



CITGO® - PRESENTS -

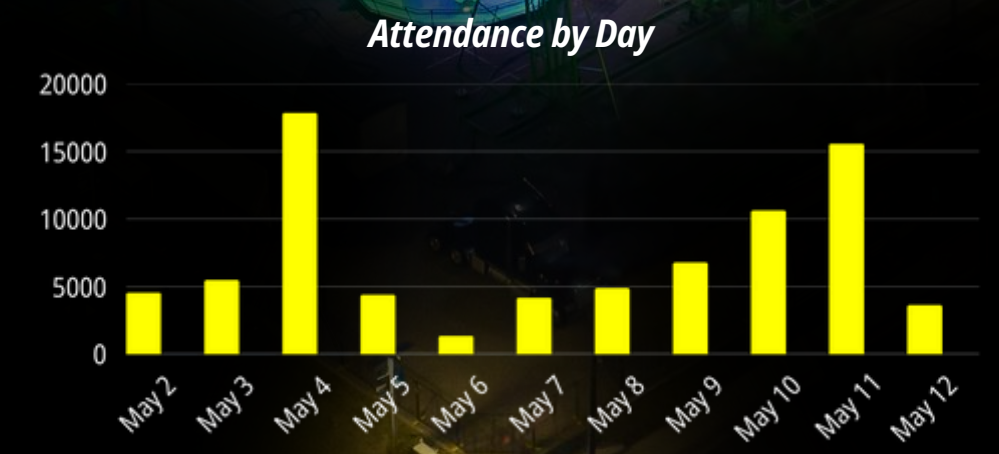
BUCCARDAYS

MAY 1-11, 2025

2024 TICKETED ATTENDANCE

| | |
|--|--------|
| Festival Gate | 37,609 |
| PBR Velocity Tour Finals presented by Coastal Bend Chevy Dealers | 7,035 |
| Crawfish For A Cause | 5,438 |
| Competition Participants | 1,458 |
| Buc Days Stadium Show presented by Reliant | 2,179 |
| Rodeo Corpus Christi presented by Miller Lite | 23,650 |
| BBQ on the Bay | 2,617 |
| Domingo Live Audience Viewing | 150 |

80,136



This year, Buc Days introduced a new element to the festivities with the 5D Travelin' Tavern Mobile Bar. Guests enjoyed a range of premium beverages, adding a new level of enjoyment to the celebration. Cheers to a successful collaboration that made Buc Days even more memorable!

AUDIENCE PROFILE

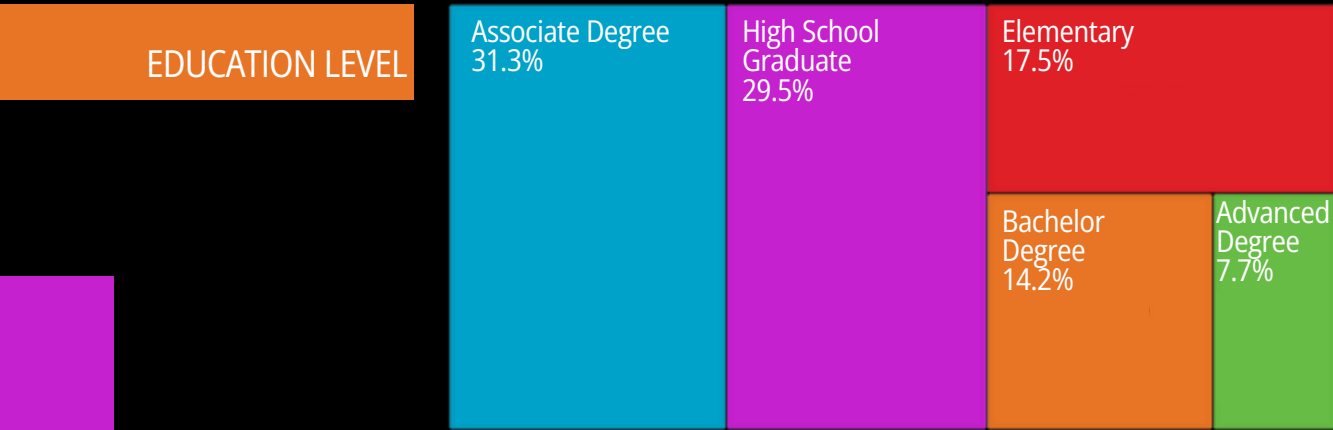
MEDIAN AGE 35.4

AVERAGE NUMBER OF PEOPLE PER HOUSEHOLD 2.72

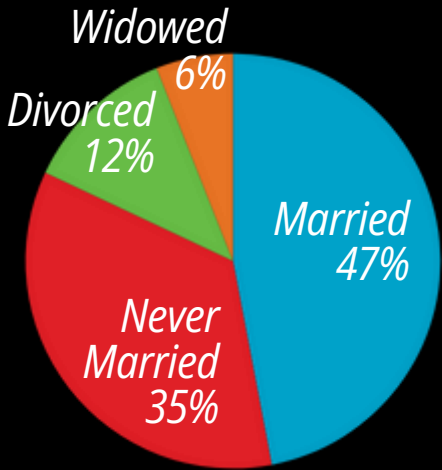
ETHNICITY

| | |
|----------|-----|
| HISPANIC | 66% |
| White | 27% |
| Black | 4% |
| Asian | 2% |
| Other | 1% |

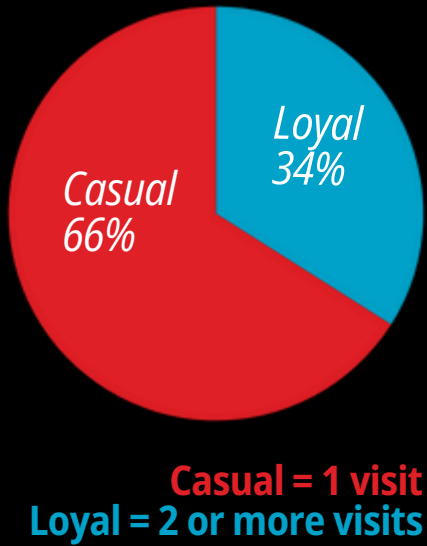
AVERAGE HOUSEHOLD INCOME \$84k



MARITAL STATUS

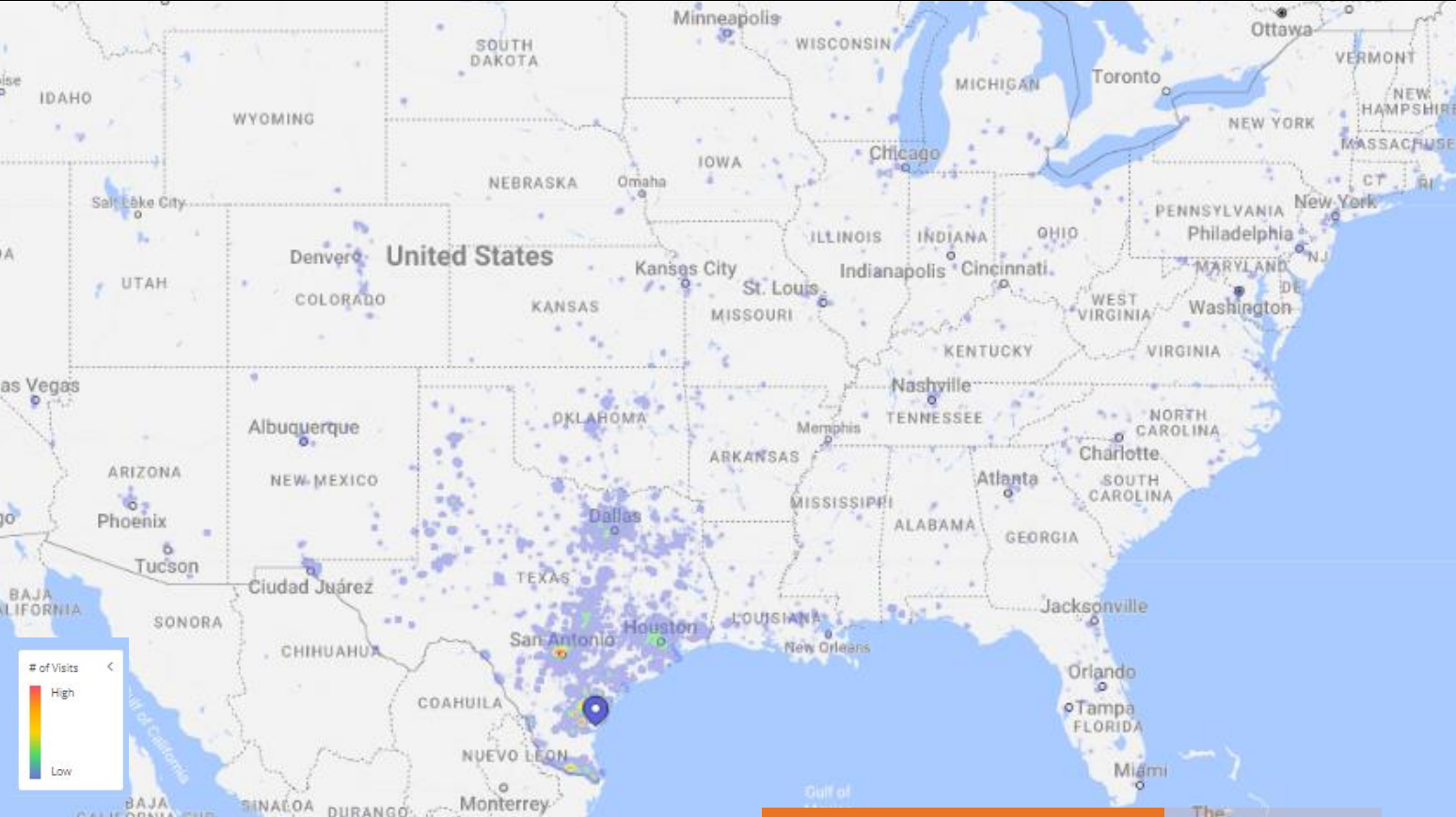


VISITOR LOYALTY



VISITOR JOURNEY

VISITOR LOCATION WITHIN TEXAS



TOP 5 CITIES VISITORS ARE COMING FROM BEYOND CORPUS CHRISTI AND ITS SURROUNDING AREAS

- San Antonio, TX
- New Braunfels, TX
- McAllen, TX
- George West, TX
- Grand Prairie, TX

AVERAGE NUMBER OF VISITS PER PERSON 1.26

AVERAGE LENGTH OF STAY (MINUTES) 92

APPROX. NUMBER OF HOTEL ROOMS GENERATED FROM EVENT 15.8k

MEDIA PRESENCE

DIGITAL

@BucDays // @WCRARodeo // Buc Days Ad Buys

| | |
|-------------|--------------|
| Reach | 15.5 million |
| Impressions | 20.1 million |
| Video Views | 5.5 million |

Television

| | |
|-----------------|-------|
| Total Spots Ran | 4,324 |
|-----------------|-------|

Radio

| | |
|-----------------|-------|
| Total Spots Ran | 1,535 |
|-----------------|-------|



534k

CBS Viewers Nationally

Television Ratings Saturday, May 4, 2024

| Series | Rating |
|--------------------------|--------|
| Buc Days Parade | 13.1 |
| Kentucky Derby | 12.5 |
| 3 News at 6pm | 10.8 |
| Buc Days Parade Pre-Show | 10.4 |
| Kentucky Derby POST | 10.0 |
| Wheel of Fortune | 9.0 |





Buccaneer
COMMISSION

Since 1938, the Buccaneer Commission, a non-profit organization, has staged the annual Buccaneer Days festival in Corpus Christi, Texas in support of bringing entertaining, educational and cultural events to the Coastal Bend. Beginning in 1996, proceeds from Buc Days have been awarded to students as college scholarships.

\$.90

of every dollar generated goes toward the Buccaneer Commission Mission

\$2.3 million

in total giving, to date

2024 TOTAL GIVING

| | |
|--|----------|
| Buc Days Leadership Program | \$94,000 |
| Valero/Local College Scholarships | \$30,000 |
| Military Warriors Support Foundation | \$50,000 |
| Bucarader Family Scholarship | \$1,000 |
| Harbor Playhouse Kids Summer Program | \$5,000 |
| Robotics Rodeo | \$13,500 |
| Food Challenge | \$7,500 |
| 4-H Youth Shoot | \$25,000 |
| Coastal Bend Food Bank Donation | \$30,000 |
| Coastal Bend Region 4-H Scholarships | \$10,000 |
| Corpus Christi Museum of Science & History | \$20,000 |
| Art Museum of South Texas | \$20,000 |

\$306,000





April 26, 2025



April 26, 2025



**BucDays
Children's
Parade**

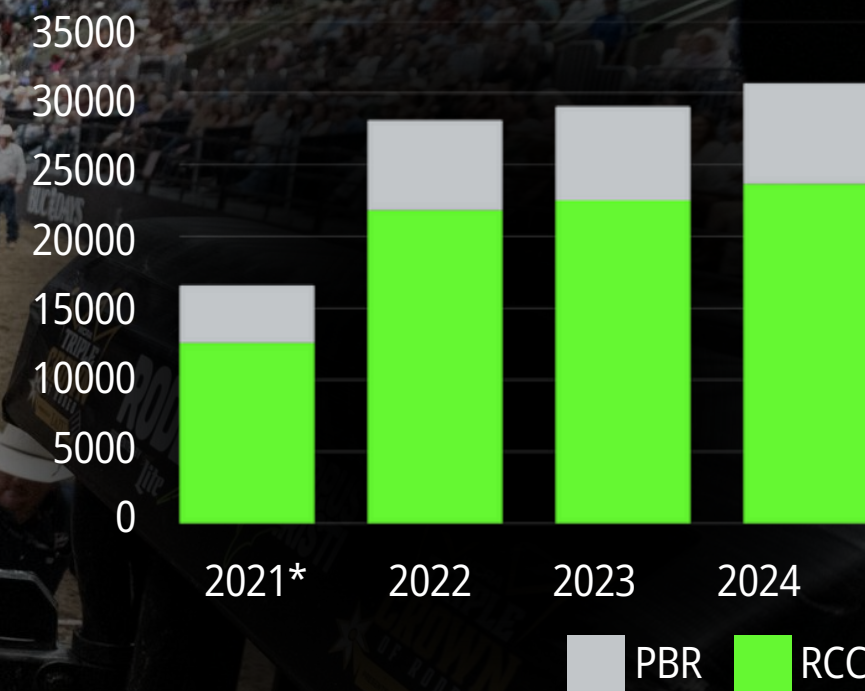
May 10, 2025



RODEO
CORPUS CHRISTI
PRESENTED BY *Miller Lite*




ATTENDANCE



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

Total Payout
\$707,500





CONCERT SERIES

AT RODEO CORPUS CHRISTI



GRUPO SIGGNO

THURSDAY, MAY 8



STEVE TREVINO

TUESDAY, MAY 6



CLINT BLACK

FRIDAY, MAY 9



MERCYME

WEDNESDAY, MAY 7



DOS BORRACHOS feat. Kevin Fowler & Roger Creager

SATURDAY, MAY 10

SHOPS

at TREASURE ISLAND

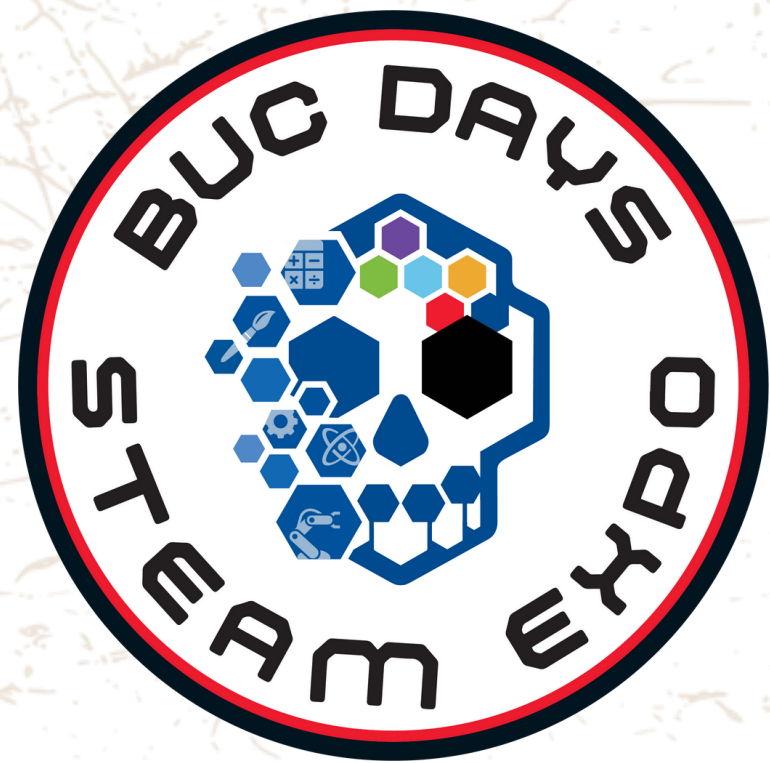
presented by



MAY 1-11, 2025

HOME HVAC GIVEAWAY
\$20,000-\$30,000 VALUE

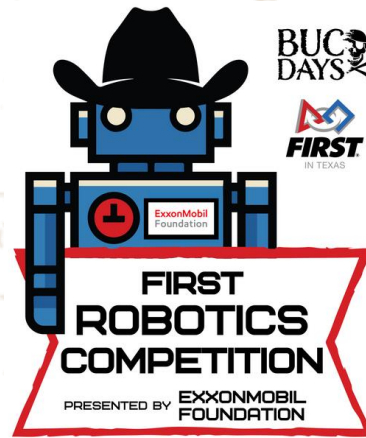




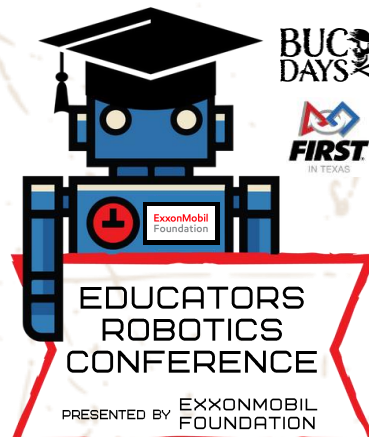
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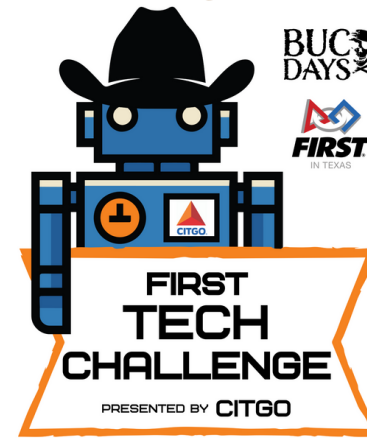
**GULF COAST
GROWTH VENTURES**
An ExxonMobil and SABIC joint venture



MAY 1-2



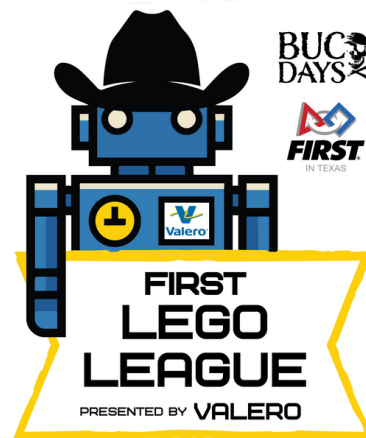
MAY 2-3



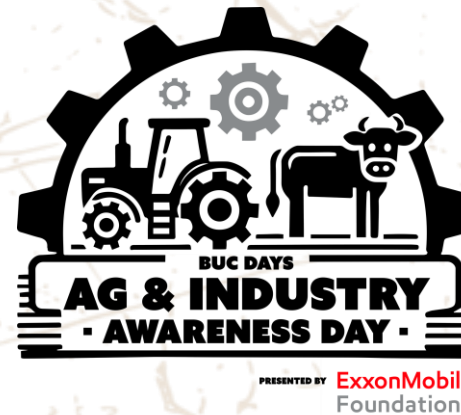
MAY 3



**STEAM
DAY**
presented by
**ExxonMobil
Foundation**



MAY 4



MAY 5-6



MAY 7



MAY 9



MAY 10

ESTIMATED 4,000 KIDS PARTICIPATING IN 2025!





FIRST[®] TECH CHALLENGE **STATE CHAMPIONSHIP**



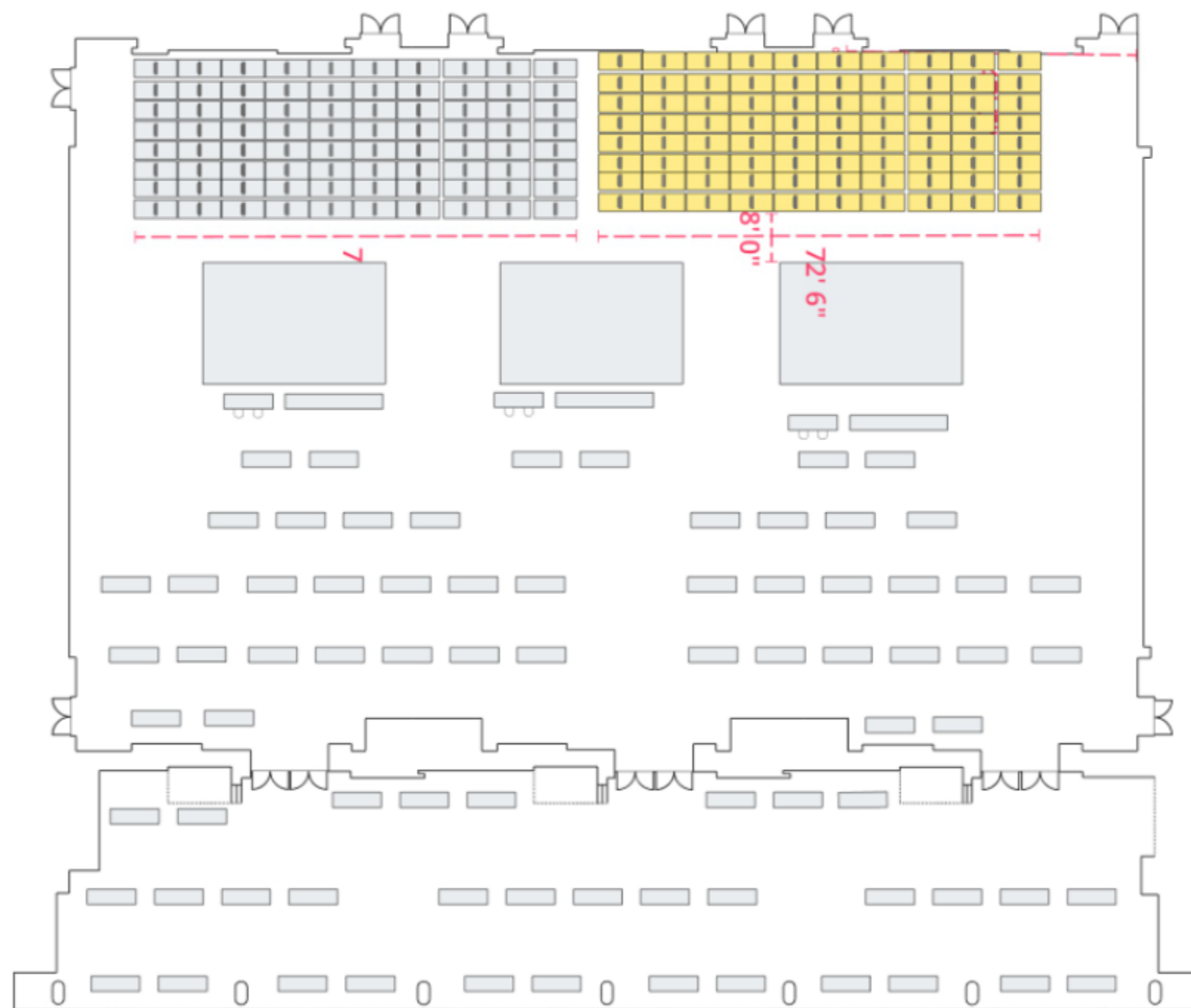
Saturday, May 10

72 Teams Competing

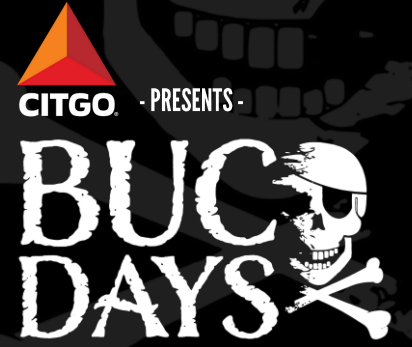
24 1A-4A Teams

24 5A Teams

24 6A Teams



BBQ ON THE BAY COASTAL BEND SHOWCASE



presented by



30
Years

SATURDAY
MAY 10, 2025
3 - 6 PM
WATERGARDEN
ON THE BUC DAYS GROUNDS

PARTICIPATING RESTAURANTS:

BUTTER'S BBQ

FULL SEND BBQ

GUMMIES BBQ

HOEGEMEYERS BBQ BARN

HOWARD'S BBQ & CATERING

MIKE COTTEN'S BBQ

MR.G'S BBQ

SHACK'S SMOKEHOUSE & SEAFOOD

THE BAR-B-Q MAN

TOPSY KRETT BBQ

ENJOY SOME OF THE BEST BBQ
THE COASTAL BEND HAS TO
OFFER!



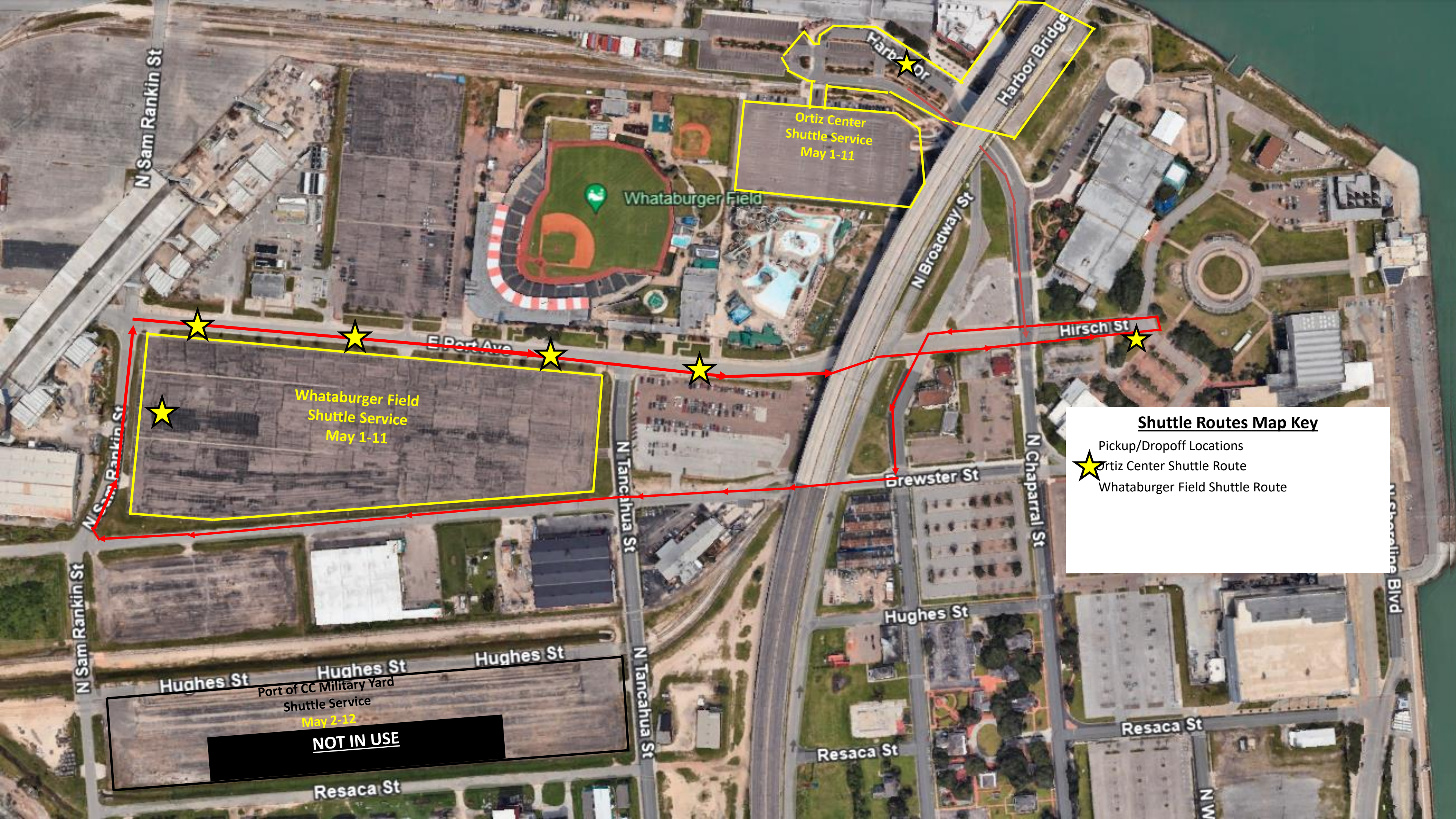


PARKING LOT LOCATIONS

TOTAL PARKING SPOTS --- 4,882 Spots*

- 1a. American Bank Center Garage - 126 Spots
- 1b. Harbor Playhouse - 80 Spots
2. Art Museum - 55 Spots
3. Science and History Museum - 45 Spots
4. Ortiz Center - 408 Spots
5. Whataburger Field - 1,500 Spots
6. Port of Corpus Christi Military Yard - 1000 Spots(Not in Use)
7. Hurricane Alley - 330 Spots
8. Triangular Lot - 50 Spots
- 9a. Asian History Museum - 28 Spots
- 9b. Old Buccaneer Commission Office (Rideshare Lot) - 60 Spots
10. American Bank Center Lot 10 - 220 Spots
11. Heritage Park North - 55 Spots
12. Concrete Street - 840 Spots
13. Heritage Park South - 55 Spots
14. Grass Lot - 180 Spots
15. Henry Garrett Center - 100 Spots
16. Water St. Lot between Fitzgerald and Palo Alto - 250 Spots
17. Water St. Lot between Palo Alto and Power - 170 Spots
18. Volunteer & Event Staff Parking - 330 Spots

* - Spot numbers subject to change



Shuttle Routes Map Key

- Pickup/Dropoff Locations
- ★ Ortiz Center Shuttle Route
- Whataburger Field Shuttle Route

Ortiz Center Shuttle Service
May 1-11

Whataburger Field Shuttle Service
May 1-11

Port of CC Military Yard Shuttle Service
May 2-12
NOT IN USE



- PRESENTS -

BUC & DAYS

MAY 1-11, 2025



SHOPS
at TREASURE ISLAND



CARNIVAL



APRIL 26



MAY 1-11



MAY 2-3



MAY 3



MAY 6-10



MAY 10