

## This Week in Marketing (Week 9)

June 11 - 14, 2026

<b>Thursday, June 11   EST. Attendance: 1,797</b>	<b>Friday, June 12   EST. Attendance: 1,938 PTP 101</b>
<b>Live Racing:</b> 8 Races <b>Gates Open</b> - 5:00 pm; <b>1st Race</b> - 6:35 pm Lvl 1: 424/ Lvl 2: 354/ Silks: 361/ Lvl 5:390/ Lvl 6: 133 / Other: 135	<b>Live Racing:</b> 8 Races <b>Gates Open</b> - 5:00 pm; <b>1st Race</b> - 6:35 pm <b>PTP101 Event:</b> Paddock Lounge, 6PM-8:00PM
	<b>Suite Tour @ 7:15PM:</b> Meet near <b>East Side Entrance @ Fred Stone Mural</b> Lvl 1: 662/ Lvl 2: 270/ Silks: 571/ Lvl 5:158/ Lvl 6: 88 / Other: 190
<b>Saturday, June 13   EST. Attendance: 3,846 Lone Star Showcase Day / Hat Giveaway</b>	<b>Sunday, June 14   EST. Attendance: 2,080</b>
<b>Live Racing:</b> - 11 Races <b>Gates Open</b> - 12:00 pm; <b>1st Race</b> - 1:35 pm <b>Stakes:</b> 5 Stakes Races <b>Free Hat Giveaway:</b> (First 1,200) <b>East &amp; West Entrances</b> Lvl 1: 799 / Lvl 2: 1,312/ Silks: 843/ Lvl 5: 389 / Lvl 6: 177 / Other: 326	<b>Live Racing:</b> - 9 Races <b>Gates Open</b> - 12:00 pm; <b>1st Race</b> - 1:35 pm <b>Sunday Discounts:</b> Senior Citizens', Military, Pepsi Can <b>Suite Tour @ 2:15PM:</b> Meet near <b>East Side Entrance @ Fred Stone Mural</b> Lvl 1: 782 / Lvl 2: 542/ Silks: 407 / Lvl 5: 180 / Lvl 6: 0 / Other: 170
<b>Weekly Promotions</b>	
<b>Senior Citizens' Discount - Every Sunday</b> Seniors 62 years or older can show their ID & receive one free general admission.	
<b>Military Discount - Every Sunday</b> Present your Military ID to receive one free general admission.	
<b>Pepsi Can Offer - Every Sunday</b> Bring any Pepsi can to receive one free General Admission & one Free Large Pepsi	
<b>NEXT WEEK ATTENDANCE PROJECTION</b>	
Friday, June 19, 2026: <b>Silent Disco</b>	<b>1,573:</b> Lvl 1: 661/ Lvl 2: 325 / Silks: 386/ Lvl 5: 86 / Lvl 6: 0/ Other: 115
Saturday, June 20, 2026	<b>3,138:</b> Lvl 1: 666/ Lvl 2: 1,203/ Silks: 760 / Lvl 5: 265 / Lvl 6: 80 / Other: 165
Sunday, June 21, 2026: <b>Father's Day</b>	<b>4,336:</b> Lvl 1: 1,823 / Lvl 2: 1,271 / Silks: 952 / Lvl 5: 290 / Lvl 6: 0 / Other: 0