

## Fremont Street Experience Serves Up Downtown Hoops March Mega Bracket Sponsored By Voodoo Ranger



**Las Vegas, Nevada Mar 6, 2026** ([Issuewire.com](https://www.issuewire.com)) - [Fremont Street Experience](https://www.fremontstreetexperience.com), the city's iconic entertainment district, will feature its' Downtown Hoops Mega March Bracket, sponsored by Vandal Vodka Cocktails by Voodoo Ranger. Beginning March 15, the bracket will be updated daily and displayed on The Canopy™, which spans 1,375 feet in length in the heart of downtown Las Vegas. Guests visiting Fremont Street Experience during the tournament will be able to keep up with the madness in a unique way.

“Partnering with brands that align with the spirit and audience of Fremont Street Experience, like Voodoo Ranger, is an important part of how we deliver meaningful experiences during major events,” said Cliff Atkinson, CEO and President of Fremont Street Experience. On March 27–28 and April 2–3, Voodoo Ranger will offer interactive fan experiences and samples of Vandal, a Vodka based canned cocktail with bold flavor and two shots of Vodka in each can. Additionally, a live muralist and custom kicks will be on display, all designed to create excitement during key tournament weekends. The activation space can be found next to the Fremont Hotel & Casino on 3rd Street North from 12 p.m. to 8 p.m.

For more information about Fremont Street Experience, visit [www.vegaseperience.com](https://www.vegaseperience.com).

**About Fremont Street Experience**

Fremont Street Experience is a vibrant entertainment district in historic downtown Las Vegas. The open-air promenade is a hub for entertainment, gaming, dining, and shopping. Fremont Street Experience offers more free live entertainment than anywhere else in Vegas, with performances on three stages every day of the year.

Fremont Street Experience also features The Canopy™ LED screen. Spanning 1,375 feet in length and 90 feet in width, The Canopy™ LED screen is suspended 90 feet above the pedestrian mall. It dazzles visitors nightly with stunning visual shows synchronized to the music of headline artists like Katy Perry, Stone Temple Pilots, Imagine Dragons, and more.

Additionally, Fremont Street Experience is home to SlotZilla, a thrilling attraction featuring an 850-foot Zipline and a 1,750-foot Zoomline. Riders launch from a 12-story slot machine-themed platform and soar beneath The Canopy™ LED screen.

Fremont Street Experience offers direct pedestrian access to eight world-renowned casino hotels, over 70 restaurants, and numerous specialty retail kiosks, drawing more than 24 million visitors annually. For more information about Fremont Street Experience, please visit [www.vegosexperience.com](http://www.vegosexperience.com).

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