



THE UNIVERSITY OF ARIZONA
COLLEGE OF AGRICULTURE & LIFE SCIENCES

Race Track Industry Program

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Marketing Racing as a Major League Sport



Tucson, AZ — On April 11, RTIP students welcomed Paul Monroe, Director of Marketing at Lone Star Park at Grand Prairie as a guest lecturer. He stopped in to speak with the Race Track Marketing and Media Relations class about how he markets Lone Star Park not simply as a race track but as one of the major sports opportunities in the Dallas metroplex.

When it comes to marketing success, one of the keys is to never have a facility that is dark, there should always be activity on the property. When it comes to racing and promotions, Monroe is uniquely qualified to market racing as a major league sport having spent time as Director of Marketing for the Dallas Mavericks. Some of the successful events he has coordinated are Day of the Dead promotions, extreme races, and a festival surrounding the

\$1 million Texas Classic Futurity.

Monroe has also been quick to adjust to a shifting sports landscape. Esports is seeing a boom in popularity and viewership, and Monroe has plans to use that to Lone Star Park's advantage. For the 2019 meet, he has planned events around esports such as beat the "pro" as well as community competitions in battle royale genre games like Call of Duty and Fortnite.

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Race Track Industry Program — The University of Arizona Race Track Industry Program offers a bachelor's degree with an emphasis on the pari-mutuel racing industry and hosts the annual Global Symposium on Racing held every December in Tucson, Arizona.

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