



An Enterprise of the Eastern Band of Cherokee Indians

June 18, 2015

To Whom it May Concern:

Harrah's Cherokee Casino Resort first contracted with BobbyMark's Designs in 2012 to manage multiple events announcing the completion of our \$650M expansion. Since then, we have engaged the team for several employee and guest events, including but not limited to Community Day, New Year's Eve, guest VIP parties and annual summer employee appreciation events.

BobbyMark's follows a consistent process of meeting with the project leader to obtain a clear understanding of both vision and objective. Subsequent meetings consist of concept review, refinement and itemized budget review. We have been through this process several times and find it quite effective. BobbyMark's has always been open to feedback and incorporation of changes, requests and budget modification. They focus on consistent communication, checking for understanding and producing quality experiences for our employees and guests.

The team has a constant presence during set up, load out and during the event they are managing. They are quick to jump in and help when needed and making changes on the fly. They incorporate after action review feedback into future events, as they are committed to continuous improvement and our challenge to constantly raise the bar for our guest and employee experience.

BobbyMark's has always delivered quality product and experiences. They have a deep book of resources for floral design, drapery, production and entertainment which broadens the potential for any event.

Please accept this as a strong recommendation to retain BobbyMark's Design for your events management. They are an excellent business partner and strive to satisfy the needs of their client.

Feel free to contact me with any questions,

Sincerely,

A handwritten signature in black ink, appearing to read "Leeann Bridges". The signature is fluid and cursive, with a long, sweeping line extending from the end of the name.

Leeann Bridges

Regional Vice-President of Marketing

Harrah's Cherokee Casino Resort/Valley River Casino & Hotel