

# Proposal Prepared Exclusively For



Presented To:

Ms. Casey Nottage and Mr. Bob Puskar  
Monday, January 16, 2012

Prepared By:

Ms. Marti Waicelunas  
Director, Conference Services

Ms. Cynthia Kotfila  
Special Events Manager



7200 North Scottsdale Road, Scottsdale AZ 85253  
(800) 306-0059 | Fax (480) 951-5152





## PROPOSAL OF SERVICES

This document will serve as a formal Proposal for Services to be provided to Military Order of the Purple Heart by THE SCOTTSDALE PLAZA RESORT. It is a privilege for us to have the opportunity to present these services to Military Order of the Purple Heart. Prices quoted herein are estimated for the dates of proposed operation of this program. Prices will be guaranteed in an updated Letter of Agreement when actual activities and inclusions are confirmed. Should actual participation drop below specified minimums; or should specific inclusions be changed by Military Order of the Purple Heart, or should official supplier tariffs change, THE SCOTTSDALE PLAZA RESORT reserves the right to adjust prices accordingly.

### **PROGRAM SPECIFICATIONS:**

Program Name: Military Order of the Purple Heart 2012 National Convention  
Program Dates: August 4-8, 2012  
Participants: 400

Clients: Casey Nottage and Bob Puskar

#### THE SCOTTSDALE PLAZA RESORT

Contact: Cynthia Kotfila  
Title: Special Events Manager

Phone: (480) 951-5144  
Fax: (480) 951-5152  
Email: [cynthiak@scottsdaleplaza.com](mailto:cynthiak@scottsdaleplaza.com)



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**Date:** Thursday, August 9, 2012  
**Event:** Tour Options

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## Desert Botanical Garden



In the heart of the desert lies a lush oasis of flora unique to Phoenix. This is the Desert Botanical Garden, home to the one of the world's largest and most diverse collection of desert plants. A stroll through the Garden's meandering trails will allow your guests to discover just how much life and beauty the desert holds.

One of the finest collections of desert plants in the world, The Desert Botanical Garden displays more than 15,000 desert plants in a spectacular outdoor setting

that provides excellent photo opportunities and invokes a leisurely sense of time the moment guests arrive.

Allow your guests to experience the beauty of the Garden for themselves through one of these unique tours that creates more than just an experience for your guests, but also a memory.

### Desert Discovery Tour

Guests will enjoy this guided tour that takes them through the Garden to view and learn about some of the many plants that thrive in it. A knowledgeable docent guide will greet your guests at the entrance and lead them through the Garden, offering insight about the flora and occasional fauna that call the Garden their home, and answer any questions your guests may have. This is an excellent introduction to desert plants and makes for a lovely morning or afternoon tour.

**Duration:** 1 hour tour; 4 hours total activity time

**Price:** \$97.00 + tax per person, based on a minimum of 10 guests  
\$69.00 + tax per person, based on a minimum of 20 guests

**Minimum:** 10 guests

**Maximum:** TBD based on group's unique needs

**Inclusions:**

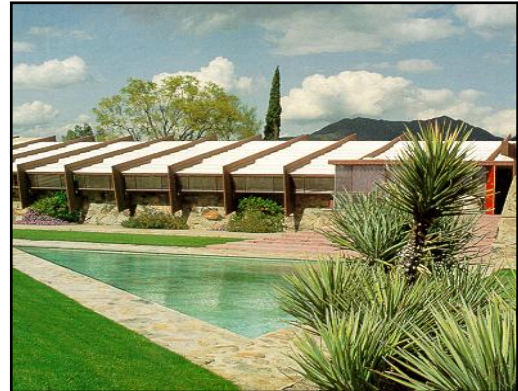
- Round trip transportation based on four (4) hours
- Guided Desert Discovery tour
- Souvenir Desert Discovery Trail Guide
- SCOTTSDALE PLAZA RESORT staff coordination
- All applicable gratuities



# Taliesin West Tour

Today, your guests will enjoy a fascinating visit to the world-renowned westward home of Frank Lloyd Wright. Your group's tour begins with a transfer to Taliesin West, where Taliesin staff and guides will greet your guests.

Constructed in 1937 from rocks and sand gathered from the desert floor, Taliesin West is now a National Historic Landmark. Initially, Taliesin West was a winter home for Wright's Wisconsin school. Students lucky enough to study at Taliesin lived in tents and simple shelters, and now, over 50 years later, still do!



In keeping with its original design, the site serves as a living, working, educational facility to this day. Noted for its unusual form, this architectural masterpiece is an excellent example of the way in which Frank Lloyd Wright attempted to harmonize his creations with their natural surroundings.

Upon arrival at the home in the midst of 600 acres of rugged Sonoran desert, guests will enjoy an extensive 90-minute "Insights Tour," led by a guide who is passionate about Wright's work. Guests will visit the Cabaret Cinema, Music Pavilion, Seminar Theater, and Wright's private office—all linked by dramatic terraces, gardens, and walkways overlooking the rugged Sonoran Desert and Valley below. Knowledgeable guides explain how the architecture relates to the natural desert and provide an overview of Wright's basic theories of design.

## Panorama Tour

*Your guests will experience firsthand Wright's brilliant ability to integrate indoor and outdoor spaces. This tour will take your guests through the facility to visit the Cabaret Theater, Music Pavilion, Seminar Theater and Wright's private office—all linked by dramatic terraces, gardens and walkways overlooking the rugged Sonoran Desert and Valley below. Knowledgeable guides will explain how the site relates to the natural desert and provide a general overview of Wright's basic theories of design, history of the site and activities of Taliesin Fellowship community life.*

**Duration:** 1 hour tour; 4 hours total activity time

**Price:** \$83.00 + tax per person based on a minimum of 15 guests  
\$66.00 + tax per person based on a minimum of 25 guests

**Minimum:** 15 guests

**Maximum:** 25 guests per tour (larger groups may be accommodated with staggered scheduling)

## Inclusions:

- Round trip transportation based on four (4) hours
- Guided Panorama Tour as described
- SCOTTSDALE PLAZA RESORT staff coordination
- All applicable gratuities



### **Insights Tour – 90 minute**

*The newly-restored living quarters and the dramatic Taliesin West living room (called the “Garden Room” by Wright) are the highlights of this tour, which also includes all elements of the Panorama Tour. The living room was the social gathering place for Wright and the many famous guests he entertained. It is entered through a typically Wrightian low-ceiling, stone wall space which opens to a 56-foot long by 34-foot wide room, linked to the garden and bedroom wing on the east by expansive windows. Visitors can sit in Wright-designed furniture and experience firsthand the drama of being a guest in Wright’s famous home.*

**Duration:** 1.5-hour tour; 4 hours total activity time

**Price:** \$86.00 + tax per person, based on a minimum of 15 guests  
\$73.00 + tax per person, based on a minimum of 25 guests

**Minimum:** 15 guests

**Maximum:** 25 guests per tour (larger groups may be accommodated with staggered scheduling)

**Inclusions:**

- Round trip transportation based on four (4) hours
- Guided Insights Tour as described
- SCOTTSDALE PLAZA RESORT staff coordination
- All applicable gratuities



# Musical Instrument Museum



The Musical Instrument Museum (MIM) offers a shared experience of the history of musical instruments throughout the world. The space is bright and open, providing guests with a warm and comfortable environment. Guests are introduced to MIM through the Orientation Gallery on the first floor showcasing the artistry, diversity, and movement of musical instruments from around the world. On the second floor, guests can venture into different regions of the world to discover the complete orchestra of a Chinese opera, a big-band jazz ensemble, or all the instruments of a mariachi band, among others.

The collection includes instruments from around two hundred countries and territories in the world. Some larger countries such as India, China, Russia, the United States, Congo, and others have multiple displays with subsections for different types of ethnic, folk, and tribal music. The instruments have both historic and artistic merit and many are more than fifty years old. MIM's goal is to acquire instruments that have been used for folk and tribal occasions wherever possible.

Guests are given wireless headsets to wear throughout the museum. As they approach different displays, they can hear the instruments being played, either solo or as an ensemble. Photographs and video familiarize guests with the unique sounds of each musical culture, allowing them to share a common experience. Special display areas and exhibitions emphasize interactivity and personal selection.

Also at each exhibit there will be video playing on high-resolution flat screens which gives guests an opportunity to see instruments performed. A Japanese taiko drummer or a hurdy-gurdy man is an experience not soon to be forgotten. Signage with information about the instruments, along with maps for orientation, allows guests to tour the many displays through each country of the world. The nearly three hundred exhibits are spaced to provide comfortable viewing and an uninterrupted wireless signal.

**Duration:** 1-hour tour; 4 hours total activity time

**Price:** \$75.00 + tax per person, based on a minimum of 10 guests  
\$48.00 + tax per person, based on a minimum of 20 guests  
\$40.00 + tax per person, based on a minimum of 30 guests

**Inclusions:**

- Round trip transportation
- Audio Tour of the MIM  
(Private guided tours offered on Monday, Tuesday and Saturday at 10am or 1pm only)
- THE SCOTTSDALE PLAZA RESORT staff coordination
- All applicable gratuities

**Please Note:** This tour subject to availability at the time of booking.



# The Heard Museum



The internationally acclaimed Heard Museum houses one of the most unique and extensive exhibits on the culture and art of the Indians of the American Southwest to be found anywhere in the world. Within the galleries of this Spanish Colonial-style building guests will find extensive collections of clothing, tools, weapons, pieces of handcrafted jewelry, baskets, pottery, textiles, and paintings; all of which serve to educate visitors on the resourcefulness and artistic abilities of the Southwest Indians. A main focus of the Heard Museum is to trace the development of these arts and crafts from prehistoric times to the present.

Perhaps the most notable collection in the museum is that of the Kachina dolls. These beautiful dolls, painstakingly carved by Hopi and Zuni craftsmen, line the walls of an entire room. These magnificent creations hold great historical, cultural and spiritual significance to the Hopi and Zuni peoples, and are only considered authentic if they are made from a single root of a cottonwood tree and carved by a male tribal member.

Today your guests will be led through the museum by a guide who will discuss the history and culture of the Indians represented in the Heard Museum, as well as be available to answer any questions your guests may have.

**Duration:** 1-hour tour; 4 hours total activity time

**Price:** \$75.00 + tax per person, based on a minimum of 10 guests  
\$46.00 + tax per person, based on a minimum of 20 guests  
\$41.00 + tax per person, based on a minimum of 30 guests

**Minimum:** 10 guests

**Maximum:** 100 guests

**Inclusions:**

- Round trip transportation based on 4 hours
- Guided tour of the Heard Museum
- SCOTTSDALE PLAZA RESORT staff coordination
- All applicable gratuities

**Please Note:** This tour subject to availability at the time of booking.



# Talking Stick Casino

Try your hand at Black Jack or Texas Hold 'em. The group may enjoy time at the tables at Talking Stick Casino, located a short 10 minutes away. Let it ride!

## TRANSPORTATION

18-Passenger mini coach:	\$140.00 inclusive per hour
24-Passenger mini coach:	\$155.00 inclusive per hour
36-Passenger mini coach:	\$175.00 inclusive per hour

*Based on a three (3)-hour minimum*

48-Passenger motor coach:	\$195 inclusive per hour
55-Passenger motor coach:	\$215 inclusive per hour

*Based on a four (4)-hour minimum*

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## Grand Canyon "Up Close and Personal" Tour



It has been said that going from Phoenix to the Grand Canyon is the scenic equivalent of driving from Mexico to Canada, because of Arizona's dramatic elevation changes. Today, your guests will experience the best of the Grand Canyon on an "up close and personal" small group tour, led by a local Arizona enthusiast and professional guide. The tour is conducted in a custom-designed touring van, featuring leather captain's chairs for every seat and plenty of wide windows, offering each guest expansive views of the scenery along the way to the Grand Canyon.

Shortly after leaving Phoenix, this tour passes through Sedona's Red Rock Country and the lush and towering Oak Creek Canyon. From there, your group will plunge through the heart of the largest ponderosa pine forest on Earth and even catch a glimpse of the world famous "Route 66."

The Grand Canyon/Sedona tour allows guests to see both of Arizona's "must see" locations in the same fully narrated and guided day tour. After departing the Phoenix metro area, Sedona is the first stop. Your guide will drive through the entire Sedona area, including uptown Sedona and the full length of Oak Creek Canyon. Guests will have a chance for a photo stop and another stop in uptown Sedona, in the middle of the shopping district. Oak Creek Canyon is one of the country's best scenic drives on the way to the Grand Canyon. Your group will arrive at the South Rim of the Grand Canyon National Park between 12:00 PM and 12:30 PM.

Guests will have 3 hours in Grand Canyon National Park to walk the Rim, shop, have lunch or just relax on the Rim. Lunch is ordered from a local favorite restaurant. Lunch is either picked up in Sedona or done on the Navajo Reservation, depending on season and weather. While in



the Grand Canyon, the group will explore a 30-mile section of road that winds along the rim of the canyon. Guides will showcase the best rim views and history along the way. The Navajo Nation and Painted Desert views are part of the tour with a stop at Navajo trading post and a chance for photos for 30 – 40 minutes.

**Duration:** 13 – 14 hours

**Tentative itinerary:**

6:30 AM Depart The Plaza  
8:30 AM Arrive in Sedona for photo ops and a little shopping  
12:30 PM Arrive at the Grand Canyon for lunch and free time for guests  
4:00 PM Depart the Grand Canyon for the return trip to the Valley of the  
8:30 PM Arrive at The Plaza

**Price:** \$230.00 + tax per person, based on a minimum of 4 guests

**Minimum:** 4 guests

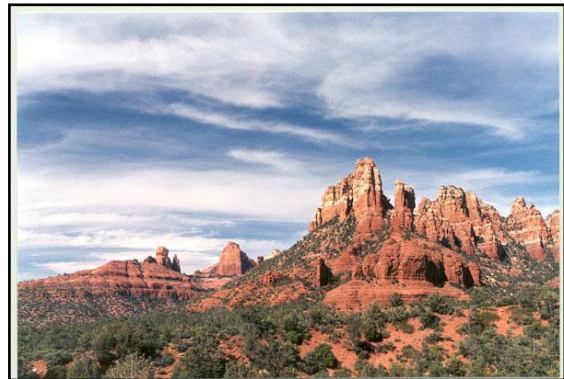
**Maximum:** 10 guests per van; TBD based on group size

**Inclusions:**

- Round trip transportation via custom-design touring van (10-guest maximum per van)
- Sedona drive-through tour with photo opportunities
- Three (3) hours in the Grand Canyon National Park, South Rim
- Lunch at a local restaurant
- Navajo Nation drive-through tour with free time and photo opportunities
- Professional tour guide
- Bottled waters onboard the vehicle
- All necessary park permits and entrance fees
- Scottsdale Plaza Resort staff coordination
- All applicable gratuities

## Sedona Tour

Drifting clouds, towering pinnacles, and sheer canyon walls create a magical setting for the Red Rock country of Sedona. In sharp contrast to the bright blue sky, monoliths of vivid red sandstone rise as if cast adrift from the Mogollon Rim. Oak Creek Canyon, with its dramatic red rock ridges etched over millions of years by wind and seas, slices dramatically through the scene.



Today, your group will board a comfortable touring vehicle at their hotel for a relaxing journey to Sedona. Welcoming your guests aboard will be a professional tour guide, a knowledgeable and friendly local who will make the ride to Sedona interesting from start to finish. As the coach gets on its way, your group's first stop will be Montezuma Castle National Monument. This towering castle of stone and mortar was built by the cliff dwelling Sinagua Indians in the 12th or 13th century, and remains as a memorial to the mysterious culture that ruled this land hundreds of years ago. As guests gaze up at this impressive structure, they will wonder what life must have been like for the Sinagua Indians



responsible for its construction. Your group's guide will share interesting facts and information about this historic structure during the stop.

Next, guests will re-board the bus for the remainder of the journey into Sedona. As the town approaches, your group will make a stop at Oak Creek for an incredible photo opportunity of Bell Rock.



Upon arrival in Sedona, your group will make a stop for lunch. Next, your group will have their choice of free time and shopping in either uptown Sedona or at the village of Tlaquepaque (Tuh-lockuh-pockey). Uptown Sedona features a wide variety of shops, many with products made by local artists, as well as unique cafes. Tlaquepaque, which lies in the valley of Sedona at the mouth of Oak Creek, is named after a village outside Guadalajara, Mexico, and boasts the fine craftsmanship of local artisans, along with beautiful and unusual gifts from around the world. Your guests may take some time

to stroll along the tiled walkways among arched doorways, or unwind near one of many gracious fountains and admire the colorful flowers that decorate this village and give it such a distinct Mexican flavor.

After their free afternoon, guests will be picked up by the vehicle for the return transfer to Phoenix. This afternoon will provide your guests will an opportunity to relax and enjoy all that Sedona has to offer!

### **Tentative Itinerary**

7:00 AM	Pick up at the group's hotel for transfer to Sedona
8:30 AM	Stop at Montezuma Castle
10:15 AM	Stop at Bell Rock pullout for photo opportunity
11:00 AM	Lunch
12:30 PM	Drop off at uptown Sedona for shopping/free time
12:45 PM	Drop off at Tlaquepaque for shopping/free time
3:30 PM	Pick up at uptown Sedona for return transfer to Phoenix
3:45 PM	Pick up at Tlaquepaque for return transfer to Phoenix
5:30 PM	Arrive at the hotel

**Duration:** 10-11 hours

**Price:** \$175.00 + tax per person, based on a minimum of 10 guests

### **Inclusions:**

- Round trip transportation
- Professional tour guide
- Admission to Montezuma Castle
- Lunch
- Self-guided tour and shopping at Tlaquepaque or uptown Sedona
- SCOTTSDALE PLAZA RESORT staff coordination
- All applicable gratuities

**Please Note:** This tour is subject to availability at the time of booking.



# Saguaro Lake Cruise



Today your guests will get to experience the magnificence of both desert beauty and natural wildlife of one of the Valley's hidden treasures, spectacular Saguaro Lake. Originally launched in 1964, the Desert Belle has been plowing the waters of Saguaro Lake for over forty years. During the 90 minute narrated cruise your guests will see exotic Arizona wildlife, towering canyon walls, and dramatic desert vistas. The Desert Belle is a unique way to enjoy all the beauty that Arizona has to offer.

Along the way, we'll see:

- Geological Formations - The beauty created by wind and water over millions of years on the desert landscape
- Flora - Prickly pear, barrel, jumping cholla and majestic Saguaro cacti, mesquite, ironwood and Arizona's state tree, the Palo Verde
- Desert fauna - Both predators and prey, including ring-tailed cats, bobcats, mountain lions, coyotes, javalina, bighorn sheep and deer
- Avian Species - Vultures, falcons, eagles, hawks and many others to catch your eye

**Duration:** 1.5-hour cruise; 4 hours total activity time  
12:30pm cruise departs

**Tentative Itinerary:**

11:30am depart Scottsdale Plaza Resort  
12:00pm arrive at Saguaro Lake  
12:10pm check in for Desert Belle lake cruise  
12:30pm Desert Belle departs  
2:00pm Desert Belle tour ends  
2:10pm depart Saguaro Lake  
2:45pm arrive at Scottsdale Plaza Resort

**Price:** \$50.00 + tax per person, based on a minimum of 10 guests

**Minimum:** 10 guests

**Maximum:** 100 guests

**Inclusions:**

- 1.5 hour narrated cruise
- SCOTTSDALE PLAZA RESORT staff coordination
- All applicable gratuities

**Please Note:** This tour subject to availability at the time of booking.



## Desert Jeep Tour



Allow your guests to share an adventure they'll never forget! Your group will travel back in time to the real Old West aboard a custom-rigged 4X4 and experience the awesome beauty of the Sonoran Desert. Today your guests will have the opportunity to explore the rugged trails that are home to the second most diverse ecosystem in the world. Your group will be picked up from their hotel in a 4X4 vehicle built for the road and will be transported from pavement to prickly pear cacti.

As the vehicle winds through the rough washes of the desert, your group will feel miles from anywhere as their surroundings are suddenly natural desert for miles around. The driver guide will make a stop at a small trail, where guests will learn about the local flora and fauna, Native American uses and survival techniques of the desert, and also simply take in the desert from an up close and personal point of view. Driver guides will entertain your guests with many stories,

including a few tall tales. Before the day is done, your group will also make a stop at a natural rock outcropping, providing unparalleled views of the desert, mountain ranges and an incredible setting sun.

*Recommended attire: Long pants, closed-toe shoes, light jacket or sweater, sunglasses or hat, sunscreen.*

**Duration:** 4 hours

**Pricing:** \$120.00 + tax per person, based on a minimum of 5 guests per vehicle

**Minimum:** 1 jeep, 5 guests per jeep

**Maximum:** 10 jeeps, 50 people total

### **Inclusions:**

- Round trip transportation via 4X4 vehicles
- Experienced driver guides
- Desert nature walk
- Bottled waters on jeep
- SCOTTSDALE PLAZA RESORT staff coordination
- All applicable gratuities

**Please Note:** This activity is subject to availability at the time of booking. Proper footwear is REQUIRED; SCOTTSDALE PLAZA RESORT reserves the right to refuse any guest not wearing closed-toe shoes.

# Up, Up and Away!



Ballooning is an exhilarating experience for everyone, and this afternoon, high above the desert Saguaros, your guests will feel light as feathers in the Arizona sky.

As the balloon gently leaves the earth, guests will be amazed at how light the balloon feels. During the flight your guests will have an unobstructed 360-degree view of the Sonoran Desert to take excellent photographs. Flying close to the ground, usually under 400 feet, the sight and sounds of desert life, such as jackrabbits, quail, road runners and coyotes are close at hand. The pilot will point out the exotic desert plant life below and descend to within inches of trees and cacti. The pilots may then choose to rise higher, affording a marvelous view of the valley. By changing altitude, the pilot may be able to change direction by finding a shift in wind currents at another level.

When the balloon has descended, your guests will be greeted in the traditional manner with flutes of champagne. The group will also be inducted into the ballooning society and awarded the Certificate d'Ascension en Machine Aerostatique. This is an experience of lifetime not soon forgotten!

**Duration:** 4 hours total activity time

**Price:** \$195.00 + tax per person

**Minimum:** 6 guests

**Maximum:** 12 guests per basket

**Inclusions:**

- Round trip transportation
- Scenic 1 – 1 ½ hour flight over the Sonoran Desert
- Post-flight champagne balloonist ceremony
- Breakfast or hors d'oeuvres served in the desert
- Presentation of a commemorative flight certificate

**Please Note:** This tour operates in the morning only from April to October. Afternoon flights are offered in addition to morning flights November to March. This activity is subject to availability at the time of booking.



# Terms and Conditions

The following terms and conditions may apply to this proposal of services.

## *Activities*

- All activities are subject to availability at the time of contract.
- Pricing is subject to increase should actual numbers fall below specified minimums.
- Client is subject to all vendor regulations and guidelines, including but not limited to: final guarantee and cancellation dates; minimum participation requirements; age, height, weight and/or physical condition restrictions; appropriate attire and valid insurance or driver's license.
- THE SCOTTSDALE PLAZA RESORT reserves the right to refuse any guest who does not comply with vendor regulations and guidelines.
- THE SCOTTSDALE PLAZA RESORT must receive final activity guarantees no later than five (5) days prior to the date of the activity.

We hope you have enjoyed reviewing our presentation. THE SCOTTSDALE PLAZA RESORT has invested time, energy, and funds in developing the information included in the presentation. We believe our theme parties, recreational events, and other services are unique and creative in their content. This represents concepts, ideas, and information that are essential to our business success. We therefore consider these materials to be confidential trade information on loan to you with your understanding and acceptance of their proprietary nature.

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