



Frisco Rough Riders
DOUBLE-A AFFILIATE

2024 PROMOTIONAL SCHEDULE

APRIL

- 4/9 HOME OPENER | 2024 Schedule Poster Giveaway | Postgame Fireworks
- 4/11 RIDERS TURN 21 | Thirsty Thursday
- 4/12 OPENING WEEKEND + SPORTS CITY USA NIGHT presented by Visit Frisco | Riders x Rangers Cobranded Giveaway | Visit Frisco Koozie Giveaway | Frisco ISD Night | Postgame Fireworks
- 4/13 OPENING WEEKEND | Riders x Rangers Cobranded Giveaway | Pregame Team Autograph Session | Kids Run the Bases presented by Raising Cane's
- 4/14 OPENING WEEKEND + JOSH JUNG DAY | Josh Jung Baseball Card Giveaway | Kids Sunday Funday presented by Raising Cane's
- 4/26 PICKLEBALL NIGHT | Postgame Fireworks
- 4/27 GOLF NIGHT presented by the PGA Coaching Center | TBD Giveaway | Future Riders Night | Kids Run the Bases presented by Raising Cane's
- 4/28 BLIPPI DAY | Kid's Glasses Giveaway | Bark in the Park | Pediatric Cancer Night with Leukemia Texas | Kids Sunday Funday presented by Raising Cane's

MAY

- 5/7 EDUCATION DAY | Activations with the Dallas Zoo, The Perot Museum, Frisco Family YMCA, Mathansium and the Blackland Prairie Raptor Center | Pregame Discussion with WFAA Meteorologist, Kyle Roberts
- 5/10 EVAN CARTER WEEKEND + STEM NIGHT presented by Olsson | Evan Carter Growth Chart Giveaway | World Series Trophy Appearance | Girl Scout Night | Postgame Fireworks
- 5/11 EVAN CARTER WEEKEND | Evan Carter Bobblehead Giveaway presented by Medium Giant | World Series Trophy Appearance | Kids Run the Bases presented by Raising Cane's
- 5/12 EVAN CARTER WEEKEND + MOTHER'S DAY | Evan Carter "The Kid" Kids Jersey Giveaway | Kendra Scott Pop-Up | Kids Sunday Funday presented by Raising Cane's
- 5/21 EDUCATION DAY | Activations with the Dallas Zoo, The Perot Museum, Frisco Family YMCA, Mathansium and the Blackland Prairie Raptor Center | Pregame Demonstration with the Blackland Prairie Raptor Center
- 5/24 '04 WEEKEND + BOWLING FOR SOUP NIGHT | Concert Tee Giveaway | Appearance from Bowling for Soup | Postgame Fireworks
- 5/25 '04 WEEKEND + VOTE FOR PEDRO NIGHT | Appearance from Napoleon Dynamite's Efen Ramirez | Future Riders Night | Kids Run the Bases presented by Raising Cane's
- 5/26 '04 WEEKEND + 2004 CHAMPS NIGHT | 2004 Texas League Champions Poster Giveaway | Bark in the Park | Kids Sunday Funday presented by Raising Cane's | Postgame Fireworks

JUNE

- 6/11 CAMP DAY | Summer Camp Games in the Ballpark
- 6/14 NASCAR NIGHT presented by Texas Motor Speedway | Postgame Fireworks
- 6/15 MUTT CUTTS NIGHT | Appearance from Mutt Cutts Replica Van and Moped | Bark in the Park | Scouts BSA Night | Kids Run the Bases presented by Raising Cane's
- 6/16 DALLAS BLACK GIANTS + FATHER'S DAY | Activations from the TBAAL 7th Annual Jazz Festival | Kids Sunday Funday presented by Raising Cane's | Postgame Fireworks
- 6/28 MULTICULTURAL WEEKEND + ROCK EN TU IDIOMA (ROCK IN YOUR LANGUAGE) | Quesos de Frisco presented by Baylor Scott & White Health | Postgame Fireworks
- 6/29 MULTICULTURAL WEEKEND + ANIME WONDER FEST | Kids Run the Bases presented by Raising Cane's
- 6/30 MULTICULTURAL WEEKEND + MAJOR LEAGUE CRICKET NIGHT | Kids Sunday Funday presented by Raising Cane's | Postgame Fireworks

DAILY PROMOTIONS

- THURSDAY Thirsty Thursday with 1/2 price drink specials through the 7th inning AND Twisted Tea Rowdy @The River with \$2 drinks until 8 pm, 1/2 price drinks through the 7th inning
- FRIDAY Fireworks Friday
- SATURDAY Kids Run the Bases postgame pres. by Raising Cane's
- SUNDAY Kids Sunday Funday pres. by Raising Cane's with pregame catch on the field AND Summer Sunday Fireworks beginning on 5/26

JULY

- 7/4 STARS & STRIPES NIGHT presented by Rhythm Energy | Double Postgame Fireworks Show
- 7/5 STARS & STRIPES WEEKEND | Postgame Fireworks
- 7/6 STARS & STRIPES WEEKEND | Postgame Fireworks | Kids Run the Bases presented by Raising Cane's
- 7/12 FIRST RESPONDERS NIGHT | Postgame Fireworks
- 7/13 TEXAS MONTHLY BBQ NIGHT | Kids Run the Bases presented by Raising Cane's
- 7/14 BLUEY | Character Appearance from Bluey and Bingo | Kids Sunday Funday presented by Raising Cane's | Postgame Fireworks presented by Primrose Schools
- 7/26 MILITARY APPRECIATION NIGHT | Postgame Fireworks presented by Primrose Schools
- 7/27 FRISCO CORNY DOGS with the North Texas Fair & Rodeo | Kids Run the Bases presented by Raising Cane's
- 7/28 A NIGHT ABOUT NOTHING | Appearance from Seinfeld's John O'Hurley | Kids Sunday Funday presented by Raising Cane's | Postgame Fireworks

AUGUST

- 8/16 FRIDAY NIGHT LIGHTS | Postgame Fireworks
- 8/17 LOTERIA NIGHT | Quesos de Frisco presented by Baylor Scott & White Health | Kids Run the Bases presented by Raising Cane's
- 8/18 MARVEL'S DEFENDERS OF THE DIAMOND NIGHT | Character Appearance from Spider-Man | Kids Sunday Funday presented by Raising Cane's | Postgame Fireworks
- 8/23 CLASSIC TV NIGHT | Postgame Fireworks
- 8/24 BASEBALL IN PARADISE NIGHT + PRINCESS & PIRATES NIGHT | Kids Sword and Wand Giveaway | Kids Run the Bases presented by Raising Cane's
- 8/25 TOUCH-A-TRUCK NIGHT presented by Alpha & Omega Equipment | Featuring Trucks from Alpha & Omega Equipment, Frisco Fire Department and More | Kid's Sunday Funday presented by Raising Cane's | Postgame Fireworks

SEPTEMBER

- 9/2 LABOR DAY | Postgame Fireworks
- 9/4 BACK TO SCHOOL NIGHT presented by CoServ | Back to School Giveaway presented by CoServ | Frisco ISD Night
- 9/5 DALLAS STARS NIGHT | Thirsty Thursday | Twisted Tea Rowdy @ The River
- 9/6 DIA de los QUESOS with McKinney Dia De Los Muertos | Quesos de Frisco presented by Baylor Scott & White Health | Postgame Fireworks
- 9/7 DALLAS MAVS NIGHT | Kids Run the Bases presented by Raising Cane's
- 9/8 FAN APPRECIATION NIGHT | Kid's Sunday Funday presented by Raising Cane's | Postgame Fireworks

Dates, Times, and Promotions are Subject to Change