



October 30, 2013

Misty Craft
Yakima Valley Sundome

Dear Misty,

Following is the information to put the PBR Touring Pro Series on sale on Friday, November 8, 2013. Let me know if anything doesn't look right.

TICKET HEADER

Line #1: Professional Bull Riders
Line #2: *Touring Pro Division*
Line #3: *** NO VIDEO CAMERAS ***
Line #4: *YAKIMA VALLEY SUNDOME*
Line #5: *** **NO EXCHANGES OR REFUNDS** ***
Line #6: *Saturday, February 1, 2014 * 7:30pm*

TICKETS ON SALE

On Sale Date

Pre-Sale: Wednesday, November 8 at 10am.

Public On-Sale: Friday, November 11 at 10am. We will send you web site ads and posters in the next couple of weeks as well as the fun cowboy cutouts.

Ticket Locations

State Fair Park Box Office, Tickets west dot com and by phone at 800-325-SEAT

Can you please confirm with me the ticket fees on each ticket price?



Ticket Prices-Prices below do not include ticketing or Facility Fees. Also, credit card fees should be placed on the customer and not the Professional Bull Riders, with the exception of tickets sold via credit card at the arena box office. An excel spreadsheet showing the exact scaling is attached.

*****DOS=Day of show prices.*****

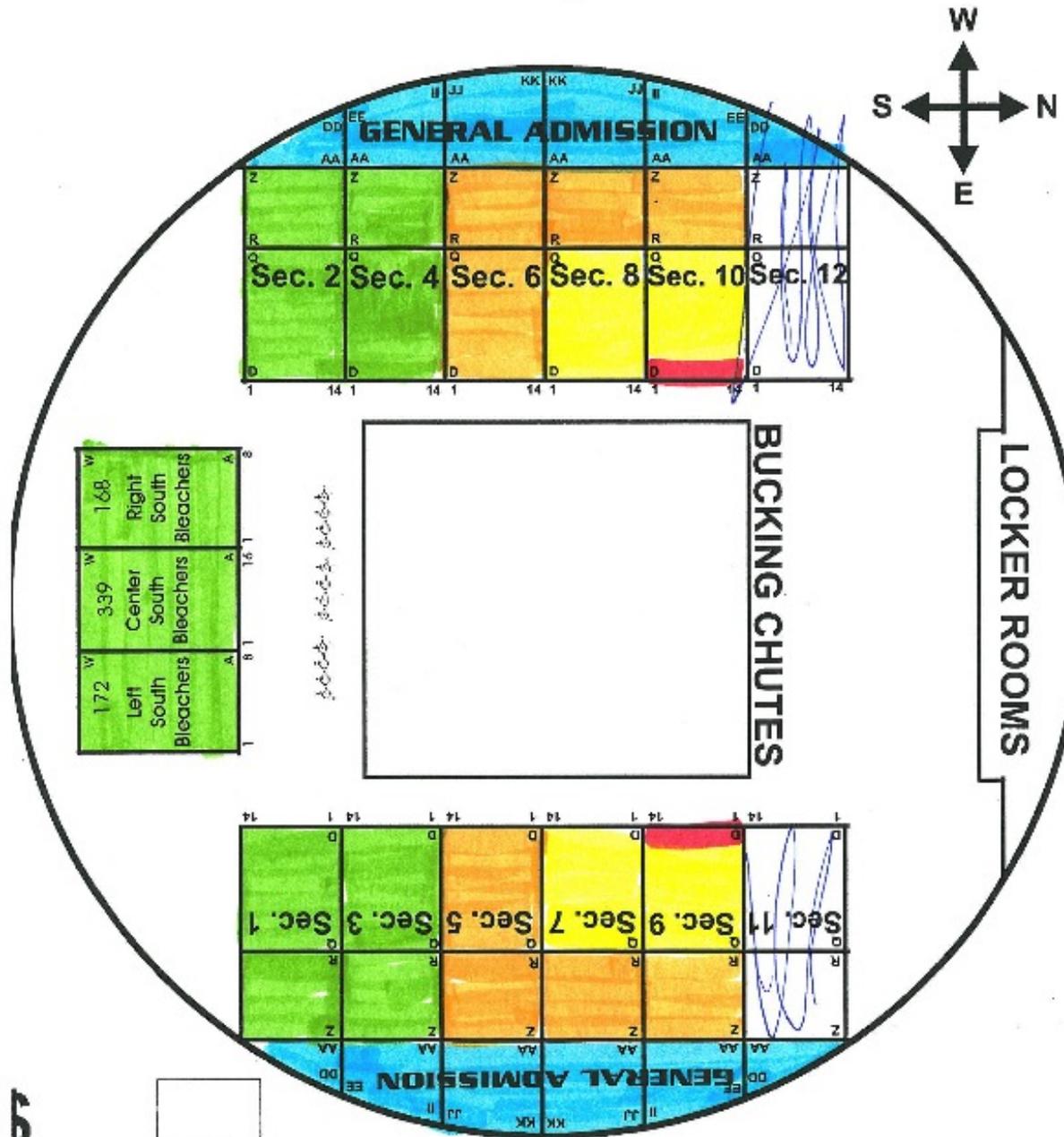
Capacity Per Show	Price	Sections
67	\$75 advance/\$80 DOS	Adults and kids regular price ticket in Red Sections.
67	\$70 Advance (no day of show price)	Early Bird Deal: Adults and kids. Get \$5 off November 8-30.
759	\$50.00 advance/\$55 DOS	Adults and kids regular priced ticket in Yellow Sections.
759	\$40.00 advance/not available DOS	Adults and kids in groups of 15 or more in the Yellow sections on the attached.
759	\$45 advance/not available day of show.	Early Bird Deal: Adults and kids. Get \$5 off November 8-30. This price should automatically be given November 8-30 and then go back to regular price on December 1.
759	\$45.00 advance/\$50 DOS	Discount Coupon Price in the Yellow sections. Do not activate until a sponsor is confirmed. On-Line and phone code for this will be PBR SUN
994	\$40.00 advance/\$45 DOS	Adults and kids regular priced ticket in Orange Sections.
994	\$32.00 advance/not available DOS	Adults and kids in groups of 15 or more in the Orange sections on the attached.
994	\$35 advance/not available day of show.	Early Bird Deal: Adults and kids. Get \$5 off November 8-30. This price should automatically be given November 8-30 and then go back to regular price on December 1.
994	\$35.00 advance/\$40 DOS	Discount Coupon Price in the Orange sections. Do not activate until a sponsor is confirmed. On-Line and phone code for this will be PBR SUN
1907	\$28 advance/\$33 DOS	Adult and kids regular priced ticket in green sections.



1907	\$23 advance/not available day of show.	Early Bird Deal: Adults and kids in the Green sections. Get \$5 off November 8-30. This price should automatically be given November 8-30 and then go back to regular price on December 1.
1907	\$23 advance/not available day of show.	Discount Coupon Price in the Green sections. Do not activate until a sponsor is confirmed. On-Line and phone code for this will be PBR SUN
1160	\$22.00 advance/\$27 day of show.	Regular Price in the Blue sections.
4887	TOTAL CAPACITY	



Yakima Valley SunDome



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Please sell every other row first and then fill them in as more tickets are sold so that sections that sell less tickets still look more full.

CORRAL PASS HEADER- If you think we should do the Corral Party again, I would like to include a free Corral Pass with all tickets purchased through November 30. Then, beginning December 1 I would like to offer the Corral Pass as a \$10 add-on ticket. But first, let me know if you think we should do it.

YAKIMA VALLEY SUNDOME
CORRAL PASS
SATURDAY, FEBRUARY 1, 2014
CORRAL PARTY 5:30-6:30/SHOW @7:30
MUST BE ACCOMPANIED BY SAME DAY
PBR EVENT TICKET

SPECIAL HOLDS-Some of these holds will be released the weekend of the show.

- **Competitor Holds**

Please hold 45 tickets for riders and their families. We're looking for a section just behind the chutes that is near a stairwell or elevator.

- **Sponsor Holds**

Please hold 10 best available tickets in P1.

Please hold best available 50 tickets in P2.

Please hold 300 tickets in P4.

- **Announcer Holds**

We'll need an area for our announcer, secretary, sound guy and a couple of other people to sit in a location that is as close to the chutes as possible. Where was this last year? We'll want to use the same area again this year.

- **Sightline Holds**

How high is it at the start of the first row? If it's on the floor, then we'll need to hold some additional seats for sightlines.



I will release unused holds the week of the show, if not sooner.

ADDITIONAL REQUIREMENTS

Daily Ticket Count

Please have an automated ticket count sent to me by 8am Central time each day to kellygoldman@comcast.net.

Tracking Complimentary Tickets

If possible, please code contestant comps, sponsor comps, trade comps, promoter comps, and building comps differently. Also, please log all complimentary tickets that are pulled by event date, number of tickets, face value, and purpose (who they were pulled for/sent to).

- * Unless otherwise indicated, the only representatives authorized to request comp tickets from the box office are Dave Cordovano, Ellen Newberg and myself. Also, the same representatives are the only individuals authorized to request event ticket audits.

Refunds

No refunds shall be given without prior approval from me, Dave Cordovano or Ellen Newberg.

Confidentiality

All information contained in the on-sale letter, including scaling structure as well as post-event, ticket sales and attendance information should not be released without the written consent of Dave Cordovano, Ellen Newberg or me.

I am really looking forward to working with you again on this event.. Please don't hesitate to call me at any time if you have questions or suggestions. Thanks, Misty!

Sincerely,

Kelly Hess Goldman
Thunderbird Entertainment/Professional Bull Riders
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Cell: 773-677-7165
kellygoldman@comcast.net