

2025
May 15th-18th

Entertainment

4 Day Line Up Featuring 16 Different
Bands or Artists including the
Broken Arrow High School Show
Choir & Jazz Bands

Total Event Attendance

41,100

Average Time Spent At Festival - 95 minutes
Peak Attendance- Saturday - 19,000 attendees

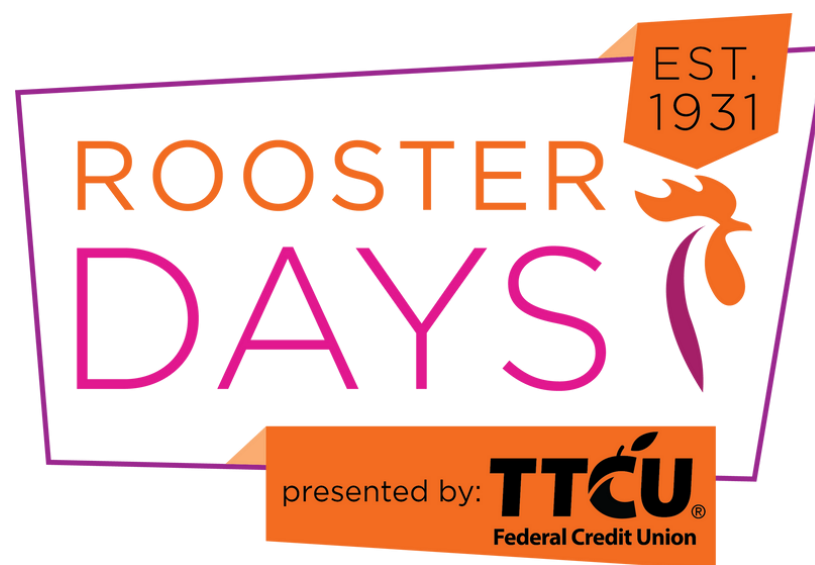
Vendors

12 Food Vendors
100+ Marketplace Vendors

80 Parade Participants

Featuring our very own Mayor Debra Wimpee
as parade Emcee

650+ Run Participants



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Mike Collier

Facebook & Instagram

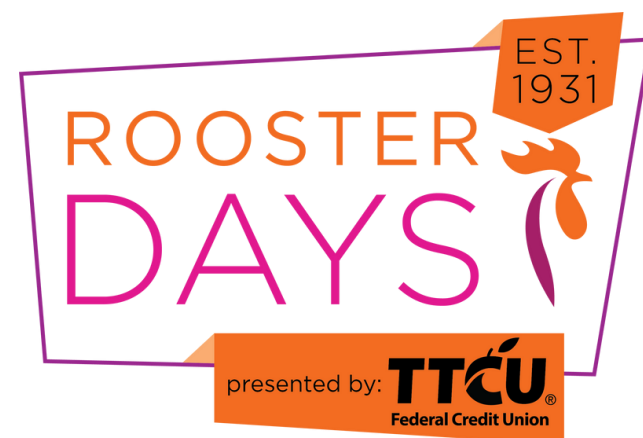
13 Total Posts

Total Video Views - 382,470

Total Reach - 289,603 Users

Total Engagements - 4,323

Direct Clicks to Rooster Days Content - 120



Marketing Statistics

Jessica Reyes
Social Media Campaign, Instagram & Facebook

18 Total Posts

Total Video Views - 181,756

Total Engagements - 2,695

Teresa Forehand

Instagram - 1 Story and 1 Post

180,000 Followers

Total Views 43,442

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On-Site Parade Appearance



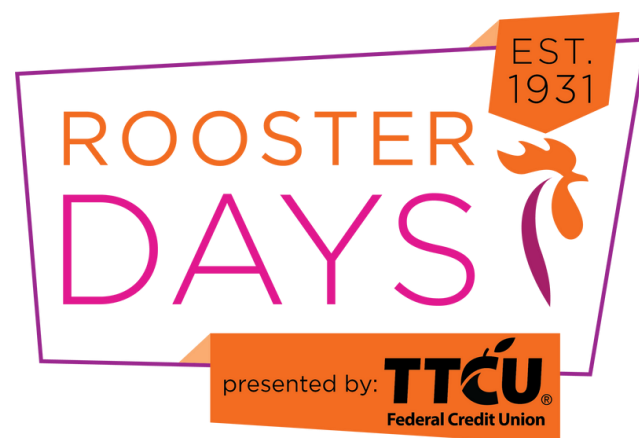
Webpage Calendar Listings



On-Air Promotions



:30 Radio Promo - 190
Live Mentions - 90



Marketing Statistics

KHIS 106.9 98.5 THE BULL BIG COUNTRY 99.5 KOTV 16
Griffin Communications

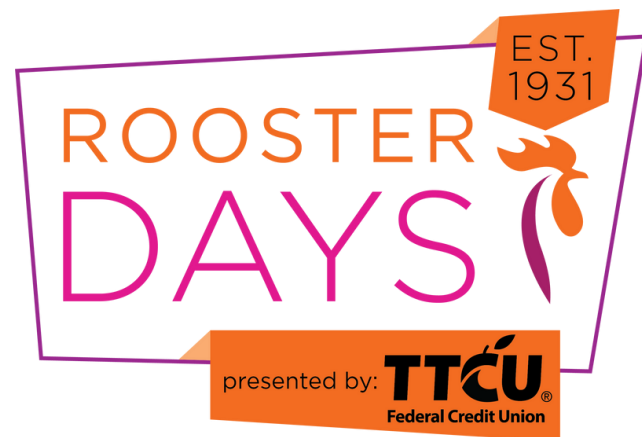
Social Media

Radio Facebook Pages - 3 Posts reaching
over 145k followers

KOTV News on 6 Facebook & Instagram - 1
Post reaching over 581k followers

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Promotional Posters

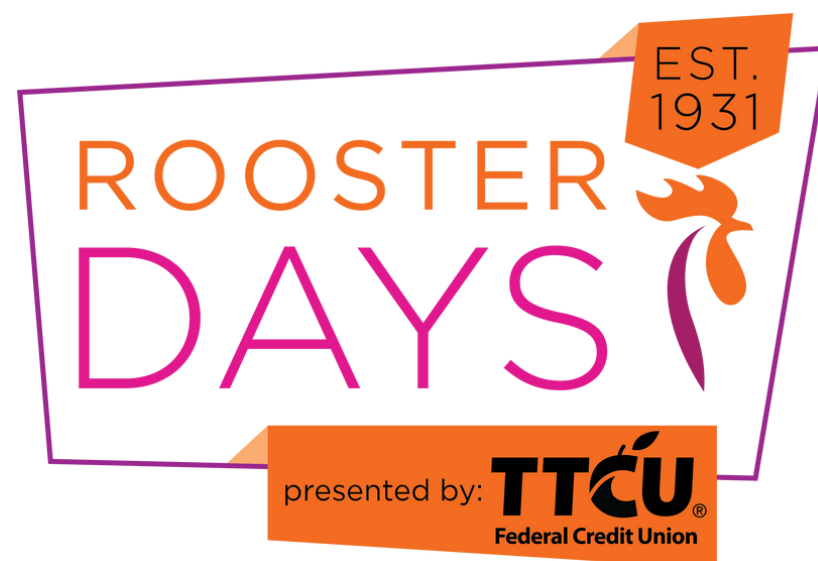


CONFIRMED

SAVE THE

May DATE!

14th- 17th, 2026



Thank you!

