



Frisco  
Rough Riders

# 2023 PROMOTIONAL SCHEDULE

## APRIL

- 4/6 OPENING WEEKEND | 2023 Magnet Schedule Giveaway pres. by Carpet Tech | Texas League Champions Banner Unveil | Thirsty Thursday | Rowdy @ The River pres. by Twisted Tea | Postgame Fireworks
- 4/7 OPENING WEEKEND | Texas League Champions Poster Giveaway | Pregame Team Autograph Session | National Beer Day Beer Specials | Future Riders Night #1 | Postgame Fireworks
- 4/8 OPENING WEEKEND | Pregame Easter Egg Hunt | Kids Run the Bases pres. by Raising Cane's
- 4/20 BARK IN THE PARK | Thirsty Thursday | Rowdy @ The River pres. by Twisted Tea
- 4/21 2023 KITCHENAID SENIOR PGA CHAMPIONSHIP NIGHT | Golf Towel Giveaway | Frisco ISD Night pres. by Whataburger | Postgame Fireworks pres. by Primrose Schools
- 4/22 GIRL POWER NIGHT | Pregame Women Who Lead Panel | Girl Scout Night | Kids Run the Bases pres. by Raising Cane's
- 4/23 KID'S SUNDAY FUNDAY pres. by RAISING CANE'S | Pediatric Cancer Night with Leukemia Texas | Pregame Catch on the Field

## MAY

- 5/10 EDUCATION DAY pres. by OLSSON | Activations with the Dallas Zoo, The Dinosaur Company and the Blackland Prairie Raptor Center
- 5/11 PEAKED IN HIGH SCHOOL NIGHT | RoughRiders Letterman Patch Giveaway | Thirsty Thursday | Rowdy @ The River pres. by Twisted Tea
- 5/12 GEAX RIDERS NIGHT | Light-Up Mardi Gras Necklace Giveaway | Postgame Fireworks pres. by Primrose Schools
- 5/13 STEM NIGHT | Allen ISD Night | Kids Run the Bases pres. by Raising Cane's
- 5/14 MOTHER'S DAY | Bark in the Park | Photo Booth + Card Station with Crayola Experience Plano | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field
- 5/16 EDUCATION DAY pres. by OLSSON | Activations with the Dallas Zoo, The Dinosaur Company and the Blackland Prairie Raptor Center
- 5/17 BEAUTIFUL LIVES NIGHT
- 5/18 CORONA HARD SELTZER NIGHT | Thirsty Thursday | Rowdy @ The River pres. by Twisted Tea
- 5/19 ZOO NIGHT WITH THE DALLAS ZOO | Appearances from Dallas Zoo Animals & Animal Ambassadors | Future Riders Night #2 | Aubrey ISD Night | Postgame Fireworks
- 5/20 WHATABURGER NIGHT | Kids Run the Bases pres. by Raising Cane's
- 5/21 HALFWAY TO HALLOWEEN | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field

## JUNE

- 6/2 MILITARY APPRECIATION NIGHT | Postgame Fireworks
- 6/3 LUCHA LIBRE NIGHT | Quesos de Frisco Wrestling Mask Giveaway | Appearance from Chavo Guerrero Jr. | Quesos de Frisco pres. by Baylor Scott & White Health | Kids Run the Bases pres. by Raising Cane's
- 6/4 INCREDIBLE INDIA NIGHT | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field | Postgame Fireworks
- 6/20 SUPER SPLASH DAY pres. by OLSSON | Water Inflatables throughout the Ballpark
- 6/22 MiLB HOPE AT BAT NIGHT | Thirsty Thursday | Rowdy @ The River pres. by Twisted Tea
- 6/23 GAME NIGHT WITH COMPLEXITY | Postgame Fireworks
- 6/24 GREAT OUTDOORS NIGHT | Camo Hat Giveaway | Whataburger Food Bank Night | Scouts BSA Night | Kids Run the Bases pres. by Raising Cane's
- 6/25 CRAYOLA EXPERIENCE PLANO DAY | Bark in the Park | Kid's Jersey Giveaway | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field | Postgame Fireworks

## DAILY SPECIALS

- THURSDAY Rowdy @ The River pres. by Twisted Tea with \$2 Twisted Tea, \$2 Truly & \$2 drafts AND Thirsty Thursday with drink specials through the 7th inning
- FRIDAY Fireworks Friday
- SATURDAY Kids Run the Bases postgame pres. by Raising Cane's
- SUNDAY Kid's Sunday Funday pres. by Raising Cane's with pregame catch on the field & postgame fireworks beginning in June

## JULY

- 7/4 FOURTH OF JULY | Double Postgame Fireworks Show
- 7/7 MARVEL'S DEFENDERS OF THE DIAMOND NIGHT | Character Appearance from Ant-Man | Postgame Fireworks
- 7/8 DALLAS BLACK GIANTS | Kids Run the Bases pres. by Raising Cane's
- 7/9 DINO NIGHT WITH THE DINOSAUR COMPANY | Animatronic Dinosaurs | Whataburger Kid's Night Out #1 | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field | Postgame Fireworks
- 7/20 BROOKS' B-DAY CELEBRATION | Thirsty Thursday | Rowdy @ The River pres. by Twisted Tea
- 7/21 PRETZEL DAY | Appearance from Leslie David Baker (Stanley from The Office) | World's Best Ballpark Mug Giveaway | Postgame Fireworks
- 7/22 QUESOS de FRISCO pres. by BAYLOR SCOTT & WHITE HEALTH | Kids Run the Bases pres. by Raising Cane's
- 7/23 YELLOWSTONE NIGHT | Appearance from Denim Richards (Colby from Yellowstone) | RoughRiders x Yellowstone Belt Buckle Giveaway | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field | Postgame Fireworks

## AUGUST

- 8/4 DALLAS BLACK GIANTS | Postgame Fireworks
- 8/5 COLLEGE NIGHT | Beer Specials | Kids Run the Bases pres. by Raising Cane's
- 8/6 TOUCH-A-TRUCK NIGHT pres. by ALPHA & OMEGA EQUIPMENT | Featuring Trucks from Alpha & Omega Equipment, Frisco Fire Department and More | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field | Postgame Fireworks
- 8/18 STATE FAIR NIGHT WITH THE FRISCO CORNY DOGS | Fletcher's Corny Dogs Pop-Up | Postgame Fireworks
- 8/19 NASCAR NIGHT pres. by TEXAS MOTOR SPEEDWAY | Cobranded Hat Giveaway | Kids Run the Bases pres. by Raising Cane's
- 8/20 BEER FEST | Bark in the Park | Whataburger Kid's Night Out #2 | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field | Postgame Fireworks pres. by Whataburger

## SEPTEMBER

- 9/1 20TH ANNIVERSARY WEEKEND | Chris Young & Josh Jung Dual Bobblehead Giveaway | Postgame Fireworks
- 9/2 20TH ANNIVERSARY WEEKEND | 20th Anniversary Poster Giveaway | Alumni Autograph Session | Kids Run the Bases pres. by Raising Cane's
- 9/3 20TH ANNIVERSARY WEEKEND | Dream Team Card Set Giveaway | Deuce & Daisy's B-Day Celebration | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field | Postgame Fireworks
- 9/4 LABOR DAY | Postgame Fireworks
- 9/8 DALLAS STARS NIGHT | Postgame Fireworks
- 9/9 DIA de los QUESOS | Quesos de Frisco Sugar Skull Figurine Giveaway | Quesos de Frisco pres. by Baylor Scott & White Health | Kids Run the Bases pres. by Raising Cane's
- 9/10 FAN APPRECIATION NIGHT | Kid's Sunday Funday pres. by Raising Cane's | Pregame Catch on the Field | Postgame Fireworks

\*Dates, Times, and Promotions are Subject to Change\*

