



# Texas Horse Society Introduction

# Core Objectives



- **Attract a younger loyal audience:**

- Create opportunities to introduce young and mid-career professionals to the sport.
- Increase regular attendance at Texas race events for individuals 25 to 45.

- **Educate a new generation:**

- Provide a visible, realistic and simplistic pathway to convert to fans and owners.
- Increase betting and ownership among individuals 25 to 45.



# Young Adult Marketing Project



## ■ Phase I

- To develop a comprehensive road map for the Texas horse racing industry to market and engage the early to mid-career audience for the purpose of growing Texas horse racing over the next three to five years.
- Conduct extensive market research – Houston, DFW, Austin & San Antonio
- Understand challenges.
- Identify opportunity areas.
- Design concepts for implementation.

## ■ Phase II

- Host Events at Races and Other Equine Events
  - 8 Events Held in 2025
  - Rodeo + Polo + Horse Shows

## ■ Phase III

- Develop business plan with membership benefits



# Research Summary

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## Action

- Four in-person focus groups
- Online survey
- Conversations with industry participants
- Conversations with external operators





# Research Summary

## Action

Four in-person focus groups

- Fort Worth, Houston, Dallas and Austin
- 20 - 25 participants in each
- Focus on education and open conversation
- Substantial interest and engagement



# Research Summary

Are you interested in attending the horse races more?

[More Details](#)

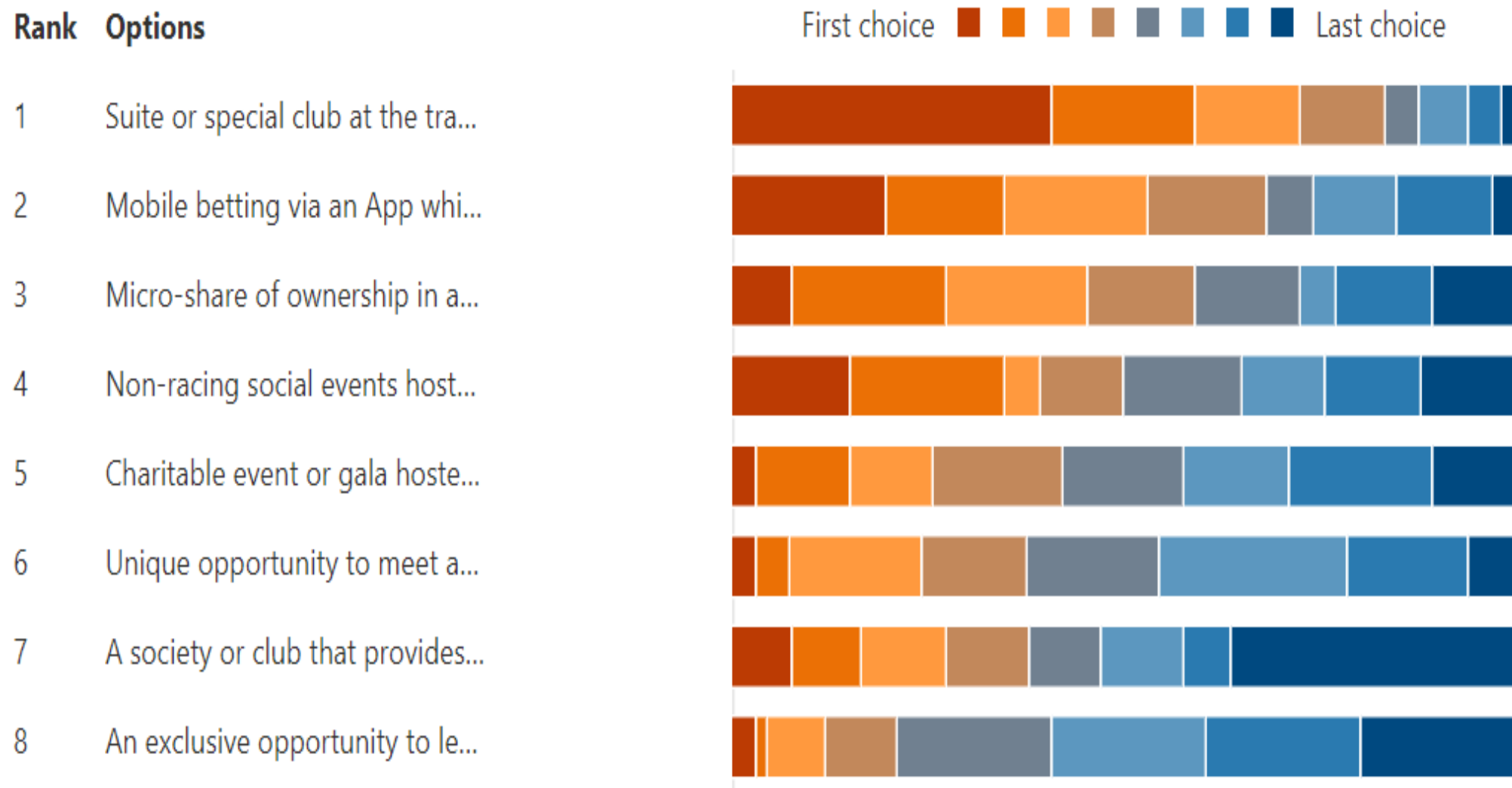
 Insights

|   |       |    |
|---|-------|----|
|  | Yes   | 62 |
|  | No    | 1  |
|  | Maybe | 5  |



# Research Summary

Rank the items below in order of your personal interests, relative to how likely they are to increase your interest in horse racing



# Research Summary

Which of the options below would help you bring friends to the races more often?

[More Details](#)

|                                      |    |
|--------------------------------------|----|
| ● Weekend brunch special             | 19 |
| ● A designated space to watch t...   | 35 |
| ● An exclusive place for just you... | 24 |
| ● Access to more information o...    | 16 |
| ● Other                              | 5  |





# Industry Considerations

- **Enhance mobile betting availability**
  - Research shows that there is a significant educational barrier to entry which could be addressed partly through greater access to betting and educational material through a mobile device platform accessible on track.
- **Direct advertising toward "hot" social platforms**
  - Research shows that the target demographic relies heavily upon Instagram and TikTok for event information.
  - Target demographic is also susceptible to social influencer persuasion through these social media channels, which could be a significantly viable marketing exercise.
- **Actively pursue opportunities to develop positive industry image**
  - Regulatory considerations for illegal substance abuse
  - Support of after-care programming
  - Seeking opportunities to invest in reductions in horse injuries
- **Create opportunities for fan immersion in the sport**
  - Fan insights into betting & horse ownership opportunities
  - Access to currently restricted areas



# Implementation Concepts

## Key Components

- Advertise on familiar channels
- Create “VIP” racing experiences
- Feel what it’s like to win
- Simplify access to the sport
- Create Texas Horse Society
- Unique brand partnerships & programming



## Texas Horse Society

- Membership-based organization
- Social engagement opportunities at race events
- Experiential offerings
- Texas racing focus
- Introduction & collaboration with other racing/horse experiences
- Member directed
- Recognized brand



## Core Concepts

- Hosted Events at Races and other Equine Sports
- Large Social Events
- Texas Horse Society Tailgates
- Texas Horse Society Handicapping Events



# Hosted Racing Events

- **Texas Horse Society Events**

- Built in unique experiences and education programming
- Behind the scenes where there are meet and greets with jockeys and industry leaders.
- Host examples:
  - Keith Asmussen, Preston Truett, Carter Pettigrew, Taylor VanBebber, Zach Stinebaugh, Jorge Haddad
  - Influencers – sports, entertainment, horse racing, social media
  - Engagement of area young professional organizations
- Build out of existing areas within Sam Houston Race Park, Lone Star Park and Retama Park for the season
  - Invest in areas of track facilities to create upscale, VIP environment
- Target Big Race dates
- 100 attendees at each event





# Lone Star Park





# Retama Park





# Sam Houston





# Corporate Events





# Other Industry Events

- Kentucky Derby
- Del Mar
- Saratoga



# PARTNERS IN TEXAS



# NEXT STEPS - 2026

## ■ Membership – Sign Ups have begun

- \$100 Membership – lapel pin for admission into any Texas track, Suite access at Texas tracks, concert and special event discounts
- Honorary Influencers

## ■ Charitable Events

- Each chapter will host an outing and raise money to highlight Aftercare and Therapeutic Riding Stables
- Happy Hour “meet ups” to raise money

## ■ My Racehorse

- Working on developing fractional ownership shares and other informative information about Horse Ownership

## ■ Create opportunities for fan immersion in the sport

- Fan insights into betting & horse ownership opportunities
- Access to currently restricted areas



**TEXAS HORSE SOCIETY**  
*A Night At The Races!*



**FRIDAY, FEBRUARY 16<sup>TH</sup>**  
**SAM HOUSTON RACE PARK**  
**6:30 PM FIRST RACE**

The Texas Horse Society is invited to be a guest of the Texas Thoroughbred Association for a fun night of horse racing at Sam Houston in a private suite.

- Learn about racehorse ownership in a short presentation on the many ways you can own and race your very own racehorse, including racing clubs, syndicates, claiming, private sale and live Texas auctions.
- Hear what is involved with racehorse training and how much training costs.
- Complimentary hospitality includes admission, suite seating, hors d'oeuvres, soft drinks and racing programs.
- Cash bar with Sam Houston happy hour specials - \$4 Big Beers (24 oz.), \$2 Wine.
- Dress is casual. Jeans are fine.

\*\*Suite capacity is 30 Texas Horse Society guests\*\*



*my***Racehorse**





# NEXT STEPS - 2026

## 2026 Event Dates

### DFW

Feb - Exclusive Farm Tour  
April – Hope 4 All Therapeutic Riding  
May – Kentucky Derby & TB Races  
Oct. – Quarter Horse Races

### Houston

Jan – Houston Racing Festival  
March – Houston Rodeo  
May – Kentucky Derby & QH Races  
Oct – SIRE Therapeutic Riding

### San Antonio

Feb – San Antonio Stock Show  
May – Kentucky Derby Party  
July – Texas Futurity & QH Sales  
Nov. – Saddlelite Therapeutic Ctr

## Sponsorship & Development Support

### Industry

- Ownership Development
- Reciprocal Benefits at other Equine Events and Racetracks throughout the U.S.
- Work with Texas Horse Industry to change gaming/gambling laws

### Non-Endemic Sponsors

- Other Clubs – YPO (Young Presidents' Organization); Park House
- Alcohol Partners – Tasting Events





[TexasHorseSociety.com](http://TexasHorseSociety.com)