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Hard Rock Casino Northern Indiana

5400 West 29<sup>th</sup> Avenue

Gary, Indiana 46406

Subject: Support for the Lake County Indiana Convention Center

To Whom It May Concern,

On behalf of ESPN Chicago, I am excited to hear that Hard Rock Casino Northern Indiana is being considered as a site for the Lake County Convention Center. I'd like to express my support for the development and Hard Rock's management of the property. As a premier sports media brand with a deep connection to Chicagoland and Northwest Indiana, we recognize the immense value this state-of-the-art venue will bring to the area including economic growth, through tourism, conferences, sporting events and community gatherings.

We have witnessed firsthand what a fantastic operator Hard Rock Casino is through our Football Fest event hosted by ESPN's Adam Schefter. The team at Hard Rock is attentive, thoughtful, solution-oriented and followed through on their promises to make our annual event an exceptional experience for our fans and advertising partners.

We look forward to collaborating with Hard Rock Casino Northern Indiana and other key stakeholders to support and promote events at the convention center. Whether through live events, on-site coverage, or strategic partnerships, ESPN Chicago is committed to playing an active role in ensuring the success of this venue.

Please do not hesitate to reach out as planning progresses, we welcome the opportunity to explore how we can be a valuable partner in this endeavor.

Best,

Keith Williams

SVP/Market Manager – ESPN Chicago