

**Gaming Marketing Expense Review**


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| Marketing Activity           | FY16<br>Actual    | FY17<br>Actual    | FY18<br>Actual    | FY19<br>Actual    | FY20<br>Actual    | Total              |
|------------------------------|-------------------|-------------------|-------------------|-------------------|-------------------|--------------------|
| Gaming Machines Local Events | 2,711,045         | 4,409,703         | 4,553,718         | 3,685,588         | 2,804,419         | 18,164,473         |
| TG Interstate Events         | 1,975,462         | 2,465,844         | 1,973,647         | 1,874,971         | 1,538,743         | 9,828,667          |
| TG Local Events              | 2,390,346         | 2,565,993         | 3,467,453         | 3,509,773         | 2,846,541         | 14,780,106         |
| Gaming Shared Events         | 376,347           | 423               | 1,469,061         | 2,774,127         | 3,317,129         | 7,937,087          |
| <i>Sub Total Events</i>      | <i>7,453,200</i>  | <i>9,441,963</i>  | <i>11,463,879</i> | <i>11,844,459</i> | <i>10,506,832</i> | <i>50,710,333</i>  |
| Gaming Promotions            | 8,941,610         | 10,197,867        | 10,330,599        | 10,744,612        | 7,956,491         | 48,171,179         |
| Direct mail                  | 2,109,414         | 2,637,992         | 2,176,481         | 2,247,027         | 1,863,570         | 11,034,484         |
| <b>TOTAL GAMING MKTG</b>     | <b>18,504,224</b> | <b>22,277,822</b> | <b>23,970,959</b> | <b>24,836,098</b> | <b>20,326,893</b> | <b>109,915,996</b> |