

22nd DAA
Board Presentation
5.8.26

DEL MAR

Summer
Meet 2026



2026 Marketing Goals



- ◆ Create new fans by showcasing the vibrant Del Mar on track experience
- ◆ Increase attendance and maximize F&B revenue
- ◆ Promote Del Mar's world-class racing product and our industry leading equine safety and welfare protocols

Weekend Events



- ◆ Tacos & Tequila - July 18
- ◆ Family Fun Days - July 26 & Sept 6
- ◆ Uncorked Wine Festival - Aug 1
- ◆ Turf & Surf Fest - Aug 8
- ◆ Taste of New Orleans - Aug 15
- ◆ Pacific Classic Day - Aug 22
- ◆ College Day - Aug 29
- ◆ San Diego Aztecs Day - Aug 30
- ◆ BBQ & Beer Fest - Sept 5

Daily Promotions



- ◆ Free & Easy Thursdays
- ◆ Happy Hour Fridays
- ◆ Turf Club Fridays
- ◆ Daybreak at Del Mar
- ◆ Taste of the Turf Club
- ◆ Pop-Up Sundays

Work closely with Legends to maximize F&B revenue through our events and promotions

New for 2026



◆ Value Packages

- Promoting “Table Steal” and “Ticket Steal” packages - providing affordable options for trackside dining and seating for price conscious guests

◆ New Events

- Turf & Surf Fest
- Additional Family Fun Day in July
- BBQ & Beer Fest Labor Day Saturday

New for 2026



◆ Additional New Opportunities

- Turf Club Fridays Experiential Lounges
 - Story House
 - Caymus
 - Bacardi
 - Diageo
 - Love That Red wine
- DMTC Speakeasy
- DMTC will co-promote concerts at The Sound to maximize time onsite at The Fairgrounds

Updated for 2026



◆ Pop-Up Sundays

- Sundays in the Plaza de Mexico, featuring beer and cocktail specials, music and a community restaurant bringing local culinary partners to the track each week

◆ Taste of the Turf Club

- Partnered with Chef Bryn McArthur from the Amaya Restaurant at the Fairmont Grand Del Mar

◆ Tacos & Tequila on Opening Saturday

- Opening Day has turned into Opening Weekend and to keep buzz and momentum early, Tacos & Tequila (21+ event) is moving to Opening Saturday

Local Onsite Partners



- ◆ Tanners (Brandt Beef)
- ◆ Ranch 45
- ◆ Aloha Rib Shack*
- ◆ Oggi's Pizza
- ◆ Amaya Restaurant
- ◆ Pop-Up Sundays - 8 TBD partners

* In Concept

2026 Marketing Tactics



- ◆ Database Marketing
- ◆ General Market Advertising
- ◆ Public Relations
- ◆ Influencer Partnerships
- ◆ Social Media

Database Marketing



- ◆ **Cost efficient messaging/highly engaged audience**
 - Data driven, targeted email schedule promoting weekly on-track events
- ◆ **Diamond Club**
 - Approx. 361,000 members (YOY increase of over 10,000 new members)
 - Admission and F&B specials created specifically for Diamond Club members
- ◆ **Email Marketing**
 - Over 287,678 opt-in recipients (increased by 8,000 records in 2025)
 - Increase in tracked sessions from email marketing up 17.14% per Google Analytics

General Market Advertising



◆ Digital Media

- Connected TV, streaming content, digital display and boosted social
- San Diego, Orange County, LA County, Riverside County DMA's

◆ Foot Traffic Study

- Tracked 30,572 devices that attended the track after seeing our ads (20% more than 2024)

◆ Audiences

- Diamond Club Lookalike audience had highest conversion rate of 10.5%
- Other targets include horse racing enthusiasts, bettors, event-goers and retargeting

Public Relations

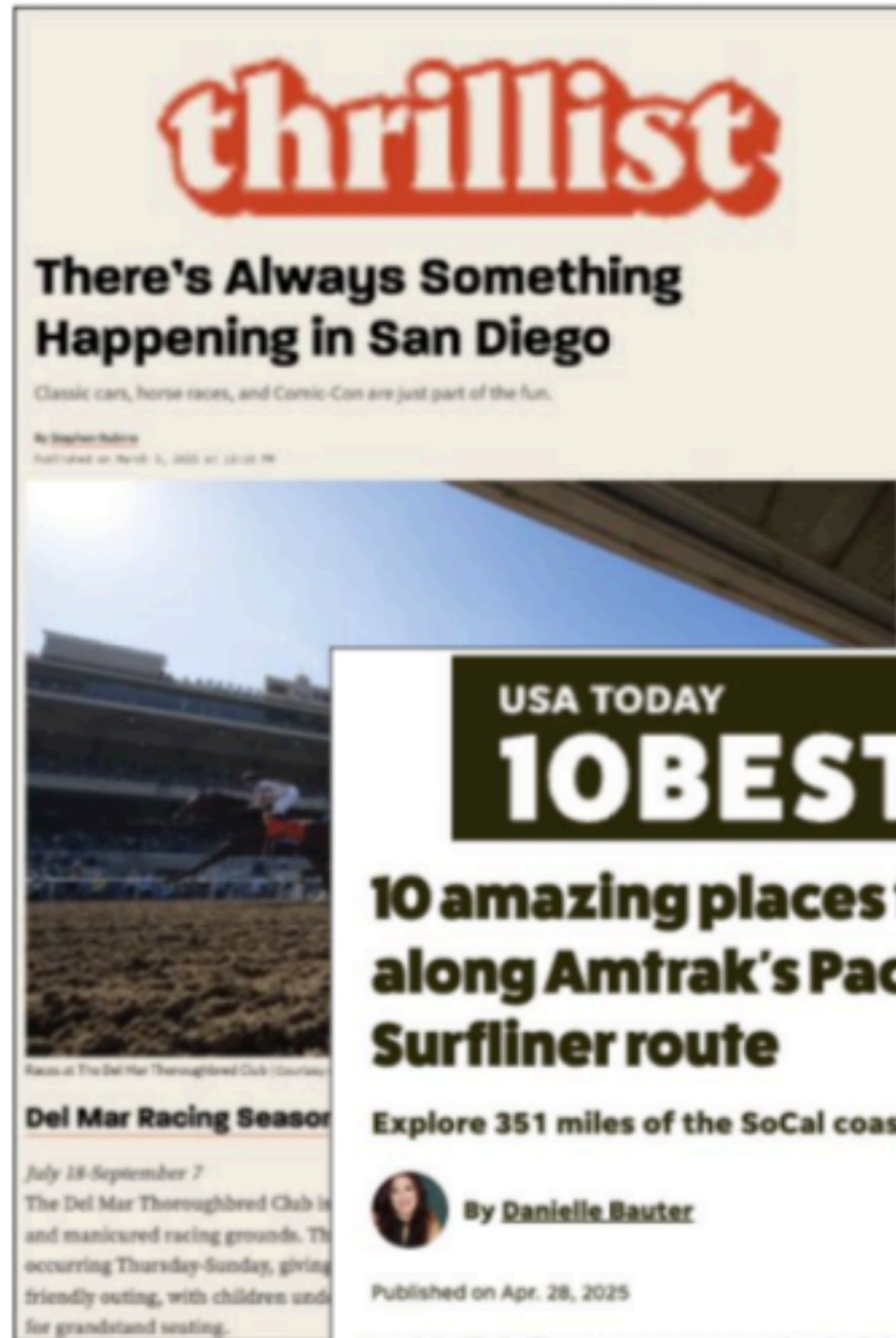


- ◆ Engage National, Regional & Local Media to keep Del Mar top of mind for San Diego events
- ◆ 2025 Summer Season: 387 media placements (32% increase over 2024)
- ◆ 2026: Featured in Forbes and TimeOut in March (nearly 70M unique monthly visitors) and featured in Town & Country in April

Public Relations



PRE-SEASON PR HIGHLIGHTS




thrillist

There's Always Something Happening in San Diego

Classic cars, horse races, and Comic-Con are just part of the fun.

By Stephen Palmer
Published on March 11, 2025 at 10:00 AM



Del Mar Racing Season

July 18 - September 7

The Del Mar Thoroughbred Club is a world-class and manicured racing grounds. The racing season occurs Thursday-Sunday, giving you a friendly outing, with children and dogs welcome for grandstand seating.



USA TODAY

10BEST

10 amazing places to stop along Amtrak's Pacific Surfliner route

Explore 351 miles of the SoCal coast by train

By **Danielle Bauter**

Published on Apr. 26, 2025

Amtrak Pacific Surfliner passengers can travel to the Del Mar Thoroughbred Club via a complimentary shuttle from the station. Once you arrive at this picturesque seaside racetrack, sip on one of Del Mar's signature cocktails or dine at an on-track restaurant while wagering on the world's most elite thoroughbred horses.



visit California

The Perfect California Calendar

Some destinations are perfect in winter, but California is perfect year-round. From enjoying the harvest in autumn and even right to explore the Golden State.

July

As the opening bell sounds in San Diego, prepare to enjoy only seaside track racing excitement and thrilling and best summer styles.



TimeOut

The 21 best things to do in San Diego right now

This city is much more than beaches. From parks and museums to its famous zoo, check out the best things to do in San Diego.

6. Del Mar Racetrack



What is it? A coastal harness racing track that also hosts special events throughout the racing season.

Why go? Opened in 1937 by singer Bing Crosby, Del Mar Racetrack was once a playground to the stars who rode the train down from Hollywood for a day of fun on the turf. Today it still makes for a fun afternoon outing with friends to place wagers and collect bets on the horses. General admission tickets are just \$8 and minimum bets can be made for only \$2. So it doesn't cost much to get a little skin in the game by picking your favorite pony to win each race. The summer racing season runs from July through September, and the fall season is typically held through the month of November. There are often upwards of 10 races per day.

Don't miss: Special concerts, food festivals, and beer and wine events are often held after a day of races, many offering free tickets with paid racetrack admission. Crested Wine Festival and Beer & Cider Fest are two favorites.

Influencer Program



- ◆ Source key content creators with aligned attributes to provide a third party endorsement to loyal followers
 - 68 Summer Influencers targeting event-goers
 - 4.4 million impressions and over 77,000 engagements and 1,100 link clicks (1/3 of the impressions hit before Opening Day)
 - Whitelisting minimizes content creation budget and expands content offering
 - Mix of paid and exchange partners

Pre Season Media Party



PRE-SEASON PARTY

43

Media +
Influencer
RSVPs

108K+

Impressions

56

Pieces of
Content



Influencer Program



INFLUENCER: CHRISTINA HAACK

@christinahaack, 1.9M followers
Exchange Partner

Impressions: 218K+
Engagements: 19.9K+



Influencer Program



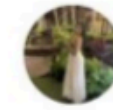
INFLUENCER: MARISSA XIONG

@internaldandelion, 117K followers
Paid Partner

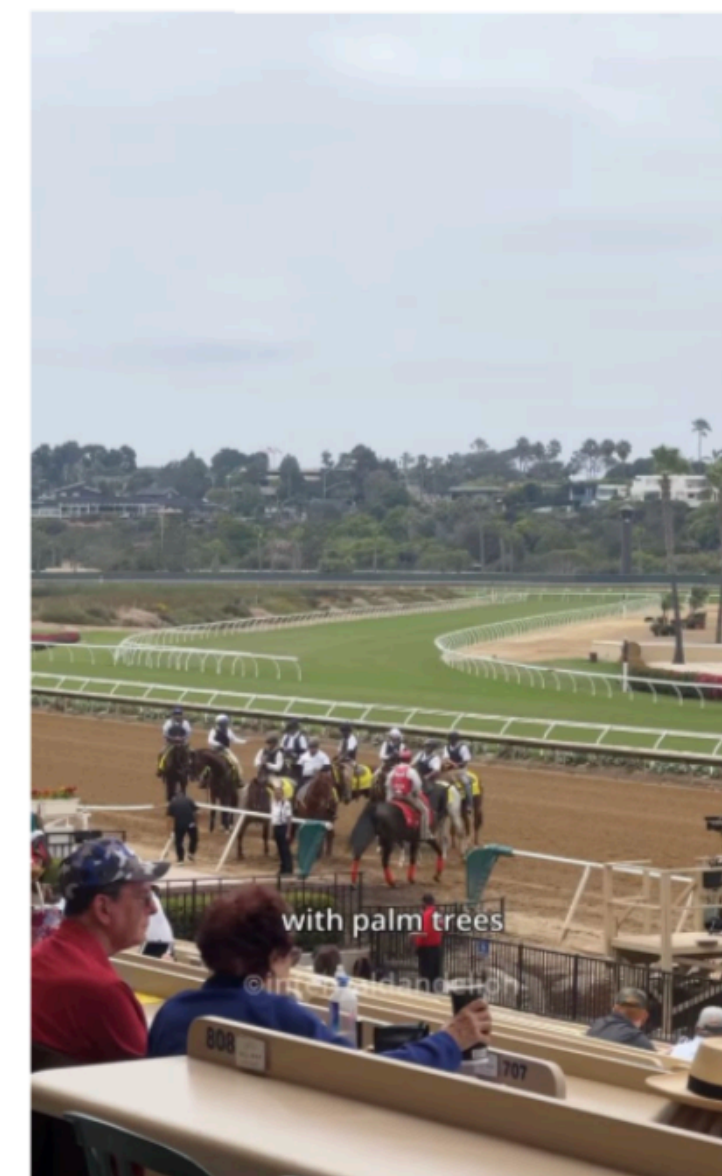
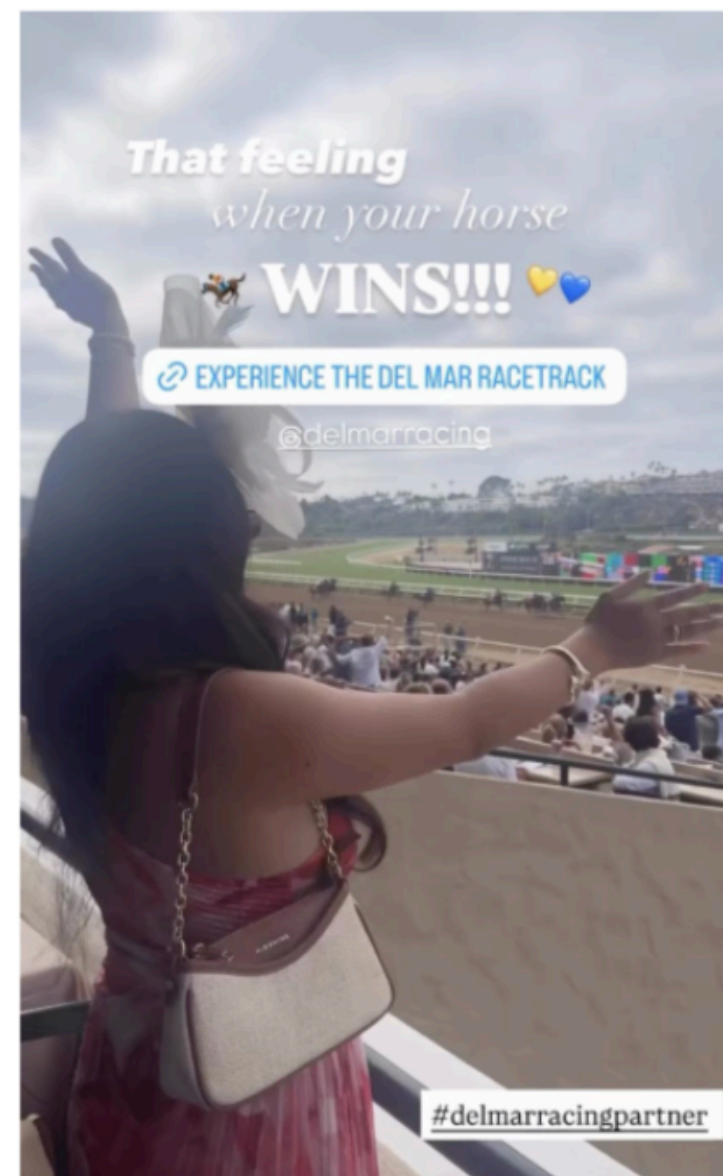
Impressions: 88K+
Engagements: 1.6K+
Link Clicks: 58



malaso_ 2w
That's it, Im convinced. Im going



tinaachung 2w
I've always wanted to go! Thanks for the tips



Influencer Program - Pop Up Sundays



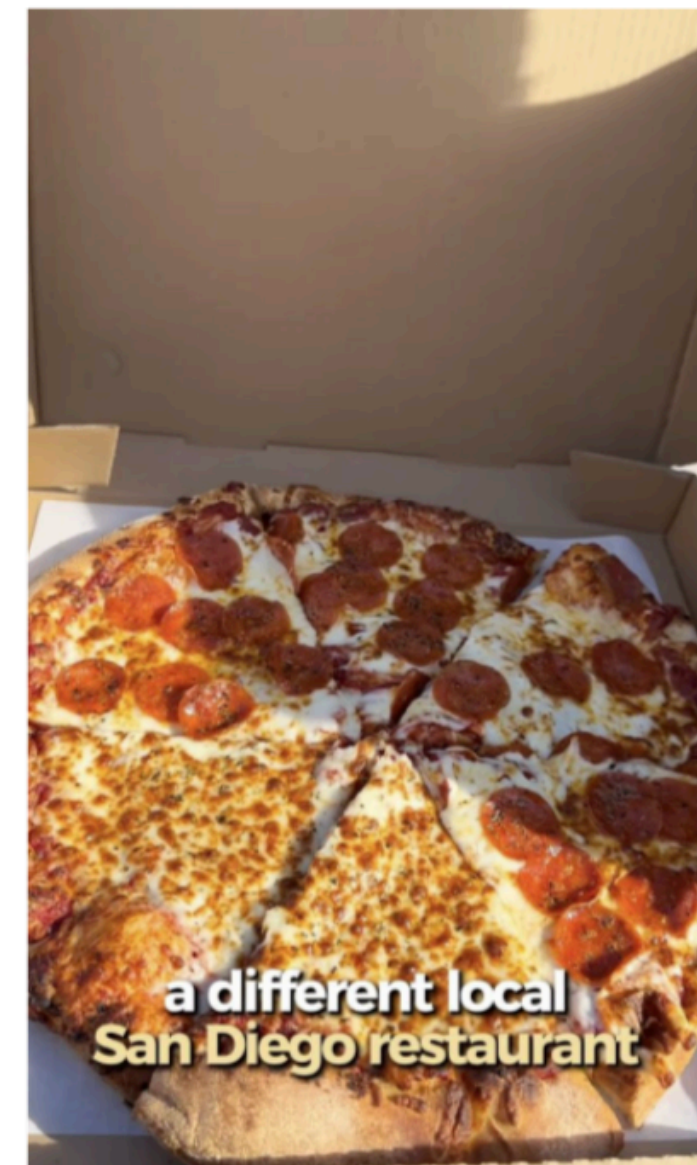
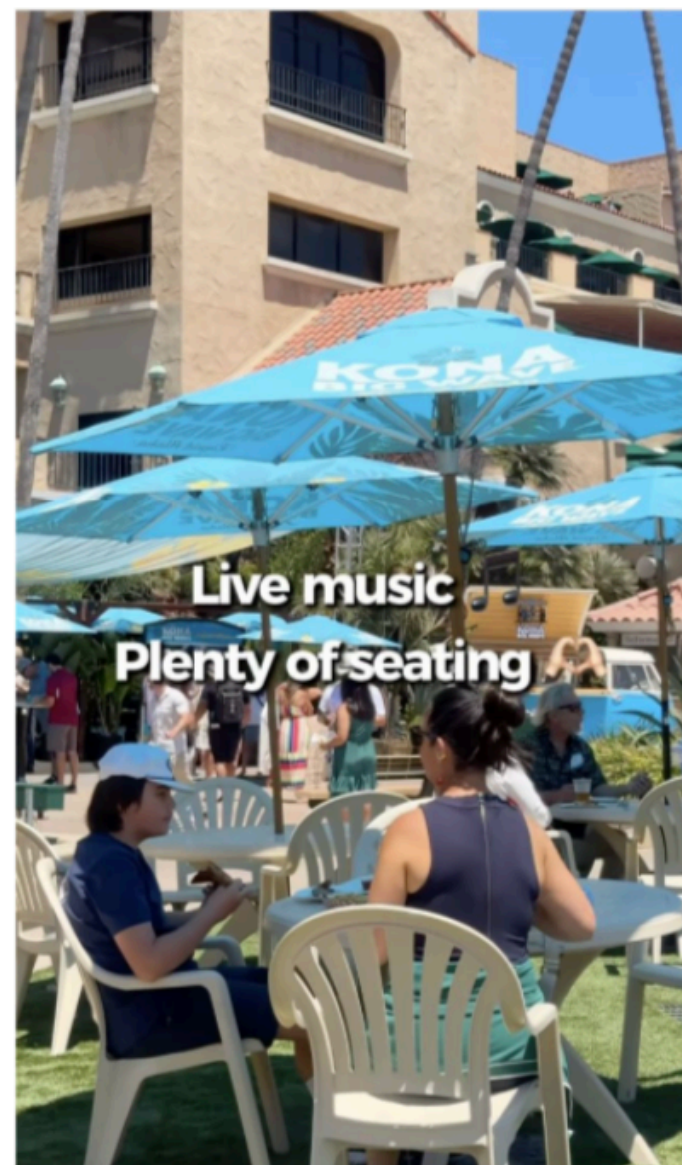
INFLUENCER: ANA RAMOS

@tastingsandiego, 249K followers
Paid Partner

Impressions: 180K+
Engagements: 3.3K+
Link Clicks: 179

 **theorieconsulting** 2w
Beautiful event! We love the Del Mar races 🐎 that pizza looks delicious

 **yanularamirez** 2w
👍👍👍👍 Such a great activity for the family!



Influencer Program - Taste of the Turf Club



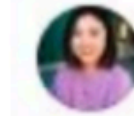
INFLUENCER: DANI LUCIA SCHAFFER

@citygirlgonemom, 695K followers
Exchange Partner

Impressions: 681K+
Engagements: 219



laurenangeles 5w
Eeek!! So excited. We are going this weekend. Love this.



janeparkang 5w
What a beautiful place!




Influencer Program - Event



INFLUENCER: CARLY AASHEIM

@carlys_comida, 30.2K followers
Paid Partner - Taste of New Orleans

Impressions: 4.3K+
Engagements: 5
Link Clicks: 40

 **msaasheim** 6d
Looked so fun! 🥳



2026 Paid Influencers



- ◆ Ana Ramos (@tastingsandiego) - 306K followers
- ◆ Marissa Xiong (@internaldandelion) - 136K followers
- ◆ Erica Costello (@whatericacraves) - 113K followers
- ◆ Giselle Campos (@gisellelux) - 92.9K followers
- ◆ Katie Lynn Zander (@katielynnestyle) - 52.9K followers

2026 Exchange Influencers



- ◆ Esmima Tapia (@esmimatapia) - 135K followers
- ◆ Havilah Smith (@havilahvashti) - 35.5K followers
- ◆ Michelle Enriquez (@dietandfries) - 29.8K followers
- ◆ Izzy Borello (@izzyisup) - 18K followers
- ◆ Jessica Morales (@infinitepassport) - 8.7K followers
- ◆ Kailey Wilson (@kaileynwilson) - 4.6K followers

Social Media



◆ 2026 Strategy

- Continue to create a fear of missing out through promoting events, celebrities, etc.
- Increase visibility and breed familiarity by featuring the stars of the show - horses and jockeys

◆ Promote Racing & Wagering

- Develop a relationship with racing by shifting to more behind the scenes, relatable “get to know you” jockey content
- Ex: Deybis Chavez first win



DEL MAR

**Summer
Meet 2026**



See You At The Races!