

This Week in Marketing (Week 12)

July 3 - 5, 2026

Friday, July 3 EST. Attendance: 7,178 Lone Stars & Stripes Day 1 Fireworks Live Music Family Fun Military Discount	
	Live Racing: - 10 Races (Last Race at 8:57 p.m.) Gates Open - 3:00 pm; 1st Race - 4:45 pm Parking - \$20 (All Lots AFTER 2PM)
	Fireworks: 20-Minute Show After Live Racing Live Music in Courtyard: Featuring Vegas Stars (4-10 p.m.) Family Fun (Extended Perimeter): Petting Zoo, Pony Rides, Face Painters, Airbrush Tattoo Artists & Games. (3-9 p.m.) Military Discount
	Lvl 1: 4,167 / Lvl 2: 1,426 / Silks: 1,034/ Lvl 5: 284/ Lvl 6: 167/ Other: 100

Saturday, July 4 EST. Attendance: 11,995 Lone Stars & Stripes Day 2 Fireworks Live Music Family Fun Military Discount		Sunday, July 5 EST. Attendance 1,475	
Live Racing: - 10 Races (Last Race at 8:57 p.m.) Gates Open - 3:00 pm; 1st Race - 4:45 pm Parking - \$20 (All Lots after 2PM)		Live Racing: - 10 Races Gates Open - 12:00 pm; 1st Race - 1:35 pm	
Fireworks: 20-Minute Show After Live Racing Live Music in Courtyard: Featuring Vegas Stars (4-10 p.m.) Family Fun (Extended Perimeter): Petting Zoo, Pony Rides, Face Painters, Airbrush Tattoo Artists & Games. (3-9 p.m.) Military Discount		Sunday Discounts: Senior Citizens', Military, Pepsi Can	
Lvl 1: 8,609 / Lvl 2: 1,429 / Silks: 1,158 / Lvl 5: 376 / Lvl 6:142 / Other: 0		Suite Tour @ 2:15PM: Meet near East Side Entrance @ Fred Stone Mural	
		Lvl 1: 839 / Lvl 2: 387 / Silks: 225 / Lvl 5: 24 / Lvl 6: 0 / Other: 0	
Weekly Promotions			
Senior Citizens' Discount - Every Sunday Seniors 62 years or older can show their ID & receive one free general admission.			
Military Discount - Every Sunday Present your Military ID to receive one free general admission.			
Pepsi Can Offer - Every Sunday Bring any Pepsi can to receive one free General Admission & one Free Large Pepsi			
NEXT WEEK ATTENDANCE PROJECTION			
Friday, July 10, 2026		2,106: Lvl 1: 832/ Lvl 2: 266 / Silks: 528/ Lvl 5: 252 / Lvl 6: 28/ Other: 200	
Saturday, July 11, 2026		3,307: Lvl 1: 823/ Lvl 2: 918/ Silks: 840/ Lvl 5: 371 / Lvl 6: 155 / Other: 200	
Sunday, July 12, 2026		2,336: Lvl 1: 1,190/ Lvl 2: 590/ Silks: 426 / Lvl 5: 155 / Lvl 6:55 / Other: 0	