



# 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



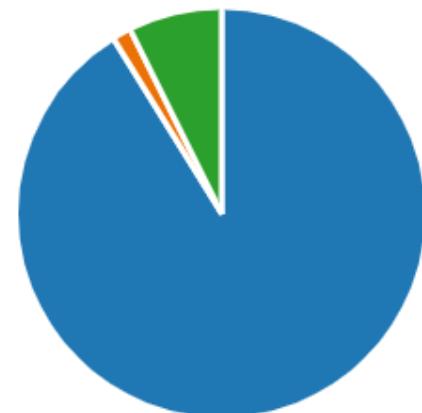
# Research Summary

- Are you interested in attending the horse races more?

[More Details](#)

 [Insights](#)

 Yes	62
 No	1
 Maybe	5

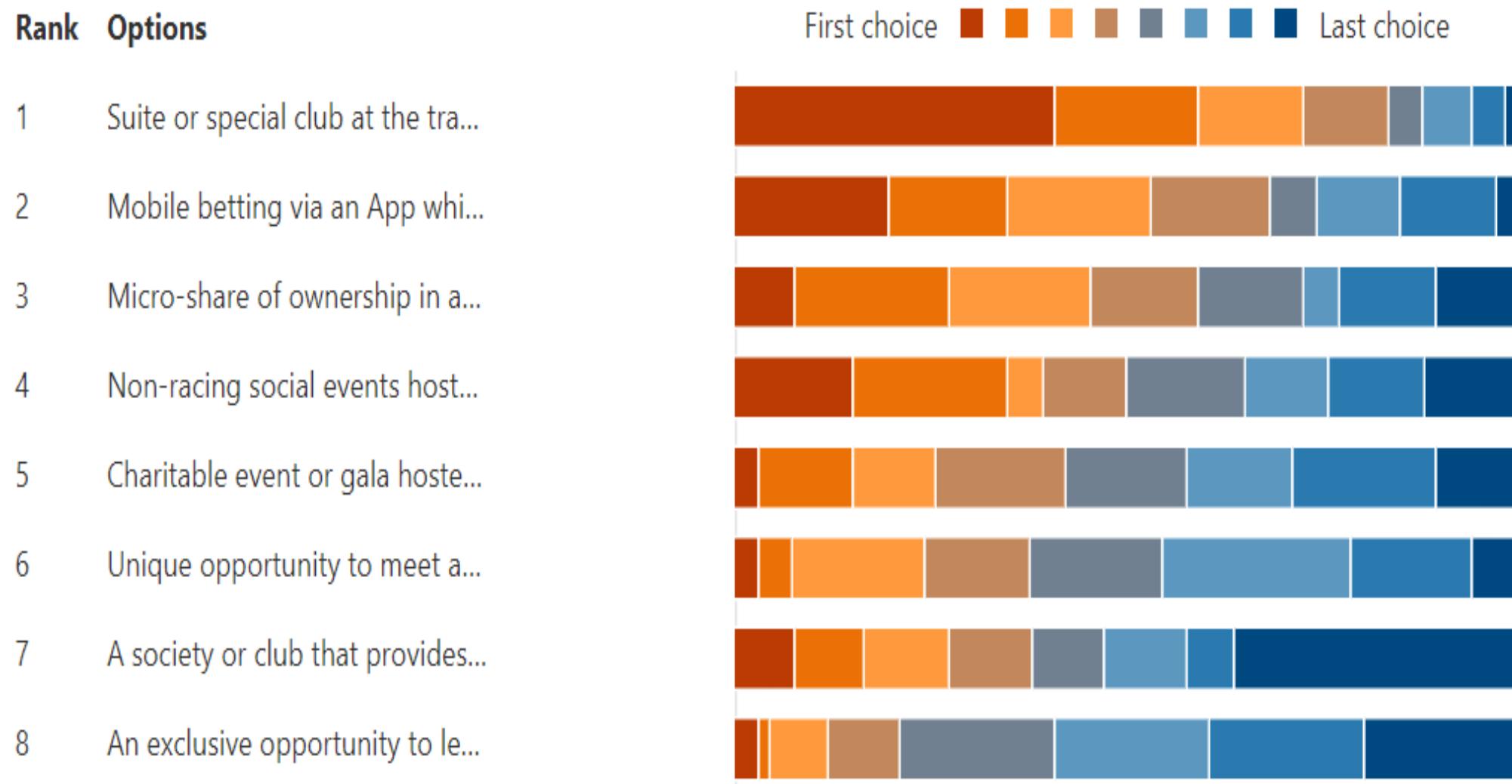


horse fields      events and More relationship      horses/owners  
Social / syndicate      Special events      dollar day      horse races  
Big race      Social event  
events with a group      horses  
day events      Lone Star      Special experience      Big event      person event  
Race Track      Social media      concerts with the races      race day



# 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 Troutt, 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



**The Texas Horse Society**  
January 25, 2025

**COADY**  
Photography  
Since 1962



# Corporate Events



# Other Industry Events

- Kentucky Derby
- Del Mar
- Saratoga



# PARTNERS IN TEXAS



**LONE STAR PARK**  
*at Grand Prairie®*



**RETAMA PARK**



AMERICAN  
QUARTER  
**HORSE**  
ASSOCIATION



**TEXAS**  
THOROUGHBRED  
ASSOCIATION



TEXAS QUARTER HORSE ASSOCIATION



TEXAS HORSE RACING  
HALL *of* FAME



# 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\*\*



**TEXAS THOROUGHBRED ASSOCIATION**

*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)