXPENSES      | \$ 1,430,500.00 | SEE BELOW FOR LINE ITEM DETAIL |

**EST. BREAK EVEN DOLLARS \$ 3,830,500.00**      **SAMPLE SCALING**

|            |              | TICKET    |               |             |  |  |
|------------|--------------|-----------|---------------|-------------|--|--|
| BASE PRICE | FACILITY FEE | SURCHARGE | EST TM S/C ** | TOTAL PRICE |  |  |
| \$ 255.50  | \$ 2.00      | \$ 2.50   | \$ 24.96      | \$ 284.96   |  |  |
| \$ 135.00  | \$ 2.00      | \$ 2.50   | \$ 18.01      | \$ 157.51   |  |  |
| \$ 115.00  | \$ 2.00      | \$ 2.50   | \$ 17.52      | \$ 137.02   |  |  |
| \$ 109.50  | \$ 2.00      | \$ 2.50   | \$ 16.38      | \$ 130.38   |  |  |
| \$ 78.00   | \$ 2.00      | \$ 2.50   | \$ 15.16      | \$ 97.66    |  |  |
| \$ 29.00   | \$ 2.00      | \$ 2.50   | \$ 12.86      | \$ 46.36    |  |  |

\*\* INCLUDES CC FEES

| LINE ITEM EXPENSES                | NET TICKET PRICE         | Capacity      | Ancillary Rev Break-Even |        |        |        |        |        |        |        | SELL-OUT |        |        |        |
|-----------------------------------|--------------------------|---------------|--------------------------|--------|--------|--------|--------|--------|--------|--------|----------|--------|--------|--------|
|                                   |                          |               | 48,177                   | 30,000 | 32,290 | 32,500 | 35,000 | 37,500 | 40,000 | 42,500 |          | 45,000 | 47,000 | 48,177 |
|                                   | Tkt Px 1 - SANDBAR       | \$ 255.50     | 2,299                    | 2,299  | 2,299  | 2,299  | 2,299  | 2,299  | 2,299  | 2,299  | 2,299    | 2,299  | 2,299  | 2,299  |
| Advertising                       | Tkt Px 2 - FLOOR/LOWER   | \$ 135.00     | 16,348                   | 9,611  | 10,600 | 10,611 | 11,611 | 12,611 | 13,611 | 14,611 | 15,611   | 16,111 | 16,348 | 16,348 |
| Barricade                         | Tkt Px 3 - CLUB          | \$ 115.00     | 6,753                    | 5,027  | 5,225  | 5,277  | 5,527  | 5,777  | 6,027  | 6,277  | 6,527    | 6,777  | 6,753  | 6,753  |
| Catering (Local)                  | Tkt Px 4 - LOWER/ENDZONE | \$ 109.50     | 5,324                    | 1,093  | 1,525  | 1,593  | 2,093  | 2,593  | 3,093  | 3,593  | 4,093    | 4,593  | 5,324  | 5,324  |
| Catering (Touring)                | Tkt Px 5 - NCLUB CORNERS | \$ 78.00      | 3,118                    | 1,493  | 1,700  | 1,743  | 1,993  | 2,243  | 2,493  | 2,743  | 2,993    | 3,243  | 3,118  | 3,118  |
| Chair Costs/Security Director     | Tkt Px 6 - UPPER         | \$ 29.00      | 14,335                   | 10,477 | 10,941 | 10,977 | 11,477 | 11,977 | 12,477 | 12,977 | 13,477   | 13,977 | 14,335 | 14,335 |
| Chair/Security Director           | Tkt Px 7                 | \$ -          | 0                        | 0      | 0      | 0      | 0      | 0      | 0      | 0      | 0        | 0      | 0      | 0      |
| Cranes                            |                          | \$ 12,500.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Credentials                       |                          | \$ 1,000.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Credit Cards                      |                          | \$ 10,000.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Dressing Rooms / Furniture        |                          | \$ 7,000.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Electrical/Generators (incl fuel) |                          | \$ 80,000.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Field Cover                       |                          | \$ 41,000.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Forklifts                         |                          | \$ 18,000.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Golf Carts                        |                          | \$ 7,500.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Insurance                         |                          | \$ 15,000.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Phones/Internet Cost              |                          | \$ 4,000.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Royalties                         |                          | \$ 10,000.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Runners                           |                          | \$ 5,000.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Site Coordinator                  |                          | \$ 11,000.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Sound & Lights (Tour Provided)    |                          | \$ 150,000.00 |                          |        |        |        |        |        |        |        |          |        |        |        |
| Spotlights                        |                          | \$ 7,000.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stadium Crew Flights (non-tour)   |                          | \$ 1,000.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stadium Crew Hotels (non-tour)    |                          | \$ 23,000.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Staffing                          |                          | \$ 310,000.00 |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stagehands                        |                          | \$ 210,000.00 |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stage Scrim                       |                          | \$ 1,500.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Stage                             |                          | \$ 165,000.00 |                          |        |        |        |        |        |        |        |          |        |        |        |
| Syncrolights                      |                          | \$ 22,000.00  |                          |        |        |        |        |        |        |        |          |        |        |        |
| Tour Radio Rental                 |                          | \$ 2,000.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Van Rental                        |                          | \$ 5,000.00   |                          |        |        |        |        |        |        |        |          |        |        |        |
| Video                             |                          | \$ 120,000.00 |                          |        |        |        |        |        |        |        |          |        |        |        |
| <b>Total Costs</b>                | <b>\$ 1,430,500.00</b>   |               |                          |        |        |        |        |        |        |        |          |        |        |        |

|                    |                 |               |              |              |              |              |              |              |              |              |              |
|--------------------|-----------------|---------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|--------------|
|                    | Paid Attendance | 30,000        | 32,290       | 32,500       | 35,000       | 37,500       | 40,000       | 42,500       | 45,000       | 47,000       | 48,177       |
| Gross Revenue      |                 | \$3,002,955   | \$3,236,146  | \$3,255,455  | \$3,507,955  | \$3,760,455  | \$4,012,955  | \$4,265,455  | \$4,517,955  | \$4,702,955  | \$4,812,867  |
| Taxes              |                 | (\$196,455)   | (\$211,710)  | (\$212,974)  | (\$229,492)  | (\$246,011)  | (\$262,530)  | (\$279,048)  | (\$295,567)  | (\$307,670)  | (\$314,860)  |
| Net Revenue        |                 | \$2,806,500   | \$3,024,436  | \$3,042,481  | \$3,278,463  | \$3,514,444  | \$3,750,425  | \$3,986,407  | \$4,222,388  | \$4,395,285  | \$4,498,006  |
| Break Even Dollars |                 | \$ 3,830,500  | \$ 3,830,500 | \$ 3,830,500 | \$ 3,830,500 | \$ 3,830,500 | \$ 3,830,500 | \$ 3,837,500 | \$ 3,837,500 | \$ 3,837,500 | \$ 3,837,500 |
| Variance + / (-)   |                 | (\$1,024,000) | (\$806,064)  | (\$788,019)  | (\$552,037)  | (\$316,056)  | (\$80,075)   | \$0          | \$0          | \$0          | \$0          |

|                          |                     |                     |                     |                     |                     |                     |                     |                     |                     |                     |              |
|--------------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|---------------------|--------------|
| MAIN ACT (vs. 100%)      | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,500,000        | \$ 1,884,888        | \$ 2,057,785        | \$ 2,160,506 |
| TM REBATES (50%)         | \$ 82,500           | \$ 88,798           | \$ 89,375           | \$ 96,250           | \$ 103,125          | \$ 110,000          | \$ 116,875          | \$ 123,750          | \$ 129,750          | \$ 129,250          | \$ 132,487   |
| <b>TOTAL TOUR INCOME</b> | <b>\$ 1,582,500</b> | <b>\$ 1,588,798</b> | <b>\$ 1,589,375</b> | <b>\$ 1,596,250</b> | <b>\$ 1,603,125</b> | <b>\$ 1,610,000</b> | <b>\$ 1,616,875</b> | <b>\$ 2,008,638</b> | <b>\$ 2,187,035</b> | <b>\$ 2,292,993</b> |              |

|                               |                    |                   |                   |                  |                  |                  |                  |                  |                  |                    |
|-------------------------------|--------------------|-------------------|-------------------|------------------|------------------|------------------|------------------|------------------|------------------|--------------------|
| RJS LOSS TO GUARANTEE         | (\$1,024,000)      | (\$806,064)       | (\$788,019)       | (\$552,037)      | (\$316,056)      | (\$80,075)       | \$0              | \$0              | \$0              | \$0                |
| SUITES (\$115.00)             | \$ 66,850          | \$ 70,193         | \$ 73,703         | \$ 77,388        | \$ 81,257        | \$ 85,320        | \$ 89,586        | \$ 94,065        | \$ 98,769        | \$ 103,707         |
| CONCESSIONS                   | \$ 300,000         | \$ 322,900        | \$ 325,000        | \$ 350,000       | \$ 375,000       | \$ 400,000       | \$ 425,000       | \$ 450,000       | \$ 470,000       | \$ 481,770         |
| MERCHANDISE                   | \$ 24,000          | \$ 25,832         | \$ 26,000         | \$ 28,000        | \$ 30,000        | \$ 32,000        | \$ 34,000        | \$ 36,000        | \$ 37,600        | \$ 38,542          |
| RSJ FACILITY FEE              | \$ 60,000          | \$ 64,580         | \$ 65,000         | \$ 70,000        | \$ 75,000        | \$ 80,000        | \$ 85,000        | \$ 90,000        | \$ 94,000        | \$ 96,354          |
| TM REBATES 50%                | \$ 82,500          | \$ 88,798         | \$ 89,375         | \$ 96,250        | \$ 103,125       | \$ 110,000       | \$ 116,875       | \$ 123,750       | \$ 129,250       | \$ 132,487         |
| PARKING                       | \$ 148,551         | \$ 148,551        | \$ 148,551        | \$ 148,551       | \$ 148,551       | \$ 148,551       | \$ 148,551       | \$ 148,551       | \$ 148,551       | \$ 148,551         |
| <b>TOTAL INCOME POTENTIAL</b> | <b>(\$342,098)</b> | <b>(\$85,211)</b> | <b>(\$60,390)</b> | <b>\$218,152</b> | <b>\$496,877</b> | <b>\$775,797</b> | <b>\$899,012</b> | <b>\$942,367</b> | <b>\$978,170</b> | <b>\$1,001,411</b> |

- ASSUMPTIONS:**
- 1) SUITES - AT 30,000 SOLD, ASSUME 622 SUITE TICKETS SOLD, THEN INCREASE 5 % PER SOLD LEVEL
  - 2) CONCESSIONS - ASSUME \$25 NET PER CAP F&B WITH 60% COGS
  - 3) MERCHANDISE - 80/20 VENUE SELLS - ASSUME \$8 / HEAD AND 10% COGS
  - 4) FACILITY FEE - \$2.00 PER TICKET NO TAX
  - 5) TM REBATES - \$5.50 REBATE ON TICKETS SOLD, SPLIT 50%/50%
  - 6) PARKING - ASSUME 7000 PAID SPACES @ \$23.36/SPACE WITH \$15,000 IN COGS