

## \_\_\_TICKET SALES & ATTENDANCE MILESTONE POLICY IN EFFECT FOR THIS EVENT

This policy applies to all events where ticket sales or RSVPs are material to the successful delivery of contracted services. Clients are encouraged to select a smaller casino package at the time of initial booking and scale their event upward at each scheduled milestone, should ticket sales support it.

### 1. Ticket Sales Check-In Requirements

The Client agrees to participate in two scheduled ticket sales check-ins, allowing both parties to assess event viability and address challenges proactively. Ticket sales figures must be reported in writing via email to [phillycasinoparties@gmail.com](mailto:phillycasinoparties@gmail.com) at each milestone. Verbal reports alone will not satisfy this requirement.

- **60-Day Check-In:** Sixty (60) days prior to the event date, the Client shall report current ticket sales figures to Philly Casino Parties. If ticket sales are below fifty percent (50%) of the Client's projected attendance, Philly Casino Parties will schedule a planning consultation to assist the Client in developing a corrective sales strategy. The Client may cancel the event at this milestone without additional penalty; only the original non-refundable deposit will be forfeited.
- **30-Day Check-In:** Thirty (30) days prior to the event date, the Client shall again report current ticket sales figures. If ticket sales remain critically low, both parties agree to discuss event modifications — including scaled services or rescheduling — in good faith. The Client may cancel the event at this milestone without additional penalty; only the original non-refundable deposit will be forfeited.

### 2. Cancellation

- All deposits are non-refundable regardless of the cancellation date or circumstance.
- Cancellations made after the 30-day check-in date are no longer eligible for deposit-only cancellation and will be subject to the Company's standard Cancellation Policy: a fee equal to fifty percent (50%) of the total event cost is due if cancellation occurs fourteen (14) or more business days before the event; full payment of the remaining balance is due if cancellation occurs within five (5) business days of the event.
- All cancellation notices must be submitted by both phone and email in accordance with the Cancellation Notice Requirements in the Company's standard Cancellation Policy.

### 3. Event Modifications in Lieu of Cancellation

Where ticket sales are insufficient to support the originally contracted event, Philly Casino Parties may, at its sole discretion, offer one or more of the following alternatives:

- Rescheduling of the event date, subject to availability, with all prior payments applied to the rebooked date.
- Conversion to a smaller event format with a corresponding adjustment to the remaining balance.

Any modifications must be agreed upon in writing by both parties no later than twenty-one (21) days prior to the original event date.

### 4. Relationship to Standard Cancellation Policy

This Ticket Sales & Attendance Milestone Policy operates in conjunction with, and does not replace, the Company's standard Cancellation Policy. In the event of any conflict between the two policies, the terms most protective of the Company's confirmed costs and scheduling commitments shall prevail.

AGREED TO POLICY \_\_\_\_\_