

**MAIL PIECE CASE STUDY**

**LONE STAR PARK**  
DALLAS, TEXAS

Case Study

**OFFER DETAILS**

- Lone Star Park race track sent out 40,000 mail pieces to Loyalty Club Members promoting the upcoming racing season. Each mail piece included a guaranteed prize with one piece including a \$25,000 prize covered by SCA. Members brought their mail piece to determine their prize.

**OBJECTIVES**

- Drive traffic to Lone Star Park
- Generate excitement for the upcoming racing season
- Boost Loyalty Club enrollment
- Engage with customers to determine win / loss result

**SCOPE OF WORK**

- Official Rules development
- \$25,000 prize coverage
- Coordinate with Lone Star Park and Mail House for delivery details

SCAN TO VIEW THE NEWS STORY



**“We want to continue this for years and years”  
– Lone Star Park’s Marketing Manager**



**RESULTS**

- The \$25,000 prize was awarded the final day of the promotion
- WFAA-TV provided free publicity by broadcasting a news story featuring the winner
- Traffic increased significantly during the promotional period