

**CHOCTAW CASINOS & RESORTS SIGN TROY AIKMAN, IVAN  
“PUDGE” RODRIGUEZ, DARREN WOODSON TO TRAILBLAZING  
FOUR-YEAR ENDORSEMENT DEAL**

*“Where the Players Play” campaign is the first of its kind, positioning athletes to be faces of Choctaw Casinos & Resorts*



[Click Here](#) for Press Kit, including video, photos and interviews of Aikman, Woodson, and Rodriguez.

**DURANT, OKLA. (August 28, 2023)** - Choctaw Casinos & Resorts today announced a multi-million dollar investment in sports icons Troy Aikman, Ivan “Pudge” Rodriguez, and Darren Woodson to become ambassadors of their brand. These four-year partnerships reflect an expansion in Choctaw marketing strategy and image, as they go all-in on three of North Texas’ most well-known celebrities.

“We are excited to welcome championship-caliber talent in Troy, Pudge, and Darren to the Choctaw Casinos & Resorts family,” said Janie Dillard, senior executive officer, Commerce Division, Choctaw Nation of Oklahoma. “We look forward to working alongside them in this unprecedented campaign to promote ‘Where the Players Play.’ The North Texas market is home to a large majority of our annual visitors, and we can’t wait to have these sports icons represent and celebrate the Choctaw brand.”

The “Where the Players Play” campaign will thread imagery of Aikman, Rodriguez, and Woodson at Choctaw Casinos & Resorts, which will be branded with promotions and planned for display in the North Texas market, activating advertising mediums of video, social media, radio, and TV.

“Choctaw Casinos & Resorts has come onto the sports scene in a big way,” said Pro Football Hall of Famer and ESPN Analyst Troy Aikman. “As a proud Oklahoman, I couldn’t be more excited to join their roster for this trailblazing campaign.”

Since 2017, Choctaw Casinos & Resorts’ sponsorship presence with North Texas sports teams and entities has grown over 800%. In 2021, Globe Life Park, the former home of the Texas Rangers, was rebranded to Choctaw Stadium and is the current home of the XFL Champion Arlington Renegades. Choctaw is also the presenting sponsor of the Invited Celebrity Classic (Irving) and currently holds “official and exclusive casino and resort” designations with: Texas Rangers, Dallas Stars, Dallas Mavericks, AT&T Byron Nelson, Dallas Marathon, Dickies Arena, the Fort Worth Stock Show and Rodeo, Grandscape (retail/entertainment district), The American Rodeo and the Professional Rodeo Cowboys Association (PRCA).

With this investment in iconic North Texas athletes, the collaboration with Aikman, Rodriguez and Woodson will land the Oklahoma-based brand at 24 sports-related partnerships in 2023.

“From special appearances to hosting football watch parties in Durant, I’ve thoroughly enjoyed the time I’ve spent at Choctaw,” added Dallas Cowboys Legend Darren Woodson. “As the sports and gaming industries continue to intersect, I applaud Choctaw for their continued efforts to align themselves with each of the top sports properties in DFW - one of the most dominant regions for sports business in the country.”

“I take pride in having represented Choctaw Casinos & Resorts for the past few years and look forward to continuing my association with them in this next chapter,” said National Baseball Hall of Fame Catcher Pudge Rodriguez. “Choctaw Casinos & Resorts’ strong relationship with the Texas Rangers is just one more reason why this partnership makes perfect sense.”

RPM Sports & Entertainment, out of Dallas, Texas, assisted Choctaw Casinos & Resorts in the negotiation of the athlete agreements.

For more information about Choctaw Casinos & Resorts visit [www.choctawcasinos.com](http://www.choctawcasinos.com).

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#### **About Choctaw Casinos & Resorts**

Owned and operated by the Choctaw Nation of Oklahoma, the third-largest Indian Nation in the United States with more than 208,000 tribal members and 12,000 employees. Choctaw Casinos feature a variety of gaming, hotel and resort properties throughout southeastern Oklahoma. Locations include Durant, Grant, Pocola, Idabel, Broken Bow, McAlester, Stigler and Stringtown. The Choctaw Casino & Resort-Durant underwent a \$500 million expansion in August 2021 that added 1,000 more rooms and created 1,000 new jobs. In addition to the increased room capacity, the Sky Tower also features an expanded non-smoking gaming floor and fresh amenities such as new pools, a parking garage, retail space, entertainment options and dining venues. For more information, visit [www.ChoctawCasinos.com](http://www.ChoctawCasinos.com).

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