

DRAGON HILL LODGE 2007 FOOD & BEVERAGE PROMOTIONAL CALENDAR

January

1 ~ 3 January COLLEGE FOOTBALL

Watch Fiesta Bowl (1st-Glendale, AZ-Cardinals Stadium), Orange Bowl (2nd-Miami, FL-Dolphins Stadium), Rose Bowl (1st-Pasadena, CA) or Sugar Bowl (2nd-New Orleans, LA-Superdome) in Whispers or in Bentley's. (dates are stateside)

FEBRUARY

1-19 February LUNAR NEW YEAR DELI GIFTSET

1 February VALENTINE'S DAY KISS-OFF

The community is welcomed to participate in the Best Looking "printed" Lips by submitting their lipstick kiss imprint to the various outlets. Flyer and newspaper ads provide an entry form with enough space for lip imprints. The winner gets a romantic dinner for two at Sables and the Runner-ups wins a coupon for Greenstreet.

5 February SUPER BOWL XLI

Super Bowl party in Naija ballroom, Bentley's Pub, and Whispers on Monday, 5 February. Big screen TVs set up in each area. Breakfast Buffet offered in the ballroom, Greenstreet breakfast menu in Whispers and limited GS breakfast menu offered in Bentley's Pub. Doors open 7 a.m., kick-off approximately 8:15 a.m. (Florida)

10 February SWEATHEART 5K RUN

10-14 February VALENTINE'S DINNER SPECIALS

Weekend Specials in Sables, Oasis, Greenstreet and Hartell House. Ladies receives a special gift in Sables and Hartell House.

17-19 February MARDI GRAS PARTY

Celebrating Mardi Gras with traditional food & beverage in Bentley's Pub. Sales booth with feathered masks and beads at Guest Services prior to event date.

MARCH

(DHL will be decorated with spring flowers and Easter items.)

17 March ST. PATRICK'S DAY IN BENTLEY'S PUB & WHISPERS

All patrons who wear green to Bentley's and Whispers will receive a free gift from sponsor. Irish specialty drinks will be offered. Decorations, door prizes and party favors from sponsor.

APRIL

1-30 April INCOME TAX MONTH

Bring your tax form to Sun Dae's and receive 50% refund on your Cold Fusion.

3 April NCAA FINAL FOUR

4 April EASTER BUNNY CHECKS IN THE HOTEL

8 April EASTER BRUNCH WITH THE EASTER BUNNY

Brunch on the Mezzanine, in Greenstreet, Oasis and Hartell House.

EASTER EGG HUNT

Easter Egg Hunt out in the Oasis courtyard and at Hartell House Outdoor Patio.

23 – 27 April ADMINISTRATIVE PROFESSIONALS' DAY

Week specials in Greenstreet, Oasis and Hartell House.

MAY

5 May CINCO DE MAYO CELEBRATION

A Mexican celebration in Oasis and Bentley's welcomes CINCO de MAYO with giveaways and food specials.

TBA CONCERT IN THE PARK SERIES THROUGH AUGUST

Various bands scheduled to perform in courtyard area. Picnic/BBQ style food and beverage will be offered. Promotion will encourage families to bring their blankets for a relaxing "concert in the park".

11 & 12 May DHL 17th Year ANNIVERSARY CELEBRATION

Annual Anniversary Party will include: Opening ceremony with cake cutting by local command on evening of the 11th and on the 12th^t, we hold a 3K Fun Run, a 3 on 3 Basketball tournament and a Block Party, a carnival with assorted game booths, food tents, PCS Garage Sale and SUPER entertainment.

13 May MOTHER'S DAY BRUNCH SPECIALS

Brunch in Greenstreet, on the Mezzanine and at Hartell House.

JUNE

1-30 June NATIONAL BLUEBERRY MONTH
Offer special desserts made of blueberry in all restaurants.

2 June CANCER SURVIOR 5K

17 June FATHER'S DAY BRUNCH
Brunch in Greenstreet, On the Mezzanine, Hartell House, dinner entrees in Oasis and Sables.

21 June FIRST DAY OF SUMMER & ICE CREAM DAY
Free scoop of ice cream with any meal purchased in restaurants.

JULY

1 ~ 4 July 4TH OF JULY RESTAURANT SPECIALS
Specials offered in all outlets to celebrate 4th of July.

19 July FIND DIAMOND IN 100 STACKED CHAMPAGNE FLUTES
99 rhinestones and one real diamond...place one stone in each glass and randomly select a guest to take a pick. (In con-junction with Ladies Night in Bentley's Pub)

21 July POOL PARTY
Celebrate the opening of the first pool in the US.

26 July THE DATING GAME in Bentley's Pub
Two men & two women will get to interview a person for a blind date...Same idea as the TV show, the Dating Game.

SEPTEMBER

(DHL will be decorated in Autumn/Harvest colors in mid September.)

1 September HAWAIIAN LUAU
Outdoor luau held in the DHL Courtyard area with music, live Hawaiian entertainment, prizes, pig roast and BBQ.

1 – 4 September LABOR DAY SPECIAL
A week long special in all restaurants.

TBD September MONDAY NIGHT FOOTBALL - KICKOFF
Party in Bentley's and Whispers promoting the beginning of Monday night football, (viewed on Tuesday nights in Korea) viewed on the big screen TV.

Weekly MONDAY NIGHT FOOTBALL THROUGH DECEMBER
Monday night football in Bentley's and Whispers (viewed on Tuesday nights in Korea). Big screen TV and food specials.

22 & 23 September OKTOBERFEST TEASE
Promotion at hotel lobby/entrance for the Oktoberfest. Sell wursts, side dishes, and beverages. Also have Volksmarch on the 22nd.

28, 29, 30, 5, 6 & October 7 OKTOBERFEST
Six-day (two weekends) event featuring German cuisine, German beer and wine, contests and dancing in our BIG TENT out in the upper level Point Parking lot. Special Oktoberfest mugs and Cuckoo Clocks, pretzels will be sold. Staff will be in German costume. Free admission to the party. Estimate 600 people per night.

4 September – October 6 CHOSUK DELI GIFTSET

OCTOBER

2 – 10 October COLUMBUS DAY SPECIAL
Specials offered in all restaurants.

15 October SWEETEST DAY
Sweetest Day & National Dessert Day this month. Specialty desserts and beverages offered.

31 October HALLOWEEN PARTY IN BENTLEY'S PUB
Halloween party featuring specialty drinks, costume contest, dancing and prizes supplied by sponsor.

NOVEMBER

1 – 30 November MILITARY FAMILY APPRECIATION MONTH
Offer discounted price for Spaghetti or free choice of pie with ice cream.

22 November TURKEY TROT 5K

22 November THANKSGIVING BRUNCH/DINNERS SPECIALS
Dinners on the Mezzanine, Sables, Greenstreet, Oasis and at the Hartell House.

28 November SANTA CHECKS IN THE HOTEL

DECEMBER

(DHL will be decorated like a winter wonderland, complete with Santa's workshop.)

9 December BREAKFAST WITH SANTA

Special "Breakfast with Santa" for families in Oasis Restaurant. Children's menu will be featured such as "Frosty's fantastic French toast sticks". Crayons and blank "wish list" coloring sheets will be given away. After breakfast Santa will be available for Polaroid/or professional photos and visits with the children.

24 December CHRISTMAS EVE BRUNCH/DINNER SPECIALS

Dinners on the Mezzanine, Sables, Greenstreet, Oasis and at the Hartell House.

25 December CHRISTMAS BRUNCH/DINNERS SPECIALS

Dinners on the Mezzanine, Sables, Greenstreet, Oasis and at the Hartell House.

31 December NEW YEAR'S EVE PARTY

Gala New Year's Eve party throughout the hotel. Themed parties with decorations, party favors and hors d'oeuvres. Disc jockey or combination disc jockey/band for entertainment. All-inclusive ticket price, with advance ticket sales. Estimate 3,000 people.