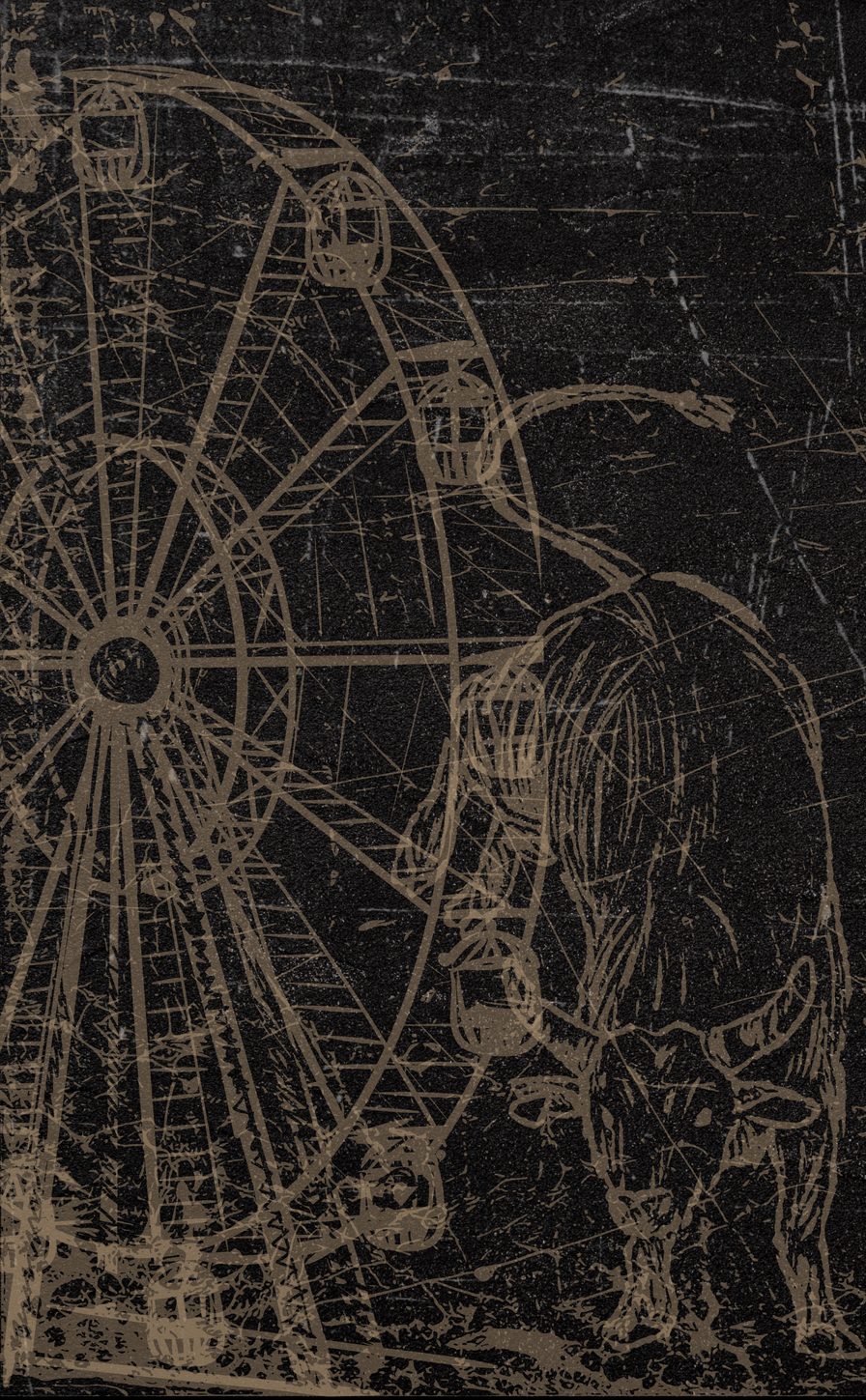


EST 1938

Buccaneer
COMMISSION

EVENT PLAN

BUC DAYS UNIQUE ATTENDEES

112,550

4-H Clays Youth Shoot	185
Rally Night + Stadium Show	23,649
Education	98
PBR	7,756
Rodeo + BBQ	28,755
Rodeo Contestants	216
Festival Gate	41,985
Children's Parade + 5K	9,906

19,700

of all unique visitors originated from outside the local economy.

VISITOR LOYALTY



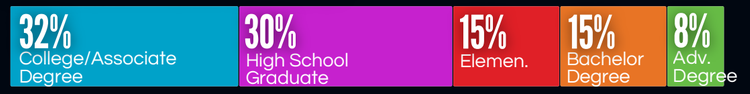
2.67 Persons per household

ETHNICITY

Hispanic	65%
White	27%
Black	4%
Asian	3%
Other	1%

85k Average Income

EDUCATION LEVEL



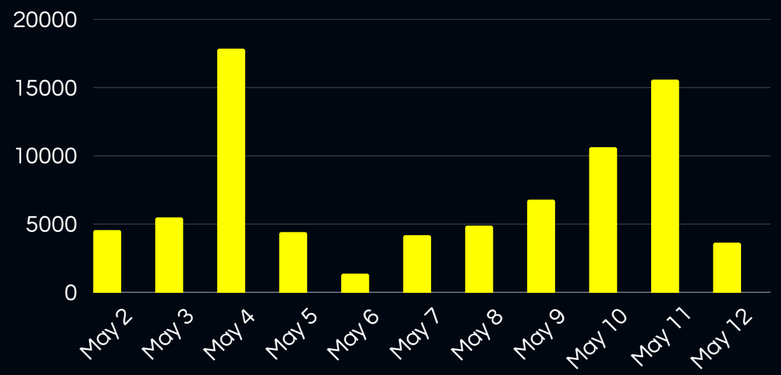
182 Avg. dwell time (min.)

MARKETING

Digital	
Reach	16.2 million
Impressions	20.1 million
Video Views	5.7 million
Television	3,806 spots
Radio	1,714 spots

36.3 Median Age

ATTENDANCE BY DAY



VISITOR LOCATION





$10.3 MILLION

Total economic impact of Buc Days

Summary Economic Impacts of Buc Days



$6.3M

Direct Spending Impact



$10.3M

Total Economic Impact



555

Total Jobs Supported



$593.2K

Total State & Local Taxes

Total Tax Revenues ($ thousands)

	Direct	Indirect / Induced	Total
Total Tax Revenues	$764.0	$435.5	$1,199.5
Federal	$349.4	$257.0	$606.4
Personal Income	$153.8	$104.6	$258.4
Corporate	$23.5	$25.4	$48.9
Indirect Business	$9.3	$6.0	$15.3
Social Insurance	$162.7	$121.0	$283.8
State and Local	$414.6	$178.5	$593.2
Sales	$192.1	$101.0	$293.0
Bed	$101.6	$0.0	$101.6
Social Insurance	$1.1	$0.9	$2.0
Excise and Fees	$24.8	$16.0	$40.8
Property	$95.0	$60.8	$155.8

Source: Tourism Economics

Note: totals may not sum due to rounding.

IMPACT

Port of Corpus Christi Leadership Program Scholarships	$114,000
Del Mar College Scholarships	$10,000
Texas A&M University-Corpus Christi Scholarships	$10,000
Texas A&M University-Kingsville Scholarships	$10,000
Military Warrior Support Foundation (car titles for Veterans)	$40,000
Bucarader Family Scholarship	$1,000
Harbor Playhouse Grant	$5,000
FIRST in Texas Robotics Prize Money	$20,000
Food Challenge Prize Money	$7,500
Food Show Prize Money	$5,000
4-H Clays Youth Shoot Scholarships/Prize Money	$35,000
Coastal Bend 4-H Scholarships	$10,000
Art Museum of South Texas Grant	$20,000
Corpus Christi Museum of Science & History Grant	$20,000
Coastal Bend Food Bank Donation	$14,231
Canstruction Junior Prize Money	$5,000
Buc Days Visionarios Best of Show Prize Money	$3,000
Public Speaking Prize Money	$1,500
Nueces County Jr Livestock Show Auction Proceeds	$32,980

$364,211

Valero LOCAL SCHOLARSHIPS

Del Mar College | $5,000 ea.
Process Technology
Dominic Dennis , Julian Perez

Texas A&M University - CC | $2,000 ea.
College of Business
Kayla Anzaldua, Accounting
Mario Perez, Accounting
Jonathan Davila, Management
Wesley Craighead, Management
Cheyenne Bussert, General Business

Texas A&M University - Kingsville | $2,000 ea.
College of Engineering
Angel Rodriguez Camarillo, Mechanical Engineering
Hillton Proc, Computer Science
Elias Rodriguez, Ind Mgmt Appl Eng Tech
Felipe Rodriguez, Mechanical Engineering
Samuel Salinas, Electrical Engineering

Military Warrior Support Foundation

Each awarded the title to a payment-free vehicle

Thomas Walker
Former U.S Army Sergeant First Class

Thomas Smith
Former U.S. Army Specialist



COASTAL BEND 4-H SCHOLARSHIP

Awarded $5,000 each

Braxley Brezina
San Patricio County
Blinn College
Agricultural Business

Bryce Fishbeck
Victoria County
Texas A&M University
Petroleum Engineering



BUC DAYS PORT CORPUS CHRISTI LEADERSHIP PROGRAM



Top Male and Female Runners Up | $5,000 ea.
Adam Alvarez, Tuloso Midway HS – Texas Tech University
Jenny Pickens, Calallen HS - Texas State University

2025 Scholars | $4,000 ea.
Serenity Arredondo, H.M. King HS - Texas State University
Ishani Bhakta, Foy H Moody HS - Texas A&M University
Braxley Brezina, Sinton HS- Blinn College
Wendy Cable, London HS - Texas State University
Cara Cerda, Taft HS - University of Houston
Christopher Diaz, Grace Temple Christian Academy - Dallas Baptist University
Charles Ellis, Sinton HS - Texas A&M University
Meredith Gayanilo, Flour Bluff HS - University of Vermont
Emery Grigg, Santa Gertrudis Academy - Texas A&M University
Kristen Rainer, Rockport-Fulton HS - Texas A&M University
David Sanchez, Gregory Portland HS - University of Texas at Austin
Cole Schulz, Incarnate Word Academy - University of Notre Dame
Quinn Supnet, Gregory Portland HS - University of Texas at Austin
Antony "TJ" Wilson, Flour Bluff HS - University of Texas at Austin
Karlie Winters, Bishop HS - Texas A&M University
Sebastian Zepeda, London HS - Texas A&M University Kingsville

Scholars earning an add'l $1,000 ea.

Karen Atwood Memorial Scholarship
Christopher Diaz, Cole Shulz

Leo Rios III Community Service Scholarship
Quinn Supnet

William A Clark Scholarship
Quinn Supnet, Karlie Winters

Top Male and Female Scholar $10,000 ea.

Eduardo Hernandez
Foy H. Moody HS
University of Texas at Austin

Vera Hsiang
WB Ray HS
Columbia University

- BUC DAYS -

SUNRISE STAMPEDE

PRESENTED BY

ArcelorMittal

BUC DAYS 5K

LYB LyondellBasell

BucDays Children's Parade

Driscoll

portland

APRIL 18TH | FIFTH & ELM | 9AM - 12PM

COWBOY BREAKFAST, LIVE MUSIC & CHILDREN'S ACTIVITIES
FREE TO THE PUBLIC

9AM BUC DAYS 5K

10AM DRISCOLL CHILDREN'S PARADE
AWARDS TO FOLLOW




NIGHT PARADE
BUC DAYS
STADIUM
SHOW
presented by
AEP TEXAS FOUNDATION
An AEP Foundation
AEP TEXAS
RALLY
NIGHT Parade
APRIL 25, 2026
7PM PRE-SHOW
8PM PARADE
BROADCAST ON
6
THE COURT OF DAZZLING RADIANCE & SPARKLING BRILLIANCE
BUCCANEER STADIUM
RALLY
NIGHT Parade

COME EARLY. STAY LATE.

75 Vendors

19 Community Groups

51 Bands

CRAWFISH FOR A CAUSE Corpus Christi

MATHEWS CCAC COOLING · HEATING · PLUMBING · ELECTRICAL

SHOPS at TREASURE ISLAND

stripes CARNIVAL

BUC DAYS STEAM EXPO presented by GULF COAST GROWTH VENTURES

ART MUSEUM OF SOUTH TEXAS AFFILIATED WITH TEXAS A&M UNIVERSITY-CORPUS CHRISTI

CORPUS CHRISTI MUSEUM of SCIENCE & HISTORY

BBQ ON THE BAY COASTAL BEND SHOWCASE









7 NIGHTS OF WESTERN SPORTS

PBR PENDLETON WHISKY VELOCITY TOUR FINALS 2026

MAY 1-2, 2026

RODEO CORPUS CHRISTI

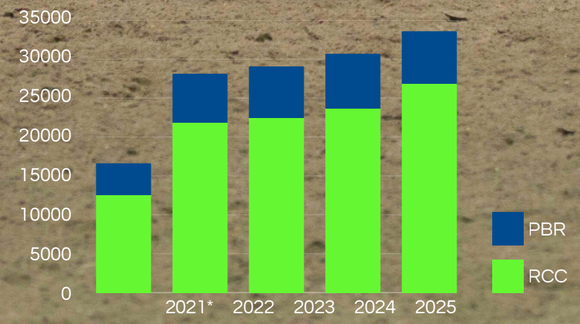
PRESENTED BY Miller Lite

MAY 5-9, 2026

COWBOY CHANNEL

PRORODEO PRCA

TOTAL ATTENDANCE



*50% seating capacit in arena due to COVID-19 restrictions

TOTAL PAYOUT $705,500

CONCERT SERIES
PRESENTED BY PHYSICIANS PREMIER® EMERGENCY ROOM

PBR PENDLETON® WHISKY VELOCITY TOUR FINALS 2026

RODEO CORPUS CHRISTI
PRESENTED BY Bud Light



MAY 1
CARLY PEARCE



MAY 2
LARRY THE CABLE GUY



MAY 5
THE MARSHALL TUCKER BAND



MAY 6
SWITCHFOOT





MAY 7
DAVID LEE GARZA REUNION
w/Jay Perez & the Official Tribute to Emilio Navaira ft. Diego Navaira & Emilio Navaira



MAY 8
MIDLAND



MAY 9
SHANE SMITH & THE SAINTS

BUC DAYS STEAM EXPO

presented by

GULF COAST GROWTH VENTURES
An ExxonMobil and SABIC joint venture

Valero

CITGO

PHILLIPS 66
PROVIDING ENERGY. IMPROVING LIVES.

H-E-B
HelpingHere

TEXAS FARM BUREAU

$90,000
in awards



- VEX IQ COMPETITION
- RECF AERIAL DRONE COMPETITION
- VEX ROBOTICS COMPETITION
- VEX UNIVERSITY
- FOOD SHOW
- FOOD CHALLENGE
- HORTICULTURE COMPETITION
- LIVESTOCK QUIZ BOWL
- AG PRODUCT ID CONTEST
- PUBLIC SPEAKING COMPETITION
- FIRST LEGO LEAGUE
- FIRST TECH CHALLENGE

BUC DAYS

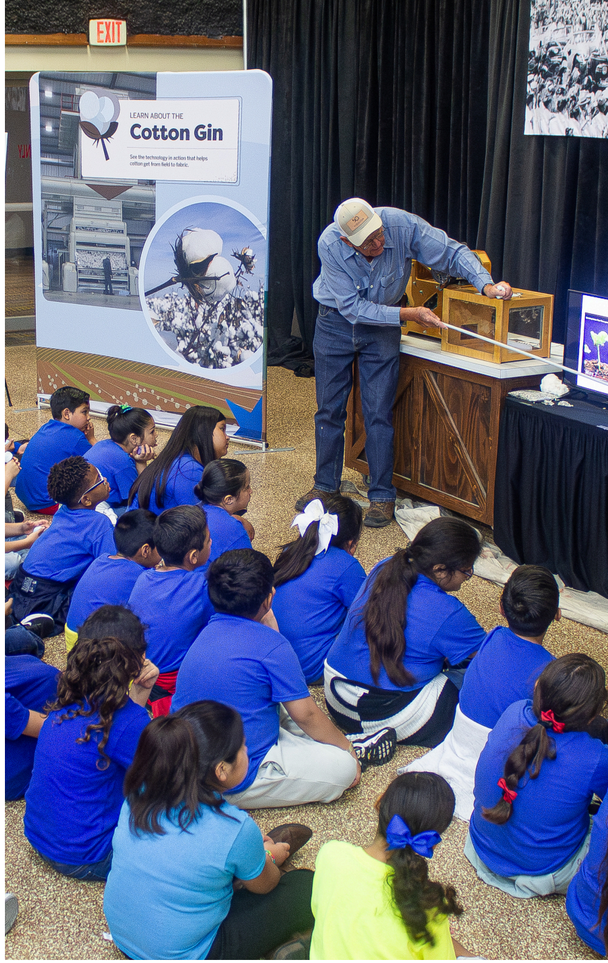
AG & INDUSTRY

· AWARENESS DAY ·

MAY 5, 6, 7

Over 1500 third grade students













BUC DAYS STEAM DAY

presented by ExxonMobil Foundation

SATURDAY, MAY 9, 2026

1:00 PM

CORPUS CHRISTI MUSEUM OF SCIENCE & HISTORY




IZFEST
GOES
BUC
WILD
FRIDAY, MAY 1, 7 P.M.
HILLIARD CENTER ARENA
PBR
PENDLETON
WHISKY
VELOCITY TOUR
FINALS
2026
FOLLOWED BY
CONCERT WITH
COUNTRY
ARTIST
Carly Pearce

THURSDAY
MAY 7

JAVELINA NIGHT

— TEXAS A&M UNIVERSITY - KINGSVILLE —











FREE PANCAKE BREAKFAST

APRIL 28	HERITAGE CAMPUS
APRIL 29	WINDWARD CAMPUS
APRIL 30	OSO CREEK CAMPUS

BUC DAYS BUILD

presented by

Hut 8®

Contribute to the build of a home on the festival grounds, gifting it to a family to help offset the costs of their new house.

CITGO - PRESENTS -

BUC DAYS



April 30 - May 10, 2026