

For Immediate Release

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PAUL MONROE SHARES MARKETING EXPERTISE FROM THE SPORTS AND ENTERTAINMENT WORLD



Tucson, AZ — On Tuesday, March 21, the Race Track Industry Program hosted Paul Monroe, the director of marketing for Lone Star Park. Monroe spoke to students in the RTIP's Race Track Marketing and Media Relations class.

The 2017 meet at Lone Star Park marks Monroe's first season with the track. Prior to his role at Lone Star, he served as the director of marketing for Texas Motor Speedway, the vice president of marketing for the Dallas Mavericks, and the regional marketing and sales director for Feld Entertainment, Inc.

During his lecture, Monroe discussed some of the key components of marketing and how his experience with the Dallas

Mavericks could be applied to Lone Star Park. He talked about the importance of understanding a customer's motivations and behaviors as well as the need to recognize the value of relationships with competitors to see what they are doing well. Monroe also mentioned the importance of brand positioning and recognizing your business's core values and unique attributes.

In Monroe's first year at Lone Star, he has several exciting events planned including a media day, "extreme races" featuring exotic animals, and t-shirt and hat giveaway days. His ultimate goal as the director of marketing is to convert first-time customers into loyal return customers.

ABOUT THE RACE TRACK INDUSTRY PROGRAM:

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

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