

Overview Information

a. Introduction and description of main event

The 40th annual Tulsa International Mayfest, an outdoor tribute to the arts and music took place May 17th -20th, 2012 in the heart of beautiful downtown Tulsa. Mayfest is a family-oriented event created to promote a broader knowledge of and appreciation for arts and humanities among serious, as well as casual, art lovers. Mayfest is nationally renowned for presenting the very best in arts and entertainment.

Tulsa International Mayfest has something to offer everyone. The outdoor area of Mayfest includes fine arts, crafts, four stages of performing artists, KidZone – a children’s hands-on art activity area, and of course, great festival food. In addition to the outdoor space, Mayfest also features five indoor galleries; the Invitational Gallery for Tulsa area artists, the Youth Art Gallery, which features artwork of Tulsa area students, The Center Gallery, featuring artwork of clients of The Center for Individuals with Physical Challenges, the Green Gallery: Metamorphosis, showcasing artwork created with reused, recycled and repurposed materials and new for 2012, Vintage Mayfest Gallery that showcased Mayfest posters, choice photos from Mayfest’s archives, Mayfest T-shirts and memorabilia and submissions from local residents.

Also new for 2012 was a nightly 3D Building Projection project, presented by Cricket Communications. This “first in Oklahoma” art form was shown on the north wall of the 320 S. Boston Building, visible from the Main Stage area at Williams Green.

Admission is free!

b. Introduction and effectiveness of Sponsor follow-up report

The 2012 Mayfest sponsor follow-up report is a snapshot of the festival. Included in the book is a media summary report so sponsors are assured of our visibility, print coverage highlights including local and national publications, press materials, photos and a list of our sponsors. In addition to the book, sponsors received a CD that included expanded information such as all of the press materials and clippings and media value reports for television and print. They also received digital images of the festival for their use.

Our sponsor follow-up reports are incredibly effective. Sponsor feedback indicates that they like the compact package but have the more detailed information on the CD if needed. Our sponsors’ renewal rate is approximately 90% and our presenting sponsor just celebrated their 9th year in that position.

Supporting Materials - included