

SCOPE OF WORK

Screen Details

- Number of LED screens, their dimensions, resolution, and location (inside, outside, high-traffic areas):
 - Casino Lobby (Catawba Museum):
 - (2) 8' x 8' 1.2mm LED displays for paying homage to Catawba Tribe
 - Hotel Lobby:
 - (1) 10.9' W x 11' H 1.2mm LED display
 - Porte-Cochere Grand Display:
 - (1) 100' W x 15.5' H 10mm LED display
 - Players Club (x3):
 - (1) 136" All-In-One LED display
 - Main Casino Center Bar:
 - (1) 28' W x 16' H 1.5mm LED display. (Main center display, can be used for music videos to match overhead music, or custom video content)
 - Hotel Tower Signage:
 - (1) 65' W x 25' H LED Display

Content Needs (“ideas” including but not limited to...)

- Gaming Promotions — Jackpots, tournaments, special offers, car giveaways, envelope selection promos, large prop promotional execution, continuity gift items giveaways
- Entertainment/event teasers — Live music, special events
- Dining Features — Chef spotlights, menu highlights, restaurant atmospheres
 - *Would like F&B to be a focal point
 - Off-site kitchen for filming cooking action shots, plated dishes, culinary elements, ingredients, etc.
 - Mixology, cocktail creation, bar tender presentation/service
- Seasonal/Holiday Features — Festive animations, thematic branding
- Experiential Content — 3D illusions, optical effects, brand storytelling
 - *The permanent casino, hotel & amenities are in the process of being built, so we will need to utilize stock or generic footage prior to the construction being completed to be able to showcase/tease the new properties
 - We can shoot in the Introductory casino prior to opening; it will be brand new and mostly empty – so the opportunities to get creative exist since there will be no interruption to the business prior to opening
- We can inquire about shooting footage at the Panthers/Hornets games where we have VIP suites & engagement on their stadium LED screens
- Guest Engagement & Casino Lifestyle — property highlights
 - Feature higher end clientele
 - “Runway appeal”
 - Upscale experiences
- Future Casino

**Tone & Style:* Bold, high-impact visuals; clean typography; on-brand color palette; premium feel.

***Agency* to provide their recommendation on how their content fits into the mix with the casino’s ongoing promotional content.

Why Partner with Catawba Two Kings Casino

- High Visibility: Thousands of impressions daily in a premium entertainment environment
- Creative Freedom: Opportunities for cutting-edge 3D animations, motion design, and immersive video
- Ongoing Work: Seasonal campaigns, event-driven content, and continual refresh cycles
- Prestige: Your work featured in a marquee destination and amplified through our marketing channels

Partnership Model - we are open to:

- Ongoing Retainer Agreements — Continuous content production for multiple displays
- Per-Project Contracts — Specific campaigns or seasonal projects
- Creative Showcases — Highlighting agency work in industry publications and creative award submissions (where mutually agreed)

Next Steps

If you are interested in becoming our LED Creative Partner, please provide:

1. A full proposal with your proposed creative approach for immersive LED content
2. Content cadence (weekly, monthly, event-driven)
3. Budget ranges for ongoing and project-based work

Onboarding Selected Partner

- Provide a **creative brief template** for all future content requests.
- Set up a **monthly creative check-in** for new ideas.