

2027 Media Kit

2027 Oklahoma Conference on Tourism From Main Street to the Coliseum

● *May 2027, Oklahoma City*

Sponsorship Opportunities

Deadline to reserve: March 12, 2027

ABOUT THE CONFERENCE

The annual Oklahoma Conference on Tourism is a gathering of tourism professionals from destinations, direct marketing organizations, Convention & Visitor Bureaus, Chambers of Commerce, and other people dedicated to promoting the state of Oklahoma.

For two days in 2027, individuals will come together to learn from both their colleagues and session speakers, to discover new and exciting opportunities from the exhibitors, and to celebrate the work of the entire industry at the awards banquet.

There are many opportunities to support the conference, and to join in making Oklahoma's third largest industry as strong as it can be. We hope to see you there!



Put your business in front of 200+ tourism professionals.

Recognizing Excellence in Tourism

REDBUD AWARDS



The annual RedBud Awards celebrate the top marketing efforts and outstanding destinations across the state, and is the premiere event that caps off the conference.



RedBud Awards Presenting Sponsor

1 available | Premier Sponsorship

The conference's premier sponsorship opportunity, offering maximum visibility and prominent association with the RedBud Reception and Awards Banquet.

Sponsorship Benefits:

- Exclusive naming recognition: "RedBud Awards presented by [Sponsor]"
- Premier logo placement throughout the RedBud Awards, including event signage, screens and applicable program materials
- Prominent logo placement on conference website and sponsor recognition signage
- On-stage verbal recognition during the RedBud Awards
- Opportunity for sponsor representative to provide brief welcome remarks and/or participate in an award presentation
- One (1) premium exhibitor booth
- Four (4) complimentary conference registrations
- One (1) premium table for 8 at the RedBud Awards
- Dedicated sponsor recognition on OTRD social media
- Recognition in applicable conference communications
- 1 million TravelOK.com digital impressions

Sponsorship Investment:
\$25,000

Conference Lounge & Swag Sponsor

1 available | Exclusive

Own the conference's central gathering space and create a memorable attendee experience throughout the two-day event.

Sponsorship Benefits:

- Recognition as the Official Conference Lounge & Swag Sponsor
- Prominent branding throughout the conference lounge
- Opportunity for approved branded activations, giveaways and/or swag within the lounge
- Logo on conference website and sponsor recognition signage
- Recognition in applicable conference materials
- One (1) exhibitor booth
- Two (2) complimentary conference registrations
- OTRD social media recognition
- 500,000 TravelOK.com digital impressions

Sponsorship Investment:
\$7,500

Welcome Reception Sponsor

1 available | Exclusive

Welcome attendees to the conference while receiving prominent visibility during one of its largest networking opportunities.

Sponsorship Benefits:

- Naming recognition: "Welcome Reception presented by [Sponsor]"
- Prominent logo placement throughout the reception
- Sponsor logo incorporated into applicable event screens and signage
- Verbal recognition during the reception
- Opportunity for a sponsor representative to provide brief welcome remarks
- Logo on conference website and sponsor recognition signage
- One (1) exhibitor booth
- Two (2) complimentary conference registrations
- OTRD social media recognition
- 500,000 TravelOK.com digital impressions

Sponsorship Investment:
\$7,000

Keynote Presenting Sponsor

2 available

Associate your organization with one of the conference's featured keynote presentations.

Sponsorship Benefits:

- Naming recognition: "Keynote presented by [Sponsor]"
- Prominent logo placement on keynote introduction slides and room signage
- Verbal recognition immediately preceding the keynote
- Opportunity for a sponsor representative to introduce the keynote speaker or receive special stage recognition
- Logo on conference website and sponsor recognition signage
- One (1) exhibitor booth
- Two (2) complimentary conference registrations
- OTRD social media recognition
- 500,000 TravelOK.com digital impressions

Sponsorship Investment:
\$7,000

Conference Lunch Sponsor

1 available | Exclusive

Receive high-visibility recognition during the conference's primary luncheon.

Sponsorship Benefits:

- Naming recognition: "Conference Lunch presented by [Sponsor]"
- Prominent logo placement on luncheon signage and screens
- Verbal recognition during the luncheon
- Opportunity to place approved branded materials at attendee tables
- Logo on conference website and sponsor recognition signage
- One (1) exhibitor booth
- Two (2) complimentary conference registrations
- OTRD social media recognition
- 500,000 TravelOK.com digital impressions

Sponsorship Investment:
\$6,000

Conference Breakfast Sponsor

2 available

Start the day in front of conference attendees with recognition throughout one of the conference's official breakfasts.

Sponsorship Benefits:

- Naming recognition: "Conference Breakfast presented by [Sponsor]"
- Logo placement on breakfast signage and applicable screens
- Verbal recognition during breakfast
- Opportunity to place approved branded materials at attendee tables
- Logo on conference website and sponsor recognition signage
- Two (2) complimentary conference registrations
- OTRD social media recognition
- 250,000 TravelOK.com digital impressions

Exhibitor booth may be purchased separately.

Sponsorship Investment:
\$4,000

Oklahoma Hospitality Break Sponsor

Multiple opportunities available

Sponsor a memorable Oklahoma-inspired snack, treat or hospitality moment during the conference.

Sponsorship Benefits:

- Sponsor recognition at the hospitality activation
- Opportunity to incorporate an approved destination or organization message into the experience
- Logo on conference website and sponsor recognition signage
- 250,000 TravelOK.com digital impressions

Sponsorship Investment: \$2,500

T-shirt Sponsor

1 available | Exclusive Presenting Sponsor

Put your brand on one of the pieces of conference collateral attendees will take home with them.

Sponsorship Benefits:

- Recognition as the Official Conference T-Shirt Sponsor
- Prominent, tasteful sponsor logo placement on the official conference T-shirt
- "Conference T-Shirt presented by [Sponsor]" recognition where applicable
- Logo on conference website and sponsor recognition signage
- One (1) complimentary conference registration
- 250,000 TravelOK.com digital impressions

Sponsorship Investment: \$1,500

Official Credentials Sponsor

1 available | Exclusive

Gain conference-long visibility with branding worn by attendees throughout the event.

Sponsorship Benefits:

- Sponsor logo featured alongside the conference logo on all attendee lanyards
- Sponsor logo displayed on the back of approximately 300 conference badges
- Recognition as the "Official Conference Credential Sponsor" on the conference website and sponsor signage
- Recognition in applicable pre-event communications
- Verbal recognition during opening remarks
- One (1) complimentary conference registration
- 500,000 TravelOK Impressions

Sponsorship Investment: \$3,500

T-shirt Supporting Sponsor

Limited availability

A highly accessible opportunity for organizations seeking visibility on official conference merchandise.

Sponsorship Benefits:

- Supporting sponsor logo on the back of the official conference T-shirt
- Logo on conference website
- Recognition on general conference sponsor signage

Sponsorship Investment: \$500

EXHIBITOR OPPORTUNITIES

Exhibitor Booth

Limited availability

Connect directly with Oklahoma tourism professionals and decision-makers throughout the conference.

Includes:

- Designated exhibitor space
- Exhibitor listing on conference website and/or applicable conference materials
- Organization name on exhibitor recognition signage
- One (1) complimentary conference registration
- Access to conference networking opportunities

Additional conference registrations may be purchased at a special rate for exhibitors.

Investment: \$1,000

Secure your sponsorship by contacting our sales team at Advertising@TravelOK.com.

All sponsorships will be sold on a first-come, first served basis, and we will offer First Right of Refusal for future conferences.





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Tourism & Recreation



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