

Building a brand takes intelligence,  
creativity and guts. And more than  
a little LUCK.

Luckbranddesign

/ casino work



— GET UP OFF THAT COUCH. —

# WINNING

★ ★ ★ *is as easy as* ★ ★ ★

# SHOWING UP!

You could be walking away right now with your share of over \$300,000 in prizes for just wearing the right shirt or sitting in the right seat. But you'll never know what wins if you're not here!



**ANYTHING CAN HAPPEN**  
\$300,000 WAYS IN MARCH



 CHEROKEE STAR REWARDS | South of Tahlequah on Hwy 62 | 918.207.3600 | CherokeeStarRewards.com

Know your limits. Gambling problem? Call 800.522.4700.











**DRIVE AWAY  
A WINNER.**  
**TOYS OF SUMMER**  
*June - August*



**Hard Rock**  
HOTEL & CASINO  
TULSA



**DRIVE AWAY  
A WINNER.**  
**TOYS OF SUMMER**  
*June - August*



**Cherokee**  
CASINO • FORT GIBSON  
4.5 MILES EAST, HWY 62




# DRIVE AWAY A WINNER.



## TOYS OF SUMMER *June - August*

Being a grown-up just got a lot more fun. Come out to Cherokee Casino Tahlequah this summer for a chance to win some serious summer toys. Like a River gift package to be given away June 25, a Victory Vegas motorcycle July 16, a Sea-Doo August 6 and a camper August 27. And with cash drawings Fridays in July and August, the biggest question is, how will you get your new toys home?

 **CHEROKEE STAR REWARDS**® S. of Tahlequah on Hwy 62 | Tahlequah, OK | 918.207.3600 | CherokeeStarRewards.com




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# DRIVE AWAY A WINNER.




## TOYS OF SUMMER *June - August*

Being a grown-up just got a lot more fun. Come out to Cherokee Casino & Hotel West Siloam Springs this summer for a chance to win some serious summer toys. Like a 2010 Spyder June 26, a Tahoe Boat July 31 and a 2010 Hummer H3 August 28. And with Second Chance drawings every month for bonus prizes, the biggest question is, how will you get your new toys home?



WEST SILOAM SPRINGS

 **CHEROKEE STAR REWARDS**® U.S. Hwys 412 & 59 | West Siloam Springs, OK | 800.754.4111 | CherokeeStarRewards.com

Know your limits. Gambling problem? Call 800.522.4700.

# DRIVE AWAY A WINNER.




## TOYS OF SUMMER *Now through August*

Being a grown-up just got a lot more fun. Cherokee Casino & Hotel West Siloam Springs has some serious summer toys up for grabs, like a Tahoe boat to be given away July 31. Don't miss hot bank drawings every Saturday for \$100 in Rewards Play. And with Second Chance drawings for bonus prizes, the biggest question is, how will you get your new toys home?



WEST SILOAM SPRINGS

 **CHEROKEE STAR REWARDS**® U.S. Hwys 412 & 59 | West Siloam Springs, OK | 800.754.4111 | CherokeeStarRewards.com

Visit the Cherokee Star Rewards Club for details. Make, model, color and options package of prizes may vary from items shown. Know your limits. Gambling problem? Call 800.522.4700.  
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— GET UP OFF THAT COUCH. —

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\$300,000 WAYS IN MARCH

*Cherokee*  
CASINO-TAHLEQUAH

 CHEROKEE STAR REWARDS | South of Tahlequah on Hwy 62 | 918.207.3600 | CherokeeStarRewards.com

Know your limits. Gambling problem? Call 800.522.4700.



©2009 Osage Million Dollar Elm Casino. Gambling Problem? Call 1-800-522-4700

Reels spinning, the rush of a great flop, the heart stop moment of doubling down, that's what you can expect here. No stars, just gamers. Ready to get your game on?

**You Betcha.**™



TULSA BARTLESVILLE SAND SPRINGS PONCA CITY SKIATOOK HOMINY PAWHUSKA

milliondolarelm.com

©2009 Osage Million Dollar Elm Casino. Gambling Problem? Call 1-800-522-4700

Looking for lucky loot on St. Patty's Day?

**You Betcha.**™

**LUCKY LOOT "WIN A POT FULL 'O GREEN" GIVEAWAY.**

March 17, join all the smiling eyes for our *Lucky Loot "Win A Pot Full 'O Green" Giveaway*. With drawings for \$200 every hour from 6pm til 9pm and a \$1000 drawing at 10pm.

It's all part of the fun that brings our friends like Mavis in to play to their hearts content. Slots, Poker and Blackjack. And a crack at our free photo booth. Sweeter than a bunch of 'o lucky charms? You Betcha.



TULSA BARTLESVILLE SAND SPRINGS PONCA CITY SKIATOOK HOMINY PAWHUSKA

milliondolarelm.com





©2009 Osage Million Dollar Elm Casino. Gambling Problem? Call 1-800-522-4700

# Handlebars. Three bars. Know what he likes?

**You Betcha.**™

We love guys like Nick. Easy goin', in it for the fun of the game, first to bust a move on the dance floor. 'Cause that's what we're about. Hot slots, Blackjack, Poker. Good times all around.

Out here, you'll even find more of the best concerts in town. Along with a shot at our free photo booth. Sound like a winnin' good time? You Betcha.



TULSA BARTLESVILLE SAND SPRINGS PONCA CITY SKIATOOK HOMINY PAWHUSKA

milliondolarelm.com



©2009 Osage Million Dollar Elm Casino. Gambling Problem? Call 1-800-522-4700

# Date night? Late night? Your night to play?

**You Betcha.**™

Snap a pose. Flash those pearly whites. Because a good time is only a smile away at our place. Your favorite slots shinin' under flashin' lights. Intense Poker and Blackjack at every turn. On top of that, we've got drink specials and live music to bring out your inner rock star.

Go ahead, show some love with a free pic in our photo booth. You'll have a story to tell your friends, for sure. Like Kevin and Lisa say, "Isn't winning romantic?" You Betcha.



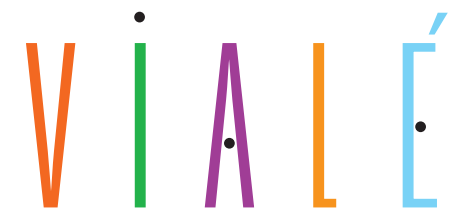
TULSA BARTLESVILLE SAND SPRINGS PONCA CITY SKIATOOK HOMINY PAWHUSKA

milliondolarelm.com









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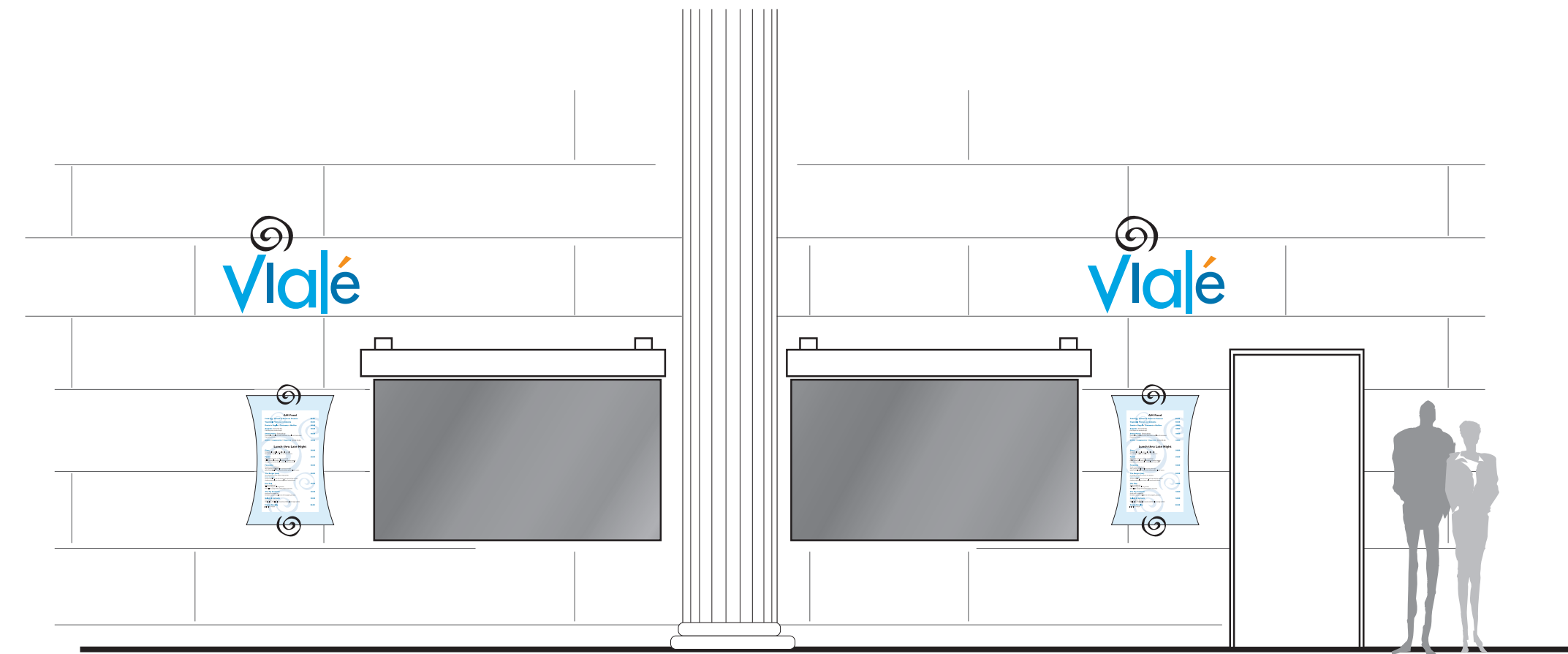
**VIALÉ**  
CAESARS PALACE  
LAS VEGAS, NEVADA

**Italian Flair.** The Soho arts district of New York City was the owners inspiration for the identity of this Italian restaurant.

CAESARS  
PALACE  
LAS VEGAS

Vialé

AM Food	
Fried Egg, Tomato & Bacon on Focaccia	\$8.00
Vegetable Frittata on Croissant	\$8.00
Danish • Bagel • Croissant • Muffin	\$4.00
Zagpoke - Sourd of day	\$4.00
Sweet Potato Sourd of day	\$4.00
Coffee • Cappuccino • Espresso - Sourd of day	\$4.00
Lunch thru Late Night	
Pizza	\$8.00
Panini	\$8.00
Focaccia	\$8.00
The Burger (day)	\$8.00
Hot Dog	\$4.00
The Pig Sandwich	\$8.00
Grilled & Sauteed	\$8.00
Fresh Mozzarella	\$8.00







**SEAHORSE LOUNGE**  
CAESARS PALACE  
LAS VEGAS, NEVADA

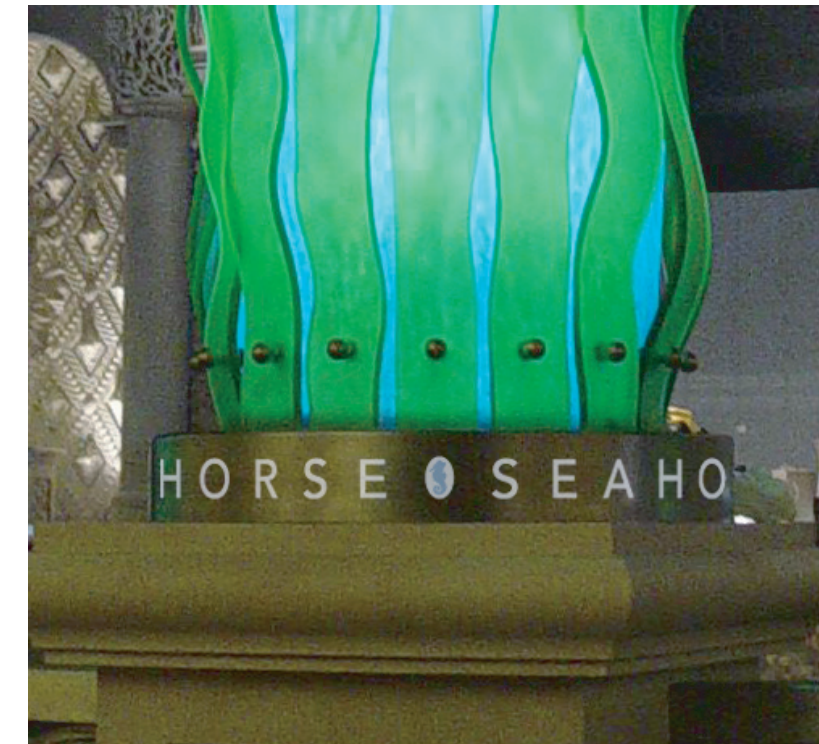
**Simply Bubbly.** Champaign and Australian  
Pot Belly Seahorses set the tone for the  
identity of this tranquil, ultra hip lounge.



# SEAHORSE

LOUNGE

CAESARS  
PALACE  
LAS VEGAS



*The Humidor*

HUMIDOR  
FINE CIGARS

\* HUMIDOR \*  
*Fine Cigars & Tobacco*

HUMIDOR  
FINE CIGARS

THE  
HUMIDOR  
LVNV

H  
HUMIDOR  
FINE CIGARS & TOBACCO

HUMIDOR  
*Fine Cigars*

HUMIDOR FINE CIGARS  
WYNN LAS VEGAS  
LAS VEGAS, NEVADA

**Smoking Hot.** When the elite meet at the most luxurious casino in the world, expecting the finest cigar isn't the problem. Delivering a believable brand is.





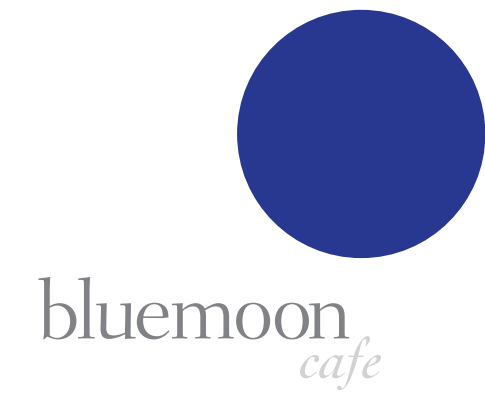
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1830 STEAKHOUSE  
CHOCTAW CASINO  
DURANT, OK

Sophisticated elegance.

blue  
moon

BLUEMOON



bluemooncafe

bluemooncafe

BLUE MOON CAFE  
CHOCTAW CASINO  
DURANT, OK

1950's nostalgic diner.

bluemoon

bluemooncafé





butterfields  
buffet



butterfields  
buffet



**Butterfields**  
BUFFET



**Butterfields**  
BUFFET

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BUTTERFIELDS BUFFET  
CHOCTAW CASINO  
DURANT, OK

Named after the famous stagecoach  
line. Great comfort food.







t•matí||•  
mexican grill

Tomatillo  
mexican grill

**TOMATILLO**  
*\* Mexican Grill \**

**TOMATILLO**  
MEXICAN GRILL

**TOMATILLO**

**TOMATILLO**  
*\* Mexican Grill \**

---

TOMATILLO  
CHOCTAW CASINO  
DURANT, OK

Tex Mex at its finest.

**Tomatillo**

**TOMATILLO**

A green tomato icon with a stem and leaf above the word "TOMATILLO" in bold red letters, with "MEXICAN GRILL" in smaller orange letters below.

**TOMATILLO**  
MEXICAN GRILL

dixon's  
grill

  
DIXONS GRILL

  
dixonsgrill

DIXONS  
GRILL

DIXONS  
Grill

  
DIXONS  
GRILL

DIXONS GRILL

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DIXONS GRILL  
CHOCTAW CASINO  
DURANT, OK

24 hour traditional American fare.

  
DIXONS  
GRILL

DIXON'S  
GRILL

DIXONS GRILL

DURANT  
station  
**deli**

**DURANT**  
STATION  
**DELI**

**DURANT**  
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durant  
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DURANT  
station  
**deli**

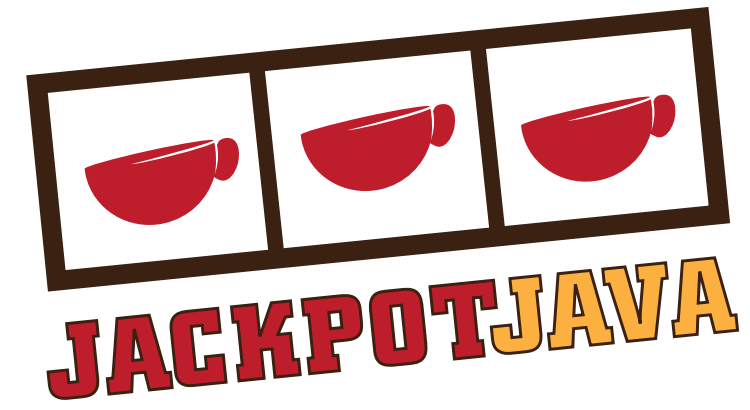
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**DURANT**  
STATION

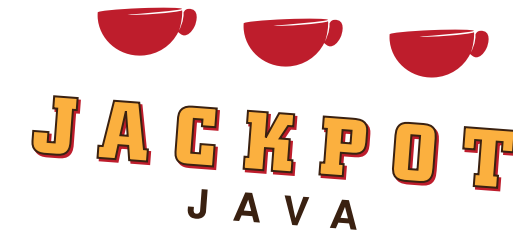
DURANT STATION DELI  
CHOCTAW CASINO  
DURANT, OK

Sandwiches. Sandwiches. Sandwiches.



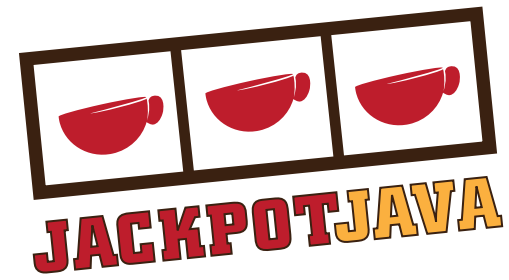


JackpotJava



TOMATILLO  
CHOCTAW CASINO  
DURANT, OK

Tex Mex at its finest.





Downstream Casino Resort: Home

http://www.downstreamcasino.com/home.php

DOWNSTREAM CASINO RESORT

ABOUT US | GAMING | HOTEL | DINING | ENTERTAINMENT | SPA | GOLF

prepare to be swept away.

**the Q club**  
An exclusive loyalty program designed for players to earn great rewards. Sign up for your free Q Club membership today. Learn more >

**live entertainment**  
Catch the region's best bands five nights a week at Legends Sports Bar. Learn more >

**directions**  
Downstream Casino Resort is located just off Interstate 44 at the intersection of the Oklahoma, Kansas and Missouri state borders. Learn more >

CONTACT US | DIRECTIONS | EMPLOYMENT | QUAPAW TRIBE | SITE MAP | BUS PROGRAM

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Downstream Casino Resort: Dining

http://www.downstreamcasino.com/dining.php

DOWNSTREAM CASINO RESORT

ABOUT US | GAMING | HOTEL | **DINING** | ENTERTAINMENT | SPA | GOLF

RED OAK STEAKHOUSE | SPRING RIVER BUFFET | BUFFALO GRILLE | WA-NA-BÉE-DEÁ SNACK BAR | LEGENDS SPORTS BAR

indulge your senses.

Downstream Casino Resort presents dining experiences to satisfy every palate – from the impeccable cuisine and service of our world class steakhouse to sumptuous offerings from our endless buffet.

**buffalo grille**  
Enjoy casual dining at our Buffalo Grille. Learn More >

**spring river buffet**  
Discover the region's premier buffet that offers something for everyone. Learn More >

**dining specials**  
Enjoy a few of our February Dining Specials. View Specials (PDF) >

CONTACT US | DIRECTIONS | EMPLOYMENT | QUAPAW TRIBE | SITE MAP | BUS PROGRAM

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Downstream Casino Resort: Entertainment

http://www.downstreamcasino.com/entertainment.php

DOWNSTREAM CASINO RESORT

ABOUT US | GAMING | HOTEL | DINING | **ENTERTAINMENT** | SPA | GOLF

LIVE ENTERTAINMENT SCHEDULE

feel your pulse rate rising.

The action never ends at Downstream Casino Resort. On stage, on the big screen in our sports bar or beneath the dramatic spun cable centerpiece of the casino floor, the energy and excitement typically found in Las Vegas now comes to the four state region.

**the Q club**  
An exclusive loyalty program designed for players to earn great rewards. Sign up for your free Q Club membership today. Learn More >

**join the winning team**  
Are you committed to exemplary service? Take the next step in your career here. Join the Downstream team. Learn More >

**bus program**  
Take a relaxing ride and enjoy our Charter Bus Program. Learn More >

CONTACT US | DIRECTIONS | EMPLOYMENT | QUAPAW TRIBE | SITE MAP | BUS PROGRAM

© 2008 Downstream Casino Resort.





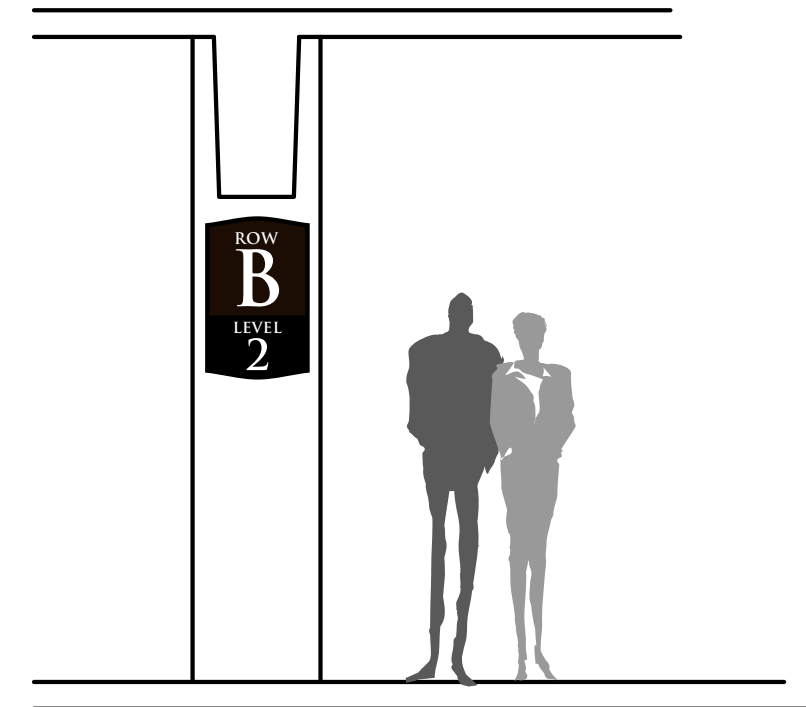
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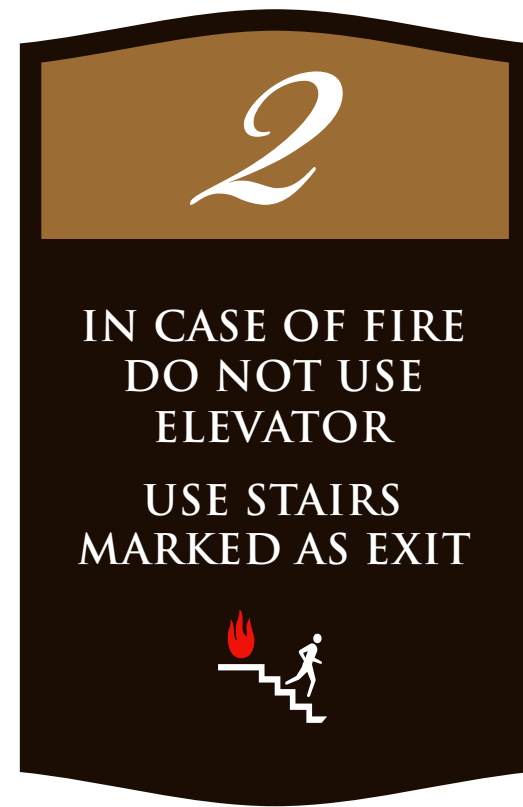
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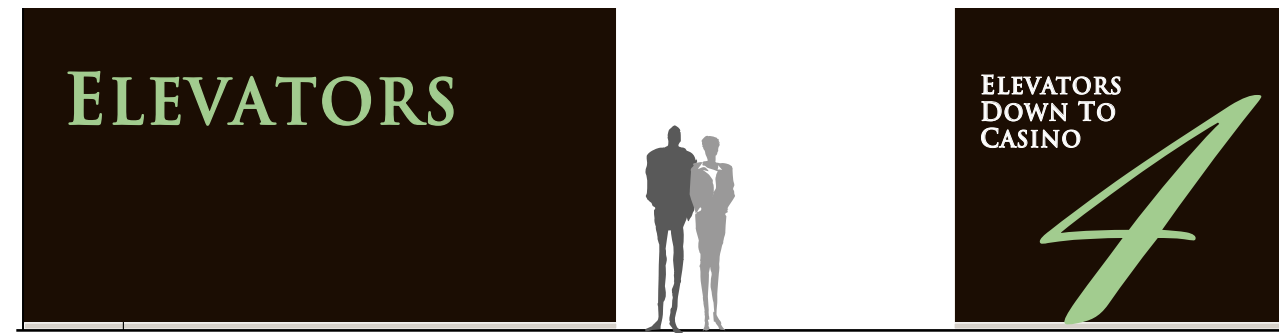
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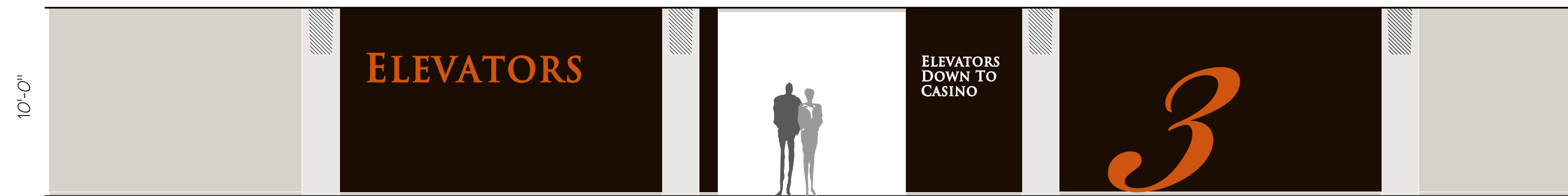




Elevator Plaque

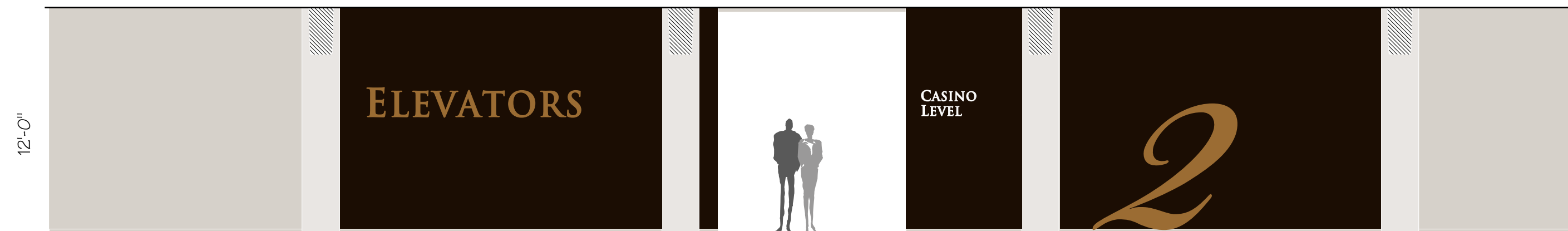


Elevation-Level 4



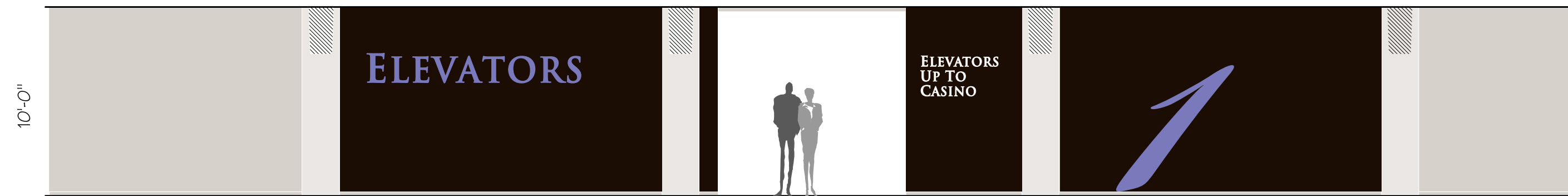
10'-0"

Elevation-Level 3  
1/8"=1'-0"



12'-0"

Elevation-Level 2



10'-0"

Elevation-Level 1

Thank you.