

Sparkloft Media RFP Response

# Visit Broken Arrow

Strategic Marketing Partner

FY2026–2027

Agency Address:

---

Sparkloft Media  
225 SW Broadway # 400  
Portland, OR 97205

[www.sparkloftmedia.com](http://www.sparkloftmedia.com)

Point of Contact:

---

Martin Stoll  
[martin@sparkloftmedia.com](mailto:martin@sparkloftmedia.com)  
(516) 476 9238

# Table of Contents

---

- 01. Cover Letter
- 02. Firm Overview & Qualifications
- 03. Relevant Experience & Case Studies
- 04. Proposed Approach & Year One Priorities
- 05. Review of Existing Marketing Reports
- 06. Team Structure & Key Personnel
- 07. Cost Proposal & Fee Structure
- 08. Travel Plan & Budget
- 09. References
- 10. Appendix



# Section 01.

---

# Cover Letter

Nice to meet you!

Section 01. Cover Letter

# Hello from Sparkloft!

April 30, 2026

Makala Barton, Tourism Manager  
Visit Broken Arrow  
123 N Main St  
Broken Arrow, Oklahoma 74012

Dear Makala,

Broken Arrow is at one of those rare moments in a destination's life — when the work of years suddenly converges into something genuinely new. A strategic plan adopted. A rebrand proven. A \$107 million amphitheater on the horizon. And a community that has earned the right to tell a bigger story about who it is.

That moment deserves more than a capable vendor. It deserves a partner who understands what is at stake.

I founded Sparkloft Media nearly twenty years ago on a simple conviction: the best destination marketing is not about reach or impressions — it is about building a relationship between a place and the people who belong there, or who haven't discovered yet that they do. We have spent two decades working alongside DMOs large and small, helping them navigate exactly the kind of inflection point you are facing right now. The moment when a destination stops explaining itself and starts owning its identity.

We have read your 2025–2030 Tourism Strategic Plan carefully. We have studied your annual reports, your digital performance, your competitive position in the regional market. We understand that Year One is not about building new strategy — you have done that work, and it is strong. What you need is an agency that can execute it: one that can build a veterans heritage tourism program that does justice to what Broken Arrow has genuinely built, close the gaps in your social and digital performance, launch a film festival marketing program, and do all of it while protecting the authentic small-town identity that makes this community worth visiting in the first place.

## **We are that agency.**

What we bring to this partnership is not a template for destination marketing. It is 20 years of learning what actually moves travelers — and what moves the numbers that matter to a DMO funded by hotel occupancy tax. We have seen how the best destinations grow: not by chasing impressions, but by earning the kind of trust that fills rooms on a Tuesday in November, not just a Saturday in October. That is the standard we hold ourselves to, and it is the standard we would bring to Broken Arrow.

## Section 01. Cover Letter

# Hello from Sparkloft!

Sparkloft is an independent agency, 100% owned and operated, with more than 40 full-time professionals across our Portland, Atlanta, and Miami offices. We work entirely in-house — no subcontractors, no handoffs to junior teams after the pitch. The people presenting this proposal are the people who will be on your account. And within the first thirty days of contract start, Orianna Guzman and Avery Robinson will be in Broken Arrow in person — touring the Rose District, the veterans facilities, and the city itself — because authentic storytelling starts with firsthand knowledge of the place.

We want to be direct about why this opportunity matters to us personally. Several members of the Sparkloft team have personal connections in the Tulsa region — including Caroline Purdy, our Creative Designer and Associate Creative Technologist, whose university research focused specifically on sustainable development and environmental equity in the greater Tulsa area. This is not a market we are learning from the outside. It is one we know, care about, and have a genuine stake in getting right.

We are also candid that we see an exceptional strategic opportunity here — one that is not always visible from inside an organization but stands out clearly to an agency that spends every day thinking about how travelers discover and choose destinations. Instagram is not one channel among many for the audiences VBA needs to reach. For the younger leisure travelers, the concert-goers considering an overnight stay at the Sunset Amphitheater, and the Rose District visitors searching for things to do near Tulsa this weekend, it is the primary discovery and inspiration tool — and VBA's current presence on the platform does not reflect that reality. As a social-first creative agency, we know how to close that gap quickly and with immediate impact. The opening of the amphitheater creates a rare, time-sensitive window to establish Broken Arrow as a destination in the Instagram consciousness of the entire regional drive market. We do not want VBA to miss it — and we are confident we can help make sure it doesn't.

We are submitting this proposal because we believe Visit Broken Arrow and Sparkloft Media are genuinely well matched — in ambition, in values, and in what we think destination marketing is for. We would be honored to earn your partnership.

Sincerely,



Martin Stoll

A handwritten signature in black ink that reads "Martin Stoll".

Founder & CEO, Sparkloft Media  
martin@sparkloftmedia.com

## Section 02.

---

# FIRM OVERVIEW & QUALIFICATIONS

A bit about us

## Section 02. Firm Overview and Qualifications

# Overview

Sparkloft Media is an independent, founder-owned destination marketing agency with nearly twenty years of experience helping DMOs tell stories that move travelers — and move the numbers that matter to organizations accountable to public funding. We are not a generalist agency that includes tourism in a long list of verticals. Destination marketing is what we do, what we have always done, and what our entire team is built around. Founded in 2006 and headquartered in Portland, Oregon, with additional offices in Atlanta and Miami, Sparkloft employs more than 40 full-time professionals across strategy, creative, paid media, content production, social media management, analytics, and account services. Every capability in this proposal is delivered in-house. We do not subcontract.

Over nearly two decades we have partnered with more than 100 DMOs across the United States and internationally. But the experience most directly relevant to Visit Broken Arrow is not the work we have done for state tourism offices. It is the work we have done for organizations that look like VBA: lean-staffed, authentically protective of their community identity, funded by lodging tax revenue, and accountable to boards and city leadership for every dollar spent.

## Overview

<b>Founded</b>	2006 (started as GoSeeTell Network, now Sparkloft Media)
<b>Ownership</b>	Independent, 100% founder-owned — Martin Stoll, CEO
<b>Offices</b>	Portland OR (HQ) — Atlanta GA — Miami FL
<b>Staff</b>	40+ full-time employees, all disciplines in-house
<b>DMO Experience</b>	100+ DMOs across the U.S. and internationally
<b>Subcontractors</b>	None required for this scope
<b>Legal Entity</b>	GoSeeTell Network dba Sparkloft Media



# Some of our relevant clients



## Wallowa County Chamber of Commerce

*Social Media AOR — FY2024–present*

Wallowa County, Oregon: eleven hundred square miles of mountain wilderness, ranching heritage, and Indigenous culture, served by a Chamber with a modest budget and a genuine story to tell. Sparkloft managed Wallowa County’s full social media presence across Instagram, Facebook, and TikTok, including content planning, community management, short-form video production, paid social advertising, and full strategic development. Content strategy organized around four pillars — Outdoor Recreation, Culture and Heritage, Makers and Producers, and Events. The FY2025 paid social program delivered \$12,490 in spend against 2.34 million impressions at a \$5.33 CPM, with link clicks growing more than 90 percent year over year. Total combined scope for FY2026: \$69,540.



## Eastern Oregon Visitors Association

*Client since 2019 — now in its sixth year*

Sparkloft developed a cinematic, community-first video series using the land as the entry point and the people — ranchers, tribal members, artists, farmers — as the heart of the storytelling. We led outreach, story development, and art direction to establish a shared narrative arc and production guidelines across all episodes. Six years of sustained partnership reflects exactly what lean DMOs need: an agency that learns the place, earns the community’s trust, and gets better over time.



## Explore Tualatin Valley

*Agency of Record since 2022*

Sparkloft led a full strategic rebrand — repositioning the region as Explore Tualatin Valley — and developed the integrated “Near and Dear” campaign. Results: 300% year-over-year increase in direct homepage visits, 2x homepage visits via search, 48% rise in overall web traffic, 2024 ThinkNW Cascadia Creative Award for Integrated Campaign Excellence. Scope also included marketing the launch of Wingspan, a new meetings and events venue within the Tualatin Valley geography.



## Visit Albuquerque

*Social Media AOR since 2025*

Visit Albuquerque is the official DMO for New Mexico’s largest city. Sparkloft manages organic content strategy, community management, and paid social across platforms as current social media AOR.

# How We Are Different

---

## Ability to Deliver a Turnkey, All-Inclusive Campaign

Sparkloft Media is uniquely positioned to meet the requirements of **Section 3 (Scope of Work)** as a fully integrated, full-service agency. We confirm our ability to deliver a comprehensive, turnkey solution that manages the entire lifecycle of the campaign—from research and concept development to media buying and ROI reporting—without the need for external subcontractors or hand-offs.

### 01. Turnkey Execution

---

Our team provides all required services in-house, including Strategy, Creative Production, Media Planning/Buying, and Data Analytics. This integrated structure eliminates administrative friction and ensures that every dollar of your budget is optimized for impact rather than lost to third-party markups or coordination delays.

### 02. Budget Discipline & "Asset Lite" Strategy

---

We have a proven track record of managing a wide range of DMO budgets. For Visit Broken Arrow, we will implement an **"Asset-Lite" production model**, prioritizing the remixing of your existing asset library over expensive new shoots.

# How We Are Different

---

## Differentiation: Delivering Measurable Economic Outcomes

What distinguishes Sparkloft from other contractors is going beyond "awareness" as a final metric. We define success through economic impact like **visitor spending** and **lodging overnights**. While traditional agencies optimize for *Clicks* (CTR) or *Impressions* (CPM), Sparkloft optimizes for **Arrivals** and **Return on Ad Spend (ROAS)**.

Our differentiation is built on three pillars:

01.

### Proven Economic Impact (not just reach)

---

We do not just promise economic outcomes; we have a documented history of delivering them for numerous DMOs, here are three examples:

- **Visit Utah:** Our integrated campaign strategy delivered **\$625 in visitor spending for every \$1 invested**, contributing to \$2.93 billion in influenced visitor spending.
- **Madrid Tourism:** By focusing on high-intent audiences rather than broad awareness, we generated **15,431 confirmed bookings** and over **\$2.5 million in traveler spend**, achieving a ROAS of **5.35:1**.
- **Los Cabos:** Our conversion-focused campaigns drove a **5% increase in hotel occupancy** during key need periods.

02.

### Technical Integration with measurement tools

---

There are numerous tools available that help tourism organizations measure the impact of their marketing campaigns (e.g. Datafy which several of our smaller DMO clients use).

- From the RFP, it is not clear what tool you are using at the moment, if any. If you do not use a tool we would recommend subscribing to one. We are happy to discuss the pros and cons of the different options and connect you with other clients who use a variety of these tools.
- Sparkloft can integrate **any tool pixel** immediately upon launch. We will use this data to optimize campaigns in real time, shifting spend away from creative that generates mere "likes" and toward creative that generates **verified device arrivals** in paid lodging zones.

03.

### Creative that Performs

---

At Sparkloft, data isn't the end point—it's the starting line for breakthrough creative. We combine rigorous data collection and measurable insight generation with expertise in translating those learnings into creative execution.

- Our teams understand the nuances of each platform—how audiences behave, engage, and convert across channels—and we use that intelligence to craft brand and campaign assets that resonate in context.
- **The result is creative that doesn't just capture attention, but drives meaningful outcomes:** awareness, engagement, and conversion. Our approach is proven by performance data that demonstrates business impact, and validated by industry recognition that reflects the originality & effectiveness of our work.

# Approach

## Integrated Campaign Approach & Methodology

Our approach moves beyond standard destination marketing to function as an economic stimulus engine. We will employ a five-phase end-to-end process designed to ensure fiscal responsibility, avoid media duplication, and deliver measurable economic outcomes.



### 1. Research & Insights: The Data-Led Foundation

Before a single creative concept is drafted, we will ground our strategy in your specific data ecosystem.

- **Data Analysis:** We will start by analyzing your existing data to identify the behavioral patterns of your visitors. We will isolate specific "need periods" where occupancy is softening, ensuring our campaign targets volume where you need it most.
- **Asset Audit:** We will conduct a forensic audit of your existing photo and video library to identify high-performing assets that can be repurposed. This "Asset-Lite" research phase ensures we maximize budget efficiency by identifying gaps rather than paying to reshoot existing coverage.

### 2. Strategy: The "Social Push"

Our strategy is built to support the **economic impact** priority by driving volume and yield.

Instagram and social media broadly represent one of the most underleveraged opportunities in Broken Arrow's current marketing program. The audiences most valuable to VBA — concert-goers, Rose District visitors, sports families, heritage travelers — are active and discoverable on these platforms right now. Our strategy is built to close that gap.

- **The Full-Weekend Sell:** We will build content that packages Broken Arrow's assets into a coherent overnight experience — the Rose District dinner, the show, the hotel, the next morning. Social content is the entry point. The overnight visit is the goal.
- **Event-Driven Content:** We will develop content calendars built around Broken Arrow's event program — festivals, film events, amphitheater shows — producing assets in advance that can be scheduled, amplified through paid social, and supplemented with community-sourced content as events unfold.
- **Always-On Discovery:** Keyword-rich captions, evergreen itinerary content, and short-form video structured around specific traveler questions ensure Broken Arrow surfaces organically when someone searches "things to do near Tulsa this weekend" — on Instagram, on TikTok, and increasingly in AI-generated travel recommendations. The content works while we sleep.

# Approach

## Integrated Campaign Approach & Methodology (cont.)

### 3. Creative Platform: Authentic & Asset-Lite

We will adopt an "Asset-Lite" approach.

- **Concept Development:** We will develop a unifying creative platform that simplifies the region's offerings into a cohesive journey. This narrative will keep the destination—not the ad campaign—as the hero.
- **Format Optimization:** We will adapt existing high-quality assets into high-performance digital formats (e.g., vertical short-form video), adding motion graphics and updated copy to refresh the creative without incurring the cost of a commercial film shoot.

### 4. Media Planning & Execution: Precision & Attribution

Our media buying philosophy is "**Objective-Based.**" Every dollar spent should map back to a verified arrival or credit card transaction.

- **Channel Mix:** We propose a mix heavily weighted toward Paid Social to reach households in the 300-mile radius. This is where your biggest opportunity lies.
- **Data-tool Integration:** We will fully integrate the **available data-tool pixels** into all campaign landing pages and media assets. This allows us to track "closed-loop" attribution—reporting not just on clicks, but on physical device arrivals and lodging overnights generated by the campaign.
- **Dynamic Optimization:** We do not "set and forget." We monitor performance weekly, shifting budget in real-time away from underperforming channels and toward those driving the lowest Cost Per Arrival (CPA).

### 5. Collaboration Model with VBA

We view ourselves as an extension of the Tourism staff, not just a vendor.

- **Workflow:** We will establish a bi-weekly status meeting cadence to review performance data and upcoming milestones.
- **Project Management:** We utilize collaborative tools to ensure transparency. You will have a dedicated point of contact responsible for coordinating all deliverables and ensuring alignment.
- **Milestone Approvals:** We build in formal approval stages for Strategy, Creative Concepts, and Final Media Plans to ensure total alignment before market launch.

# Creative Development

## Creative Development Approach

Our creative approach is designed to deliver **high-impact destination storytelling** at scale while maximizing budget efficiency. Creative is treated as a performance lever directly tied to economic outcomes, not as a standalone branding exercise.

We employ a streamlined, data-informed process that prioritizes reuse of existing assets and supplements gaps with nimble, cost-effective production.

We begin with a **structured audit** of your asset library, categorizing photography and video by season, geography, and vertical to identify reuse opportunities. Creative development is informed by performance data and audience insights to ensure concepts are grounded in verified traveler motivations.

Insights are translated into a **focused Creative Brief** that aligns all content with your strategic objectives. Emphasis is placed on driving visitation during defined need periods, including shoulder seasons, rather than broad awareness.

Rather than producing one-off assets, we develop **scalable creative systems**—repeatable visual and messaging frameworks that ensure consistency across the campaign life-cycle.



## Execution

Prioritizes asset optimization over new production. Existing horizontal footage is adapted into platform-optimized vertical formats using motion graphics and native editing styles. Creative performance is reviewed on an ongoing basis, with high-performing concepts scaled and underperforming assets refined or discontinued.

## Authenticity

Ensured through a community-first approach that could e.g. include real business owners, residents, and partners

# Media Planning & Buying

## Paid Media Approach & Capabilities

Paid media plays a central role in advancing your priorities — driving measurable visitation, overnight stays, and visitor spending through a balanced, multi-channel media approach. Our model is designed to be collaborative, performance-driven, and accountable, ensuring media investment delivers maximum ROI.

### Balanced Channel Approach

We plan and activate across a mix of paid social, search, OTT/CTV, audio, and out-of-home to reach short-haul travelers throughout their planning journey — from inspiration to conversion.

### Full-Service Planning & Buying

We manage paid media from strategy through execution across digital and traditional channels. Media plans are developed early, shared with you, and refined collaboratively to ensure alignment and avoid duplication with existing efforts.

### Integrated Channel Strategy

Each channel is assigned a clear role — awareness, consideration, or conversion — working together through consistent messaging, audience insight, and funnel-based planning to move travelers from interest to arrival.

### Scalable Structure

Campaigns can expand or contract based on seasonality and performance, allowing for flexibility while maintaining transparency and responsible stewardship of public funds.

## Sample Media Mix\*

39%

**Paid Social:** Full-funnel engine using video and retargeting to build awareness, drive engagement, and convert high-intent audiences at scale.

21%

**Programmatic:** Mid-funnel driver using retargeting and behavioral data to re-engage high-intent audiences and drive return visits.

18%

**CTV:** High-impact video channel driving awareness and emotional connection while extending reach in key feeder markets.

13%

**Search (OOH):** High-intent channel capturing active travel demand and driving qualified traffic and conversions.

10%

**Print/Traditional:** In-market support channel reinforcing messaging at key touchpoints to influence decisions during travel planning and exploration.

*\*Allocation flexes based on coordination with seasonality and performance*

# Media Planning & Buying

## Audience Development & Targeting

Audience strategy focuses on travelers most likely to convert into overnight visitors — prioritizing short-haul drive markets where Broken Arrow competes on accessibility, value, and year-round experiences. Targeting blends geographic precision, behavioral insight, and real-world validation.

### Priority Geographic Markets

Primary focus within a 300-mile drive radius, including:

- Tulsa
- Oklahoma City
- Northwest Arkansas
- Kansas City / Dallas (test + expansion markets)

### Behavioral & Intent Signals

Audiences are layered using:

- Festivals & events / seasonal travel behaviors
- Family getaway / value-driven planning
- Proximity-based travel and repeat visitation patterns

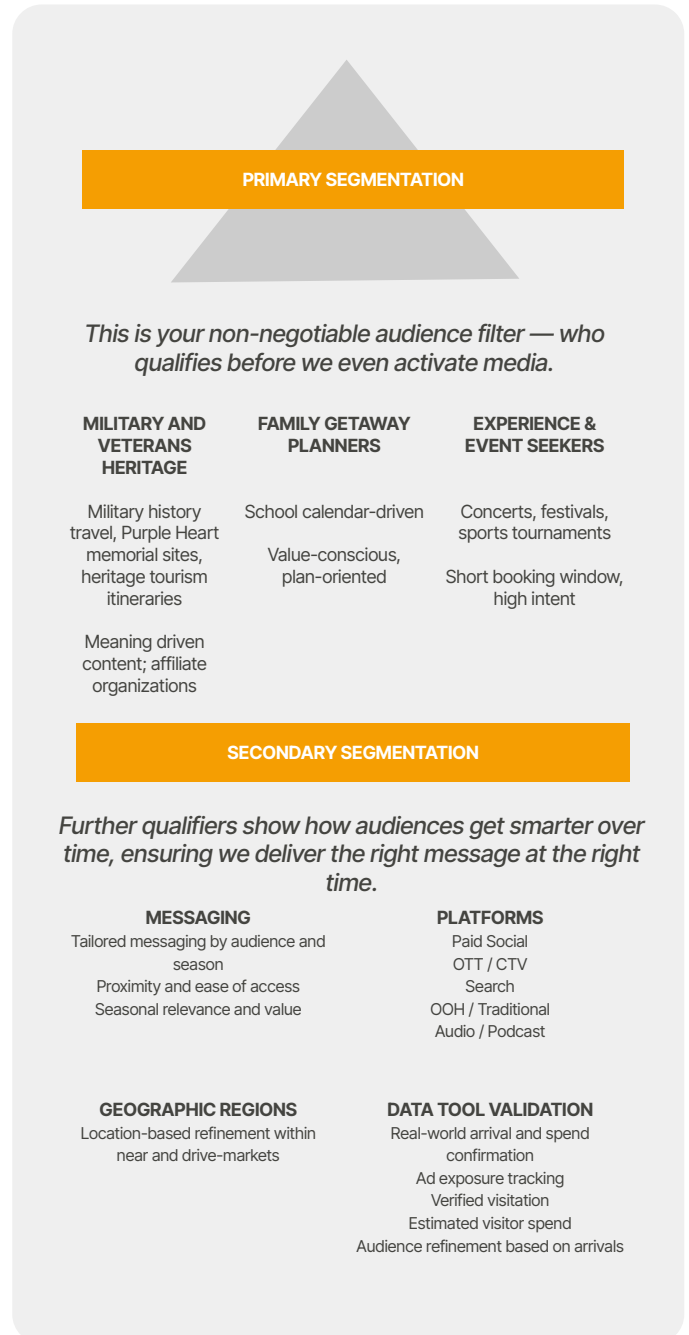
### Data Tool-Informed Audience Refinement

Tools like Datafy are central to audience development and validation, with first party data used to confirm real-world arrivals and estimated spend within Broken Arrow. These insights inform:

- Market and audience prioritization
- Audience expansion and suppression
- Budget shifts driving verified visitation

### Messaging

- Tailored by audience and season
- Emphasis on proximity, ease of access, and value
- Aligned to specific travel motivations and trip timing



# Media Planning & Buying

## Measurement & Reporting

Measurement ensures paid media investment drives measurable economic outcomes for Visit Broken Arrow. Our approach connects media performance directly to lodging overnights and visitor spending, providing transparency, accountability, and clear decision-making throughout the campaign.

### Measurement Philosophy

Success is defined by real-world visitation and spend, not proxy media metrics. Measurement is used actively during the campaign to guide optimization, not just to report results after the fact.

### Primary KPIs: Economic Impact

Lodging overnights are tracked through verified overnight stays attributed to paid media exposure, with performance evaluated by market, channel, and seasonality. This ensures media is driving tangible lodging demand. Visitor spend is measured through estimated in-market spending tied to verified arrivals, allowing Tourism to understand return on ad spend and overall economic efficiency.

### Supporting Conversion Metrics

High-intent conversion signals such as trip planning and lodging research are monitored to provide early indicators of performance. These metrics help guide in-flight optimization before arrivals occur.

### In-Flight Optimization Framework

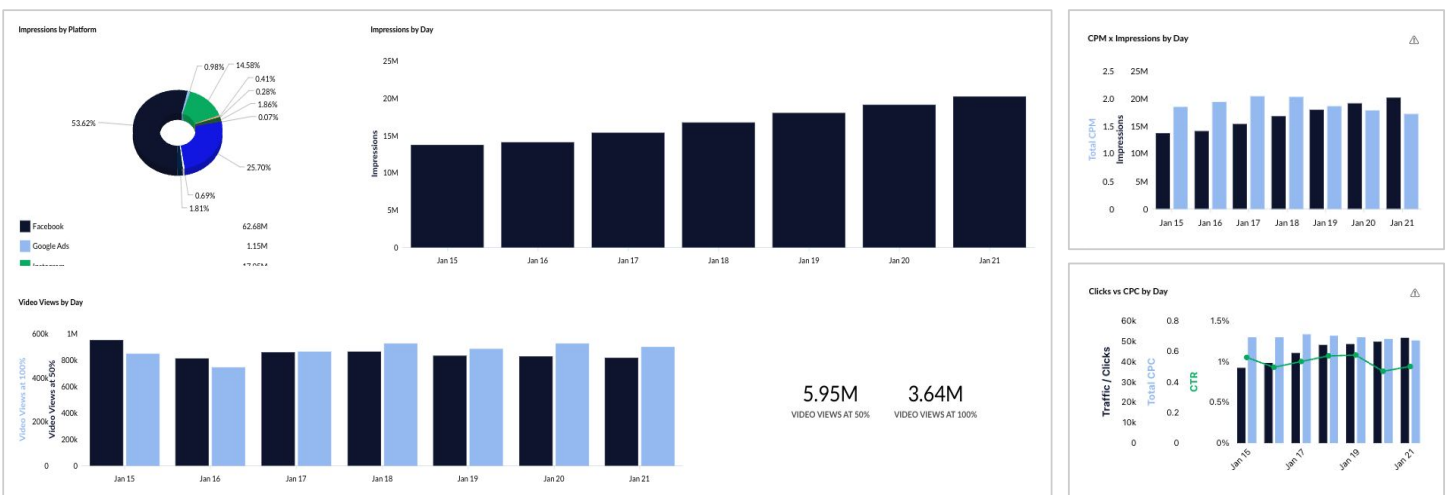
Performance data is used continuously to reallocate budget toward markets and channels driving stronger verified arrivals and spend. Targeting, messaging, and channel mix are refined as conditions and performance evolve.

### Attribution & Data Tool Integration

If available, an attribution platform is fully incorporated into our media strategy. Media exposure is linked to anonymized device IDs and validated against real-world arrivals, with visitor spend estimated at the market and channel level.

### Reporting Cadence & Communication

Performance updates are delivered on a regular cadence established at launch, typically monthly with interim check-ins as needed. Reporting provides clear visibility into spend, pacing, and progress against economic KPIs.



\*Example of a Tapclicks dashboard

## Section 03.

---

# RELEVANT EXPERIENCE & CASE STUDIES

Our work

**The following three engagements below were selected because they reflect the specific challenges Visit Broken Arrow faces in Year One:**

**A destination building a new identity on top of an established but underappreciated one**

**A community-rooted brand that must grow without losing what makes it genuine**

**A marketing program that needs to produce measurable economic outcomes for stakeholders who are counting the dollars**

# Our Work

## Explore Tualatin Valley — Destination Rebrand & Integrated Marketing

Agency of Record since 2022 — Total project value: \$2.3M including media

Washington County, Oregon sits fifteen miles west of Portland — close enough that most Portlanders had driven through it, far enough that almost none could tell you what made it a destination. The county lacked a cohesive identity and a name that travelers could hold onto. Sparkloft led a full strategic rebrand and the integrated “Near and Dear” campaign. Scope also included marketing the launch of Wingspan, a new meetings and events venue within the Tualatin Valley geography — directly parallel to VBA's need to build visitation and group travel demand around new destination infrastructure.

### THE BRIEF

A suburban region fighting the “suburb of Portland” label needed a new name, brand identity, and a campaign capable of driving measurable visitation.

### THE INSIGHT

The region was already beloved — by people who had never connected their individual experiences to a single destination. The campaign’s job was to make Tualatin Valley responsible for what travelers already loved about it.

### THE APPROACH

Full rebrand including name, visual identity, and brand voice. Integrated multi-channel campaign — paid social, digital display, content, video, OOH — organized around authentic local experiences and targeted at the 250-mile drive market.

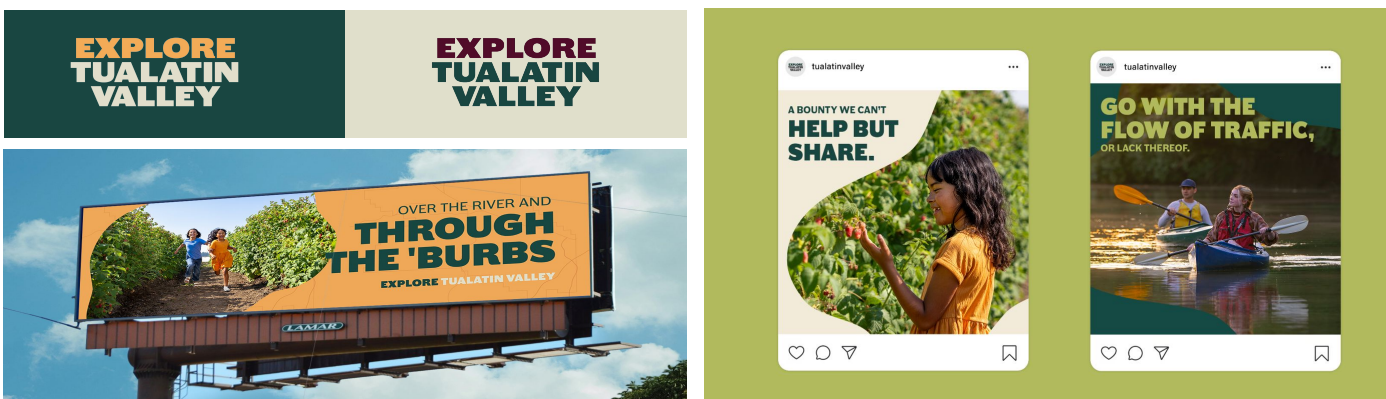
### THE RESULTS

- 300% year-over-year increase in direct homepage visits
- 2x homepage visits via search
- 48% rise in overall web traffic
- 2024 ThinkNW Cascadia Creative Award for Integrated Campaign Excellence + eight total industry awards

### WHY IT MATTERS FOR VBA

Tualatin Valley and Broken Arrow share the same structural marketing challenge: a destination defined by proximity to a larger neighbor rather than by its own identity. The campaign did not invent something new — it made visible what was genuinely there. That is exactly the task for Broken Arrow in Year One.

Reference: *Claire Fisher, CMO — [claire@tualatinvalley.org](mailto:claire@tualatinvalley.org) — (503) 430-1395*



# Our Work

## Visit Santa Barbara — “Celebrate the Unexpected”

Agency of Record since 2012 — 11+ year relationship

Visit Santa Barbara came to Sparkloft with a specific challenge: push creative boundaries through a video-first social campaign that would tell fresh stories, deepen brand affinity, and inspire travel beyond the audience already in the conversion funnel. Research confirmed the issue was not awareness — it was emotional connection.

### THE BRIEF

Re-engage California audiences who had mentally checked out by creating content that felt genuinely different from traditional destination advertising.

### THE INSIGHT

The key driver for return visits was the emotional connection visitors felt from past experiences. The campaign needed to recreate that feeling before the trip, not just document it afterward.

### THE APPROACH

An episodic social series built around dynamic duos and unexpected pairings. Deployed across Meta, Pinterest, YouTube, and TikTok in platform-native formats, with itinerary tie-ins connecting content engagement directly to local business referrals.

### THE RESULTS

- 427M+ total impressions
- 490K+ engagements — 5.8M+ link clicks — 1.85M+ completed video views
- 1.2 million online referrals to local businesses
- 60%+ higher impressions vs. concurrent campaigns in month one

### WHY IT MATTERS FOR VBA

The itinerary integration drove 1.2 million referrals to local Santa Barbara businesses — exactly the visitor spending amplification VBA's board tracks. And this is an eleven-year relationship with a community-protective DMO: proof that Sparkloft grows with a destination without compromising what makes it genuine.

Reference: *JessyLynn Perkins, Director of Marketing — jessylynn@santabarbaraca.com — (805) 966-9222 x103*



# Our Work

## Los Cabos Tourism Board — “Wellness Champions”

Agency of Record — Campaign value: \$2.3M (2023)

Los Cabos needed to redefine its identity for a higher-value, wellness-conscious traveler. Sparkloft developed the Wellness Champions campaign across three phases, culminating in the introduction of Diana Flores — quarterback of the Mexican national flag football team and the destination’s first major brand ambassador.

### THE BRIEF

Shift perception from spring break hotspot to sophisticated, wellness-driven luxury destination, targeting travelers at the intersection of high values and high value.

### THE INSIGHT

The target audience was out of alignment — high-achieving travelers who had sacrificed self-care in pursuit of their goals. Los Cabos meets them where they are, offering the rituals and practices they need to restore balance.

### THE APPROACH

Three-phase integrated campaign: social-first video, brand ambassador program, NYC launch event, SXSW activation, always-on local creator program, and multi-channel paid media plan. Over 300 assets developed for an integrated consumer and trade plan.

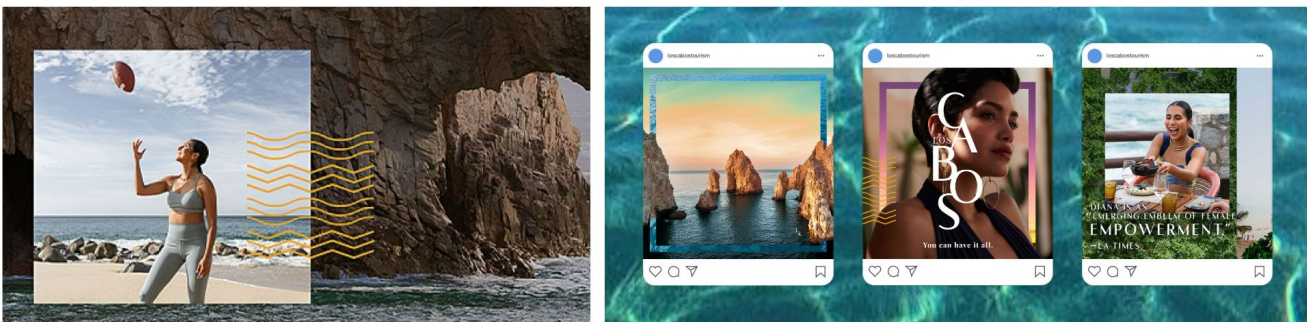
### THE RESULTS

- 325% increase in video views — 10M+ total
- 3M+ website sessions
- Earned media in Sports Illustrated, Yahoo! Finance, People en Español, Travel Pulse
- A wellness hotel chain saw the campaign and decided to explore developing a new property in Los Cabos — marketing producing direct economic development outcomes

### WHY IT MATTERS FOR VBA

Brand perception shift at scale. Earned media without buying it. And the hotel chain story: a wellness brand exploring a new property because of a marketing campaign is a strong expression of HOT-funded DMO impact — visitor spending driving economic investment driving more visitor spending. That is the cycle VBA is trying to build.

Reference: *Rodrigo Esponda, Managing Director — [responda@visitloscabos.travel](mailto:responda@visitloscabos.travel)*



## Section 04.

---

# PROPOSED APPROACH & YEAR ONE PRIORITIES

How we will go to work

# How We Will Go to Work

---

*The 2025–2030 Tourism Strategic Plan is not a vision document. It is a set of instructions. Our job is not to rewrite it — it is to execute it with the discipline, creativity, and accountability that Year One demands.*

---

## Year One: The Immediate Wins Phase

**Actions that are low-resource, high-impact, and executable within 0–12 months.**

Based on our review of VBA's Strategic Plan, annual reports, and the Q&A shared during this RFP process, we have organized Year One into two halves.

- **The first half (July–December 2026)** focuses on foundational priorities that build momentum: veterans heritage tourism, social platform rebalancing, AEO, sports tourism recovery, the Rose District content program, and the October 2026 film festival.
- **The second half (January–June 2027)** expands those programs and brings the Sunset Amphitheater into focus as VBA's coordination with Venu takes shape.

This **sequencing reflects VBA's own timeline** and ensures we are building on a solid foundation before the amphitheater conversation begins. **It is important to note that what follows is a proposed plan, not a fixed scope.** The priorities and sequencing described in this section represent our best read of VBA's needs based on the RFP, the Strategic Plan, and our research. We expect — and welcome — the reality that VBA's team will add additional context, constraints, and institutional knowledge. The onboarding process in the first thirty days of the contract is specifically designed to test these assumptions against VBA's actual priorities and adjust accordingly. If a priority shifts, a campaign gets re-sequenced, or a new opportunity emerges that we have not anticipated, the plan changes. **We are proposing a direction, not a prescription.**

---

## Onboarding & Transition

VBA's staff will handle the handoff from the outgoing agency directly — and we are structured to make that as straightforward as possible.

**Within the first week of contract start**, Orianna Guzman will work with your team to complete a structured onboarding intake: social account access, WordPress credentials, existing brand assets, current campaign status, Google Analytics and Placer.ai access, and any platform relationships carrying over into the new term. We use a documented onboarding checklist developed specifically for lean-staffed DMO transitions, so nothing falls through the cracks and the burden on VBA staff is minimal.

**Within the first thirty days**, Orianna and Avery Robinson will travel to Broken Arrow for an in-person site visit — touring the Rose District, the veterans facilities, and the amphitheater site. Authentic content starts with firsthand knowledge of the place, and that knowledge cannot be acquired from a brief.

# Year One

---

## FIRST HALF: JULY – DECEMBER 2026

### Priority 1: Veterans Heritage Tourism

Veterans heritage tourism is where the gap between VBA's stated priorities and its current marketing program is widest. No dedicated campaign exists despite being named as Strategic Plan Imperative 4 and the first target market in the RFP. The infrastructure is genuine: the Military History Center, Veterans Park, Mission 22 Memorial, Purple Heart City designation, the annual Veterans Day parade. We can build the campaign in the first quarter of the contract, though the specific timing and scope will be confirmed during onboarding.

We could develop a dedicated veterans heritage content track — distinct in tone and channel strategy from leisure or sports content. The veterans traveler is motivated by meaning: honoring service, connecting to military history, finding places that take that history seriously. Broken Arrow's authentic civic commitment to veterans is its most differentiating asset in this segment. Distribution could include direct outreach to national veterans travel organizations, military heritage tourism networks, and group travel operators who specialize in this market. The U.S. heritage tourism market reached \$128.66 billion in 2024, growing at 4.2 percent annually. This is a long-term franchise for Broken Arrow.

### Priority 2: Social Platform Rebalancing

The 18-to-1 Facebook-to-Instagram imbalance documented in FY2025 needs to be addressed in the first sixty days. The audiences most relevant to Broken Arrow's Year One priorities are active on Instagram and TikTok, not just Facebook. We could develop a platform-specific content strategy that treats Instagram and TikTok not as extensions of the Facebook program but as distinct creative channels with their own formats, cadence, and community management approach. Organic content and paid social could work in tandem, with monthly performance data informing creative decisions in real time.

### Priority 3: Answer Engine Optimization

AEO is explicitly named in VBA's scope and represents one of the most significant near-term opportunities in destination marketing. As travelers increasingly ask AI assistants — ChatGPT, Perplexity, Google's AI Overview — to help them plan trips, destinations without structured, LLM-optimized content simply do not appear in the answers. Traditional SEO gets you ranked on a search results page. AEO gets you cited in the AI's response. But AEO is only half the picture. An equally important and frequently overlooked opportunity is social search — the way younger travelers now use Instagram, TikTok, and Pinterest as their primary discovery tools, bypassing Google entirely. When someone types "things to do near Tulsa this weekend" into Instagram's search bar, they are not looking for ads. They are looking for real content from real places that answers their specific question. Broken Arrow needs to show up in both worlds: cited by AI assistants when someone asks a planning question, and discoverable on social platforms when someone is in inspiration mode.

# Year One

---

Our approach operates on two tracks. For AI discovery, we begin with a technical and content audit of [visitbrokenarrowok.com](https://www.visitbrokenarrowok.com), followed by structured data implementation — schema markup for attractions, events, itineraries, and hospitality partners — designed to make VBA's content legible to generative AI systems. We then develop a content strategy built around the specific question formats that drive AI travel recommendations: "best weekend trips from Tulsa," "safe family destinations in Oklahoma," "things to do near Tulsa with kids." Broken Arrow has strong, honest answers to all of these. For social search, we apply the same intent-driven logic to the platforms where discovery actually happens. That means content built around conversational search terms in captions and on-screen text, keyword-rich profile optimization, evergreen itinerary content designed to resurface seasonally, and short-form video structured to answer specific traveler questions — not just showcase the destination. The traveler who finds Broken Arrow through a TikTok search for "things to do near Tulsa" and the traveler who finds it because ChatGPT recommended it are both high-intent. Both need Broken Arrow to show up. Our AEO and social search strategy ensures they do.

### Priority 4: Weekend Guide & Itinerary Rebuild

The 53 percent decline in weekend guide downloads from FY2024 to FY2025 points to a content freshness and distribution failure. We would audit existing guide content against VBA's current attraction portfolio, refresh it, and redistribute through segmented email, paid social, and the website's itinerary pages — each version tailored to a specific visitor type: sports family, heritage traveler, small meeting planner, and — in the second half — concert-goer.

### Priority 5: Sports Tourism Overnight-Stay Recovery

Sports tourism grant investment fell 86 percent from FY2024 to FY2025. The Strategic Plan explicitly identifies overnight-stay capture from tournament families as an Immediate Win priority. We could develop sports event packages combining competition with family-friendly community experiences and create incentives for tournament organizers to extend visitor stays. The geographic challenge — hotel cluster along Highway 51 separated from sports facilities — could be addressed through the Uber voucher program, expanded to cover the sports complex corridors.

### Priority 6: October 2026 Film Festival

Broken Arrow's first-ever film festival is planned for October 2026, falling within this contract term and representing a natural earned media moment. We could develop a content and PR plan around the festival — filmmaker interviews, behind-the-scenes content from the Rose District's film-friendly locations, and outreach to film tourism audiences nationally. This reinforces the film incentive program's momentum and positions Broken Arrow as a creative economy destination.

Alongside the festival, we could develop the film production portfolio in the first quarter: a dedicated film section on the website, a visual location library, and active outreach to the Oklahoma Film and Music Office and production companies operating in the state.

# Year One

---

## Content Production & Asset Development

Strong social and digital programs require a steady supply of original, place-specific visual content — and that content cannot be made remotely. Sparkloft's model combines a dedicated content production trip with an ongoing local creator program, ensuring VBA has both a strong foundational asset library and a continuous flow of fresh, authentic content throughout the contract year. The suggested September 2026 production trip establishes the foundation. Avery Robinson will lead creative direction, with execution handled by a local Tulsa/Broken Arrow production partner — keeping costs efficient, investing in local creative talent, and reinforcing VBA's authentic community narrative. The trip will focus on four asset categories: Rose District lifestyle and dining content for organic social and email; veterans heritage photography for the dedicated veterans campaign; sports facility and family-activity content for the overnight-stay recovery program; and itinerary-driven video optimized for social search discovery. The output will be a structured content library organized by audience segment and platform format, giving VBA a six-to-nine month runway of original assets and reducing reliance on stock imagery or repurposed event photography.

Alongside the production trip, we recommend establishing a small network of local Broken Arrow and Tulsa-area creators to support ongoing content development. Local creators bring something a production trip cannot fully replicate: continuous, ground-level presence in the community. They can capture seasonal moments, respond to emerging events, and produce the kind of native, platform-optimized content that resonates most strongly with regional audiences on Instagram and TikTok. We would identify, vet, and brief a small roster of creators during the onboarding phase, with clear brand guidelines and a coordinated content calendar to ensure consistency with VBA's voice and priorities.

The full scope and cost of both the production trip and the creator program cannot be determined until we have completed the onboarding audit and assessed what assets currently exist in VBA's library. Rather than estimate blindly, we have included a \$5,190 contingency in the overall budget to cover possible content production needs beyond the retainer scope once the asset gap is properly understood. This conversation will happen in the first thirty days of the contract. Any production work will be authorized in writing before it begins and will be drawn from or supplemented by the contingency line as scope is determined. Should the contingency budget not be needed for production it can be rolled over into additional paid media or additional services.

---

## Rose District, Visitor Ecosystem & Small Meetings

Running in parallel across the first half, we could develop a content series rooted in genuine Rose District voices — small business owners, market vendors, restaurant founders — working across organic social, email, and itinerary pages. A co-op creative asset program could provide templated, brand-compliant materials for hotels, Rose District businesses, and attraction operators to deploy in their own channels. For small meetings and group travel, the Rose District's combination of walkable dining, local retail, and authentic character is a compelling off-site venue product that has not been packaged for meeting planners. We could develop a meetings-specific content module distributed through direct outreach to regional third-party planning companies.

# Year One

---

## SECOND HALF: JANUARY – JUNE 2027

### Sunset Amphitheater: Building the Overnight Visitation Story

We understand that VBA's coordination with Venu and the amphitheater's marketing and promotional framework are still developing, and that this conversation is not expected to begin in earnest until the second half of the contract. We are not proposing to pitch Sparkloft as the amphitheater's marketing agency — that is Venu's territory. What VBA owns is the overnight visitation story: the travelers who come for a show and stay for the weekend. That is a VBA story, and it creates direct, measurable hotel tax revenue.

As the amphitheater's promotional framework comes into focus in January 2027, we could develop pre-concert experience packages connecting the amphitheater to the Rose District, local hotels, and the Uber voucher program. We could build targeted paid digital campaigns in the 250-mile drive radius, using concert dates as the media trigger. We would work within whatever boundaries VBA's agreement with Venu establishes — and we can move quickly when those conversations crystallize.

### Brand Evolution: What Comes After Bullseye

Bullseye served VBA well. The mascot created visual shorthand that smaller DMOs rarely achieve, earned a Redbud Award, and gave the brand a consistent face across seasonal campaigns. It did its job.

VBA has indicated it plans to retire the Bullseye concept but does not yet have a formal plan. We see this as one of the most interesting strategic conversations of the contract year — and one that Sparkloft is well-positioned to lead. Our experience with destination brand evolution, from Washington County's full rebrand to Los Cabos' multi-year identity shift, means we know how to carry a brand forward without losing the equity that exists. We would suggest beginning that conversation in the second half of the contract, once the first half's campaigns have generated performance data that informs what the next creative system should do. No direction is assumed — this is a conversation to have together.

# Year One

---

## ONGOING

### Digital, Media & Content

Paid media would be planned and bought entirely in-house by our dedicated paid media team, led by Alec Wooden, Director of Paid Media and Insights. All paid media would be managed on a pass-through basis — VBA's preferred model — with full transparency on how every dollar is allocated. Paid channels would include digital display, paid social across Meta, TikTok, and YouTube, connected television, and search, calibrated by campaign objective and audience segment.

---

### Reporting & Data Infrastructure

We would provide two reporting tiers. Monthly staff-level reports through TapClicks — a live dashboard to which VBA staff would have 24/7 access — covering campaign performance, website sessions, social analytics, paid media efficiency, and optimization recommendations. Monthly board-ready summaries translate that data into plain-language narrative tied to hotel tax trajectory.

With regard to integrating data tools we would need to have a discussion to understand what tools you are currently using and if it makes sense to add a cost-effective tool if none are in place.

We have active experience with Placer.ai, Zartico, and Datafy across our DMO portfolio. We also work with Adara and Azira for paid media audience intelligence, and can connect campaign performance to STR lodging data to close the loop between marketing impressions and occupancy outcomes. VBA will not need to explain these tools to us — we already use them.

## Section 05.

---

# REVIEW OF EXISTING MARKETING EFFORTS

## Situational Assessment

**Visit Broken Arrow has built something real over the past three years. That is not a diplomatic opener — it is the honest read of the record. The 2023 rebrand was a genuine strategic inflection, not a cosmetic refresh.**

**The Bullseye campaign earned industry recognition on a small budget.**

**The film incentive program went from concept to economic impact in under twelve months.**

**And the Rose District's performance metrics — one million visits, 337,000 unique visitors, and an average dwell time of 82 minutes in FY2025 — reflect a destination asset punching significantly above its regional weight.**

# Situational Assessment

---

## What Is Working

### The 2023 Rebrand

The 2023 rebrand established a coherent visual identity and a functioning digital platform at a moment when VBA needed both. That foundation matters — the incoming agency does not need to re-litigate brand architecture. It needs to build on it.

### The Bullseye Campaign

This campaign was an effective creative call for its moment. Consistent execution across seasonal campaigns — Block Party, Scotfest, Rooster Days, Christmas — gave Broken Arrow the kind of visual shorthand that smaller DMOs rarely achieve. The Redbud Award for Best Marketing Campaign on a Small Budget reflects creative doing real work in the market. As Bullseye reaches the end of its natural lifecycle, the equity it built — brand recognition, community affinity, award-winning campaign frameworks — provides a strong foundation for whatever comes next. Managing that transition thoughtfully is an opportunity, not a problem.

### The Christmas in Broken Arrow Campaign

This campaign earned Outstanding Media Coverage recognition. The 11,000+ attendees the event now attracts reflect deliberate, coordinated programming and promotional discipline.

### The Uber Voucher Program

The program is an underappreciated strategic asset. Expanded to Tulsa International Airport in October 2024, in FY2025 it generated 509 rides at \$11,208. With the Sunset Amphitheater coming online this year, this program becomes one of the most important tools in the toolkit.

### The Film Incentive Launch

This film launch moved from board approval to active production in under twelve months. First production: \$212,877 in direct economic impact, 528 hotel nights. A Sony Affirm production is currently underway. A first film festival is planned for October 2026.

# Situational Assessment

---

## Where the Gaps Are

### Social Channel Imbalance

Facebook generated 2.35 million impressions in FY2025. Instagram generated 133,000. That is an 18-to-1 ratio on a platform that commands a fraction of the creative investment — and TikTok barely registers in the current program. The audiences most relevant to Broken Arrow's Year One priorities — younger leisure travelers, sports families, heritage tourists, and film-interested visitors — are active on Instagram and TikTok, not just Facebook. The Year One social program is designed to close this gap in the first sixty days.

### Weekend Guide Distribution

Weekend guide downloads fell 53 percent from FY2024 to FY2025 — from 6,251 to 2,933. The more likely culprit is not content quality but distribution: guides are not being pushed to the right audiences at the moment of trip planning. The Year One itinerary rebuild focuses on both freshness and distribution, segmenting content by visitor type and routing it through email, paid social, and the website's itinerary pages.

### Sports Tourism Investment

Sports tourism grant investment declined 86 percent from FY2024 to FY2025 — from \$22,000 to \$3,000. This is one of VBA's most significant visitor volume channels, and it is currently under-resourced by an order of magnitude. Tournament families who come for competition and stay for the weekend represent some of the most reliable overnight occupancy VBA can produce. The Year One program includes a rebuilt overnight-stay capture strategy designed to address the geographic reality of the hotel corridor and the sports facilities.

### Veterans Heritage Campaign

VBA's 2025–2030 Strategic Plan names veterans heritage tourism as Imperative 4 — the first explicitly identified target market in the RFP. No dedicated campaign currently exists. No distinct content track, no targeted outreach to veterans travel networks, no coordinated messaging across the Military History Center, Veterans Park, Mission 22 Memorial, and the Purple Heart City designation. The infrastructure is genuine and market-ready. The marketing program is not yet built. Year One closes that gap.

### Answer Engine Optimization

AEO is explicitly named in the RFP as a required scope element and has not yet been implemented. As travelers increasingly use AI assistants to plan trips, destinations without structured, LLM-optimized content simply do not appear in the recommendations. The window to establish Broken Arrow as a consistently cited destination for AI travel queries is open now. The Year One technical audit, schema implementation, and content strategy are designed to move quickly. At the same time we want to point out that optimizing your social channels for better visibility of content is a massive opportunity that will have an impact right away. There are - at the moment - a lot more people using Instagram for trip inspiration than AI-tools like ChatGPT. It can not be overstated how much of an opportunity this is.

# Situational Assessment

---

## Where the Gaps Are (cont.)

### Small Meetings and Group Travel

The Rose District's combination of walkable dining, local retail, and authentic community character is a compelling product for small meetings and group travel — and it has not been packaged or marketed to meeting planners. The corporate meeting buyer and the association travel buyer represent incremental weeknight and shoulder-season occupancy that does not compete with leisure campaigns for budget. A meetings-specific module is a relatively low-cost addition to the Year One program with meaningful potential upside.

### Brand Evolution Post-Bullseye

VBA plans to retire the Bullseye visual identity but does not yet have a formal transition plan. This is not a crisis — it is an opportunity. Bullseye did real work in the market and earned genuine community affinity. The equity it built is transferable if the transition is managed thoughtfully. The incoming agency's job is to lead that conversation with a strong point of view, informed by the first half's campaign performance data, and to do it in a way that protects what VBA has built rather than discarding it.

### Looking Forward

VBA enters the FY2026–2027 contract year with a brand that is working, a digital presence that is functioning, and a strategic plan that is coherent and well-grounded in the destination's genuine assets. The incoming agency's job is not to start over — it is to close the documented gaps, accelerate what is performing, and build the new capabilities the next chapter of Broken Arrow's tourism story requires.

# TEAM STRUCTURE & KEY PERSONNEL

Deep Experience in Tourism & Digital

## Section 06. Team Structure & Key Personnel

# Our Team for You

VBA operates with a two-person staff. That means the agency you hire is not a vendor you manage — it is the marketing department you rely on. The people named below are the people who will work on your account. They are the day-to-day partners who will be in your team’s inbox, on your calls, and in Broken Arrow four times a year.

Name	Role	Location
Martin Stoll	Executive Oversight	Portland, OR
Orianna Guzman	Account Lead — Primary Contact	Miami, FL
Allison West	Brand Strategy	Chicago, IL
Avery Robinson	Creative Lead	Atlanta, GA
Alec Wooden	Paid Media Lead	Atlanta, GA
Taylor Munerlyn	Paid Media Strategist	Atlanta, GA
Anna Damas	Account Coordinator	Miami, FL
Caroline Purdy	Associate Creative Technologist	Atlanta, GA
Renata Tilkian	VP, Client Services (Board Presentation Backup)	Miami, FL



**Martin Stoll**  
Executive Oversight



**Orianna Guzman**  
Account Lead



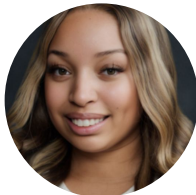
**Allison West**  
Brand Strategy



**Avery Robinson**  
Creative Lead



**Alec Wooden**  
Paid Media Lead



**Taylor Munerlyn**  
Paid Media  
Strategist



**Anna Damas**  
Account  
Coordinator



**Caroline Purdy**  
Associate Creative  
Technologist



**Renata Tilkian**  
VP, Client  
Services

# Our Team for You

## Martin Stoll — Founder & CEO

*Executive Oversight — 30+ Years of Experience — Portland, OR*

Martin founded Sparkloft in 2006 after nearly fifteen years as a senior marketing executive at Lufthansa German Airlines, where he led marketing and alliances across Latin America, the Caribbean, and the Western United States. He holds an MBA equivalent from the University of Hagen and completed the Global Leadership Program at the Wharton School. As CEO and 100 percent owner of Sparkloft, Martin has executive oversight across all accounts. For a publicly accountable DMO presenting to a board and city council, his involvement signals organizational commitment at the highest level. Martin will attend the June 2027 board presentation in person; in the event of a scheduling conflict, Renata Tilkian, VP of Client Services, will serve as his designee.

## Orianna Guzman — Account Lead

*Senior Social Strategist — 6+ Years of Experience — Miami, FL*

Orianna is VBA's primary day-to-day contact. Tourism account background includes Los Cabos Tourism, Peru Tourism, Visit Orlando, Travel South Africa, and Visit Washington D.C. She is fluent in English and Spanish and brings deep understanding of DMO client relationships — board reporting cycles, HOT fund accountability, multi-stakeholder communications. Orianna will manage the structured transition intake process directly with VBA staff and will travel to Broken Arrow in July 2026 for the onboarding site visit. Orianna does not hand off accounts. She leads them.

## Allison West — Brand Strategy

*Director, Strategy & Brand Planning — 18+ Years of Experience — Chicago, IL*

Allison leads brand and campaign strategy at Sparkloft, bringing an MBA from the Kellogg School of Management at Northwestern University and nearly two decades of strategic brand development. Tourism portfolio: Los Cabos Tourism, Visit Utah, Explore Tualatin Valley, Visit Santa Barbara, and Discover Atlanta. Allison will oversee all work related to brand positioning, campaign architecture, and audience development — including the brand evolution conversation around what comes after Bullseye.

## Avery Robinson — Creative Lead

*Creative Director — 10+ Years of Experience — Atlanta, GA*

A graduate of the Lamar Dodd School of Art at the University of Georgia, Avery bridges commercial brand identity and striking visual art. High-impact digital design experience includes Delta Air Lines, Verizon, and AMC. At Sparkloft, Avery led social creative for Discover Atlanta and Los Cabos Tourism, and served as creative lead on Visit Albuquerque's "U Are Here" campaign. He will travel to Broken Arrow in July 2026 for the onboarding site visit, building the firsthand destination knowledge that authentic content requires.

## Alec Wooden — Paid Media Lead

*Director, Paid Media & Insights — 13+ Years of Experience — Atlanta, GA*

Alec's career began in live entertainment: six years at Rival Entertainment, then Sixthman, then AEG Presents — one of the world's largest live event production companies. He understands both the venue side and the destination marketing side of the overnight visitation equation. At Sparkloft he manages all paid media strategy and buying across Los Cabos, Discover Atlanta, and Visit Santa Barbara. BA in Mass Communication, University of Georgia.

# Our Team for You

## Taylor Munerlyn — Paid Media Strategist

*Paid Media & Analytics — Atlanta, GA*

Taylor is a Paid Media Strategist at Sparkloft specializing in data-driven campaign management and media optimization. With a strong focus on digital performance, she maximizes paid media efficiency, ensures strategic alignment across paid channels, and translates complex analytics into actionable insights. She works closely with Alec on day-to-day paid media execution, reporting, and campaign optimization.

## Anna Damas — Account Coordinator

*Account Services — Miami, FL*

Anna brings a background in strategic communications, public relations, and content marketing. Experience spans agency-side branding at Inner Spark Creative and high-visibility media relations as Communications Assistant for ESPN's Boca Raton Bowl. She brings international project experience and multilingual capabilities, supporting Orianna on day-to-day account operations and project coordination.

## Caroline Purdy — Designer

*Creative Design & Environmental Storytelling — Atlanta, GA*

In addition to her technical skills as a designer Caroline also brings personal knowledge of the greater Tulsa area. She has visited numerous times and her academic research at Auburn focused specifically on environmental equity and sustainable development in Tulsa — meaning she arrives at this account with firsthand knowledge of the community, the landscape, and the forces shaping its identity. Her design training is rooted in place-based storytelling: experiential design, adaptive reuse, and historical exhibition creation — directly relevant to the Rose District, the veterans heritage program, and the film incentive portfolio.

## Renata Tilkian — VP, Client Services

*VP, Client Services — 20+ Years of Experience — Miami, FL*

Renata brings more than twenty years of travel and tourism marketing experience and has been with Sparkloft for more than seven years, where she oversees all client services activities across the agency's portfolio. She is listed here as the designated backup for the June 2027 board presentation in the event that Martin Stoll is unavailable. Her depth of DMO experience and institutional knowledge of Sparkloft's work means VBA would receive the same quality of senior representation at the board table.

*VBA will have one primary contact — Orianna — and one escalation path — directly to Martin. No account manager layer between the client and the people doing the work. The team listed is the team. No substitutions without VBA's knowledge and approval.*

## Section 07.

---

# COST PROPOSAL & FEE STRUCTURE

How we make it work

## Section 07. Cost Proposal & Fee Structure

# How We Make it Work

VBA's total FY2026–2027 budget for agency fees and paid media is \$175,000. Sparkloft proposes the following structure, which separates agency services from paid media pass-through in keeping with VBA's stated preference for full transparency on how dollars are allocated. This budget allocation is a proposal, not a fixed requirement. The split between retainer, paid media, travel, and production contingency reflects our best read of VBA's priorities based on the RFP and our research. If VBA enters the contract with different priorities — more emphasis on paid media, less on certain content programs, or a different view of where the \$175,000 can do the most work — we are prepared to restructure the allocation accordingly. We will revisit this breakdown during onboarding and adjust as needed with VBA's approval.

We want to be as transparent and thorough with our cost proposal as possible. To accomplish this we have broken the budget into four categories:

1. Agency Services (proposed as a retainer)
2. Paid media
3. Travel costs (as per your request, estimated costs are listed in the next section)
4. Contingency budget (we suggest using it as an additional production budget)

### Agency Retainer: \$119,400 (can be billed evenly with reconciliation reports)

The retainer covers all core services across the contract year: strategic account management, campaign strategy and planning, organic and paid social media management across Facebook, Instagram, and TikTok, creative development and content production, AEO implementation and ongoing optimization, WordPress website content support and SEO, email marketing, co-op asset development and partner toolkits, stakeholder messaging support, performance reporting at both staff and board levels, and ongoing strategic consultation. Retainer billed monthly at \$9,950.

Scope of Work	Budget	Retainer Services
<b>Strategic Marketing &amp; Planning</b> The selected agency shall serve as a strategic marketing advisor to Visit Broken Arrow.	\$18,615	<ul style="list-style-type: none"><li>• Translate Y1 strategic priorities into actionable marketing initiatives</li><li>• Provide campaign strategy and planning recommendations</li><li>• Deliver ongoing strategic consultation and planning support</li><li>• Ensure alignment with Visit Broken Arrow's mission, brand, and community values</li></ul>
<b>Example Approach:</b> <ul style="list-style-type: none"><li>• Structured onboarding/intake within first week, including access to analytics, social platforms, website, and campaign assets</li><li>• In-person site visit within first 30 days to align strategy with tourism assets (Rose District, veterans sites, amphitheater)</li><li>• Defined in-person engagement plan including four site visits across the contract term (onboarding, festival activation, mid-contract alignment, and end-of-year board presentation)</li><li>• Brand evolution and post-Bullseye strategic planning process informed by campaign performance</li></ul>		
<b>Destination &amp; Experience Marketing</b> The selected agency shall develop/execute experience based destination marketing.	\$16,985	<ul style="list-style-type: none"><li>• Develop and execute experience-based destination marketing</li><li>• Plan event-driven and seasonal travel marketing</li><li>• Create weekend and short-stay itineraries</li><li>• Develop authentic, community-rooted content</li><li>• Promote attractions, cultural assets, and community events</li></ul>
<b>Example Approach:</b> <ul style="list-style-type: none"><li>• Weekend guide and itinerary rebuild, including audit of existing content and refreshed distribution across web, email, and media</li><li>• Audience-segmented itineraries tailored to sports families, heritage travelers, meeting planners, and concert-goers</li><li>• October film festival campaign including PR, filmmaker storytelling, and live content capture</li><li>• Rose District content series featuring local businesses, vendors, and community voices</li><li>• Content production trip capturing lifestyle, dining, veterans heritage, and family-friendly experiences</li></ul>		

# How We Make it Work

Scope of Work Cont.	Budget	Retainer Services
<p><b>Target Market Marketing Support</b> The selected agency shall develop and execute targeted marketing initiatives aligned with Year One priorities.</p>	<p>\$30,920</p>	<ul style="list-style-type: none"> <li>• Support veterans heritage tourism messaging and promotion</li> <li>• Support youth and amateur sports tourism marketing</li> <li>• Promote the Rose District as a tourism destination</li> <li>• Support small meetings and group travel marketing</li> <li>• Support film tourism and creative economy promotion</li> <li>• Provide readiness for amphitheater-related marketing</li> </ul>
<p><b>Example Approach:</b></p> <ul style="list-style-type: none"> <li>• Dedicated veterans heritage tourism campaign with content strategy and outreach to national travel networks/ organizations</li> <li>• Sports tourism overnight-stay recovery strategy, including event-based packages, family-friendly experiences, and incentive development for tournament organizers</li> <li>• Expansion of visitor experience programs, includes transport incentives (e.g., rideshare integrations), extended stays</li> <li>• Small meetings and group travel outreach to regional planners with Rose District positioning</li> <li>• Film tourism promotion including production portfolio, location library, and outreach to Oklahoma Film and Music Office and regional production partners</li> <li>• Amphitheater activation strategy including pre-event packages, hotel integration, and regional marketing campaigns</li> </ul>		
<p><b>Digital, Media &amp; Content Services</b> The selected agency shall provide digital, media, and content.</p>	<p>\$24,640</p>	<ul style="list-style-type: none"> <li>• Manage organic and paid social media</li> <li>• Design and develop print collateral</li> <li>• Implement SEO and AI-driven search/AEO</li> <li>• Support website content and optimization</li> <li>• Execute email marketing and visitor communications</li> <li>• Deliver video, photography, and content development</li> </ul>
<p><b>Example Approach:</b></p> <ul style="list-style-type: none"> <li>• Paid media program across paid social, programmatic display, connected TV, search, and print, with optimization and reporting</li> <li>• Platform-specific social media management across Facebook, Instagram, and TikTok, with each platform treated as a distinct creative channel and optimized through real-time performance insights</li> <li>• Development of Instagram and TikTok as priority growth channels within first 60 days</li> <li>• AI-driven search (AEO) strategy including technical audit, schema markup, conversational query optimization, and social search</li> <li>• Social search optimization using keyword-driven captions, on-screen text, and short-form video built around traveler queries</li> <li>• Development of evergreen, search-driven content designed for seasonal resurfacing and ongoing discovery</li> <li>• WordPress website support and ongoing SEO collaboration</li> <li>• Email marketing program with segmented distribution of itineraries and guides</li> <li>• Video and photography production with structured content library organized by audience segment and platform format</li> </ul>		
<p><b>Stakeholder &amp; Partner Support</b> The selected agency shall support Visit Broken Arrow's role as a convener and collaborator.</p>	<p>\$9,800</p>	<ul style="list-style-type: none"> <li>• Develop co-op-ready creative assets and partner toolkits</li> <li>• Create stakeholder-facing messaging and materials</li> <li>• Deliver tourism storytelling for residents, partners, and leadership</li> <li>• Provide support materials for hotels, attractions, and partners</li> </ul>
<p><b>Example Approach:</b></p> <ul style="list-style-type: none"> <li>• Co-op creative asset program with templated, brand-compliant materials for hotels, Rose District businesses, and attractions</li> <li>• Partner toolkits for campaign participation and local amplification</li> <li>• Stakeholder-facing messaging and materials supporting tourism advocacy and alignment</li> </ul>		

# How We Make it Work

Scope of Work Cont.	Budget	Deliverables
<b>Performance Measurement &amp; Reporting</b> The selected agency shall support data-informed marketing decisions.	\$13,540	<ul style="list-style-type: none"> <li>• Establish performance metrics aligned with VBA's goals</li> <li>• Provide monthly performance reporting and insights</li> <li>• Deliver simplified, board-ready monthly reports</li> <li>• Provide staff access to an online dashboard</li> <li>• Deliver campaign optimization recommendations</li> <li>• Provide end-of-contract summary presentation</li> </ul>
<b>Example Approach:</b> <ul style="list-style-type: none"> <li>• TapClicks dashboard with 24/7 access to campaign performance, website analytics, social metrics, and paid media efficiency</li> <li>• Monthly board-ready summaries with plain-language insights tied to visitation and hotel demand trends</li> <li>• Integration of Placer.ai, STR lodging data, Zartico, and audience intelligence platforms (Adara, Azira)</li> <li>• Quarterly media allocation adjustments based on performance insights and seasonal priorities</li> </ul>		
<b>Strategic Flexibility &amp; Emerging Opportunities</b> Visit Broken Arrow anticipates that new destination assets, partnerships, or priorities may emerge during the contract term.	\$4,900	<ul style="list-style-type: none"> <li>• Provide strategic readiness for emerging opportunities</li> <li>• Adapt strategies and campaigns mid-contract as needed</li> <li>• Collaborate on future initiatives as priorities evolve</li> </ul>
<b>Example Approach:</b> <ul style="list-style-type: none"> <li>• Adaptive campaign planning tied to performance data and emerging destination opportunities</li> <li>• Activation planning for new assets such as the amphitheater and future tourism developments</li> </ul>		
<b>TOTAL INVESTMENT</b>	<b>\$119,400</b>	

## Paid Media: \$45,000 pass-through

All paid media is managed as a transparent pass-through. VBA will receive monthly line-item reporting on all media spend against approved channel allocations. Sparkloft charges a 10% management service fee on media placed, covering media planning, buying, trafficking, optimization, and reporting. No hidden markups. No bundled fees. The proposed media allocation is approximate and will be adjusted quarterly based on campaign performance and seasonal priorities. Channel weights can be shifted at VBA's direction — if paid social is outperforming display, we move budget there. If a new priority emerges mid-year, we reallocate to support it.

Channel	Estimated Allocation	Primary Use
Paid Social (Meta, TikTok, YouTube)	\$17,500	Awareness + conversion across all target markets
Programmatic Display	\$9,000	Drive-market retargeting; Rose District; veterans
Connected TV (CTV)	\$8,000	Regional awareness; second half amphitheater support
Search (Google)	\$6,000	High-intent travel planning queries; AEO support
Print / Traditional	\$4,500	Rack cards, brochures, partner collateral
<b>Total media spend</b>	<b>\$45,000</b>	

# How We Make it Work

## Travel Budget: \$5,100

In alignment with VBA's request for in-person collaboration and on-site engagement, Sparkloft has included an estimated travel budget to support key moments throughout the contract term. These visits are designed to ensure strategic alignment, capture authentic content, and strengthen partnership with VBA stakeholders and the local community.

Proposed Travel	Estimated Cost	Inclusions
Onboarding, site tour, creative direction	\$1,480	Airfare, hotel, car rental, per-diems for two Sparkloft representatives over two days.
Film festival, content capture, strategy check-in	\$1,480	Airfare, hotel, car rental, per-diems for two Sparkloft representatives over two days.
Mid-contract review, amphitheater alignment	\$660	Airfare, hotel, car rental, per-diems for one Sparkloft representative over two days.
Board presentation, Year Two recommendation	\$1,480	Airfare, hotel, car rental, per-diems for two Sparkloft representatives over two days.
<b>Total Estimated Cost</b>	<b>\$5,100</b>	

## Contingency Budget: \$5,500

Sparkloft will assess VBA's existing asset library during onboarding before finalizing a detailed production plan. If additional content is needed, the contingency budget may be applied toward production, including the use of local content creators. If production needs are already met, these funds may be reallocated to other approved services or additional paid media.

## Billing and Transparency

Sparkloft bills on a monthly retainer cycle aligned to VBA's July–June fiscal year. Paid media is invoiced monthly at actual cost with full documentation. Project-based work beyond the retainer scope requires written authorization and a separate estimate before work begins. VBA will have real-time dashboard access to all campaign performance data through TapClicks.

## Billable Rates for Out-of-Scope Work

*The \$175/hr blended rate applies to all out-of-scope work regardless of role or seniority. This simplifies authorization, invoicing, and budget forecasting for VBA's team. All out-of-scope work requires written authorization before it begins.*

Role	Hourly Rate
All roles — Blended rate (Strategy, Creative, Account Management, Paid Media, Production)	\$175/hr

# How We Make it Work

## Summary of Cost Proposal

The following budget outlines Sparkloft’s proposed allocation of Visit Broken Arrow’s \$175,000 FY2026–2027 investment across four categories: agency services, paid media, travel, and contingency.

This summary is intended to provide a clear view of how funds are distributed across the full scope of work. Detailed descriptions of each category—including services, deliverables, and assumptions—are provided in the sections above.

All allocations are presented as a proposed framework and may be refined in collaboration with VBA during onboarding to ensure alignment with final priorities and opportunities.

Budget Category	Proposed Allocation
Agency Services	\$119,400
Paid Media Pass-Through	\$45,000
Estimated Travel Cost	\$5,100
Contingency Budget	\$5,500
<b>Total Budget</b>	<b>\$175,000</b>

## Assumptions

This proposal is based on the scope, priorities, and budget parameters outlined in the RFP, as well as assumptions developed during the proposal process. Sparkloft recognizes that these assumptions may evolve and will work with Visit Broken Arrow during onboarding to refine scope, priorities, and budget allocation as we gain a deeper understanding of needs and opportunities. The following assumptions apply:

- The contract period aligns with VBA’s July–June fiscal year, with services delivered on a monthly retainer basis.
- Paid media is managed as a pass-through expense and will be invoiced at actual cost with full transparency and documentation.
- Media allocations and channel mix are estimates and may be adjusted with VBA approval based on performance, seasonality, and evolving priorities.
- Travel costs are estimates and will be reconciled against actual expenses. Travel scope and timing will be coordinated and approved in advance.
- The contingency budget may be applied toward content production, local creator partnerships, additional paid media, or other agreed-upon needs.
- Sparkloft will collaborate with VBA during onboarding to validate assumptions, finalize priorities, and align budget allocation accordingly.
- Timely access to VBA’s existing assets, platforms, data, and stakeholders is assumed to support efficient onboarding and execution.
- Any services requested outside the defined scope will require prior written authorization and will be billed at the agreed blended rate of \$175/hour.

## Section 08.

---

# TRAVEL PLAN & BUDGET

When we come to see you

## Section 08. Travel Plan & Budget

# Meeting in-person

Sparkloft Media is headquartered in Portland, Oregon, with the core VBA account team based in Atlanta, Georgia and Miami, Florida. The plan below commits Sparkloft to four in-person visits over the contract year, timed to the moments that matter most for VBA's Year One program. VBA has indicated that no additional on-site visits beyond these are required, and we have planned accordingly — purposeful trips rather than inflated site visits.

All travel originates from Atlanta, Georgia (ATL), Miami (FL) or Portland (OR) to Tulsa International Airport (TUL). Flight assumptions: \$400 round trip per person. Hotel: \$140 per night per room. Ground transportation at actual cost.

### TRIP 01

## Onboarding Site Visit

July 2026 — Orianna Guzman + Avery Robinson

Within the first thirty days of contract start, Orianna and Avery travel to Broken Arrow. Agenda: complete the structured onboarding intake with VBA staff; tour the Rose District, veterans facilities, and amphitheater site; align on Year One priorities, content voice, and creative direction. Ground-level knowledge of the destination is not optional for authentic content — it is the foundation of it.

Item	Detail	Cost
Flights	2 × \$400 RT (ATL–TUL)	\$800
Hotel	2 rooms × 2 nights × \$140	\$560
Ground transport	Rental car / rideshare	\$120
Trip 1 Total		\$1,480

### TRIP 02

## Film Festival & Fall Strategy Visit

October 2026 — Orianna Guzman + Anna Damas

Orianna and Anna will be on the ground in Broken Arrow around the October 2026 film festival — Broken Arrow's first. This visit supports live content capture from the festival, relationship building with Rose District partners and hotel contacts, and a mid-first-half strategy check-in with VBA staff. Being present for a milestone moment in the destination's creative economy story produces content and organizational knowledge that cannot be replicated remotely.

Item	Detail	Cost
Flights	2 × \$400 RT (ATL–TUL)	\$800
Hotel	2 rooms × 2 nights × \$140	\$560
Ground transport	Rental car / rideshare	\$120
Trip 1 Total		\$1,480

# Meeting in-person

## TRIP 03

### Mid-Contract Strategy Review

January or February 2027 — Orianna Guzman

In-person strategy session at the contract's midpoint. Agenda: Year One performance to date, second-half priorities, and amphitheater coordination status. The timing aligns with the point at which VBA's conversations with Venu are expected to begin taking shape, making this the right moment to align on the overnight visitation strategy for the second half of the contract.

Item	Detail	Cost
Flights	1 × \$400 RT (ATL–TUL)	\$400
Hotel	1 room × 1 night × \$140	\$140
Ground transport	Rental car / rideshare	\$120
Trip 3 Total		\$660

## TRIP 04

### Board Presentation

June 2027 — Martin Stoll (or Renata Tilkian) + Orianna Guzman

Martin Stoll will attend alongside Orianna to present the Year One summary to the Visit Broken Arrow board — covering what the marketing program accomplished, how it performed against VBA's strategic imperatives, the connection between marketing investment and hotel tax trajectory, and what Sparkloft recommends for Year Two. CEO-level participation in the board presentation signals organizational accountability at the highest level. In the event of a scheduling conflict, Renata Tilkian, VP of Client Services and a 20+ year travel and tourism marketing veteran, will serve as Martin's designee.

Item	Detail	Cost
Flights	2 × \$400 RT (ATL–TUL)	\$800
Hotel	2 rooms × 2 nights × \$140	\$560
Ground transport	Rental car / rideshare	\$120
Trip 1 Total		\$1,480

# Meeting in-person

---

## Combined Travel Budget

All travel will be booked at reasonable rates consistent with VBA's expectation of responsible use of public funds. Actual costs invoiced at cost with receipts provided. Travel budget is included within the \$175,000 total program cost.

Trip	Timing	Attendees	Cost
1. Onboarding Site Visit	July 2026	Orianna + Avery	\$1,480
2. Film Festival / Fall Strategy	October 2026	Orianna + Anna	\$1,480
3. Mid-Contract Review	Jan/Feb 2027	Orianna	\$660
4. Board Presentation	June 2027	Martin/Renata + Orianna	\$1,480
Total			\$5,100

## Section 09.

---

# REFERENCES

**Ask how it is to work with us**

# Talk to Our Current Clients

---

The following three references represent active or recently completed destination marketing partnerships. Each contact has direct knowledge of Sparkloft's strategic capabilities, account management, creative work, and reporting practices.

## REFERENCE 01: Explore Tualatin Valley

*Full Brand Redevelopment and Integrated Marketing AOR — Client since 2022*

**Contact:** Claire Fisher, Chief Marketing Officer

**Email:** [claire@tualatinvalley.org](mailto:claire@tualatinvalley.org)

**Phone:** (503) 430-1395

**Scope:** Strategic rebrand, integrated "Near and Dear" campaign, Wingspan venue marketing, ongoing AOR relationship.

Claire can speak directly to Sparkloft's ability to lead a full destination rebrand for a lean regional DMO, execute an integrated multi-channel campaign, and sustain a collaborative partnership over multiple years.

## REFERENCE 02: Visit Santa Barbara

*Social Media AOR and Creative Lead — Client since 2012*

**Contact:** JessyLynn Perkins, Director of Marketing

**Email:** [jessylynn@santabarbaraca.com](mailto:jessylynn@santabarbaraca.com)

**Phone:** (805) 966-9222 x103

**Scope:** Eleven-year AOR relationship covering organic and paid social, video-first campaign creative, multi-platform media buying, community management, and monthly performance reporting.

JessyLynn can speak to Sparkloft's creative quality, long-term partnership reliability, reporting discipline, and ability to serve a community-protective DMO accountable to local stakeholders.

## REFERENCE 03: Visit Albuquerque

*Social Media AOR — Client since 2025*

**Contact:** Ceela McElveny, VP of Marketing & Communications

**Email:** [mcelveny@visitabq.org](mailto:mcelveny@visitabq.org)

**Phone:** (505) 222-4320 | (800) 733-9918 x3320

**Scope:** Social media AOR including organic content strategy, paid social, community management, and creative development including the "U Are Here" campaign.

Ceela can speak to Sparkloft's onboarding process, responsiveness, and ability to hit the ground running on a complex DMO social scope. This is our most recently launched DMO relationship and reflects current capabilities and team.

**Thank you.**

## Section 10.

---

# APPENDIX

**You asked us to be brief.  
But if you want to see a bit more - here it is.**

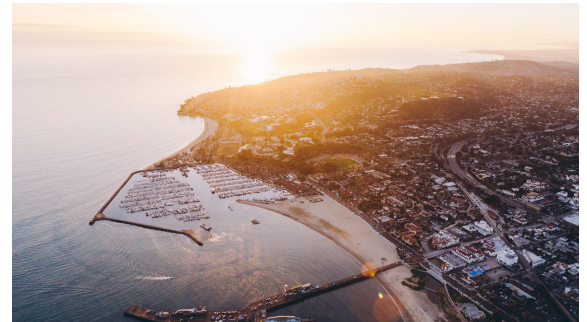
# Examples for Strategy and Creative

## VISIT SANTA BARBARA

For over 13 years, our agency has partnered with Visit Santa Barbara, evolving from managing their social media presence to becoming their Agency of Record. This long-standing collaboration has enabled us to shape and expand the brand's impact, consistently positioning Santa Barbara ahead of its competitors in key performance areas such as visitation and average daily rate (ADR). Through strategic brand evolutions and innovative campaigns spanning digital, experiential, technology (including AR), social media and production, we have helped establish Santa Barbara as a premier travel destination.

Our partnership has also been instrumental during moments of crisis. During COVID-19, we worked closely with Visit Santa Barbara to pivot marketing strategies toward local audiences, keeping the destination top-of-mind while travel restrictions were in place. By leveraging proactive planning and messaging, the brand was prepared to capitalize on pent-up travel demand as soon as mandates lifted—resulting in record-breaking visitation and surpassing competitor recovery metrics. Similarly, during the Thomas Fire and subsequent mudslides, we navigated sensitive messaging to combat the misconception that Santa Barbara was uninhabitable. Our strategic approach reassured visitors while remaining empathetic to the local community, ensuring the destination's resilience and long-term growth.

Through years of brand-building, innovation and crisis management, we have played a key role in driving Visit Santa Barbara's success, proving that a strategic and adaptive approach can expand impact even in the face of challenges.



**In our most recent year together, our paid campaigns delivered over half a billion impressions, the destination saw the highest transient occupancy tax collections in its history and website visitors resulted in a record-breaking 1.2 million online referrals to local businesses, with 40% of those directed towards lodging stays.**

# Examples for Strategy and Creative

## VISIT SANTA BARBARA

GOLETA :: SANTA BARBARA :: MONTECITO :: SUMMERLAND

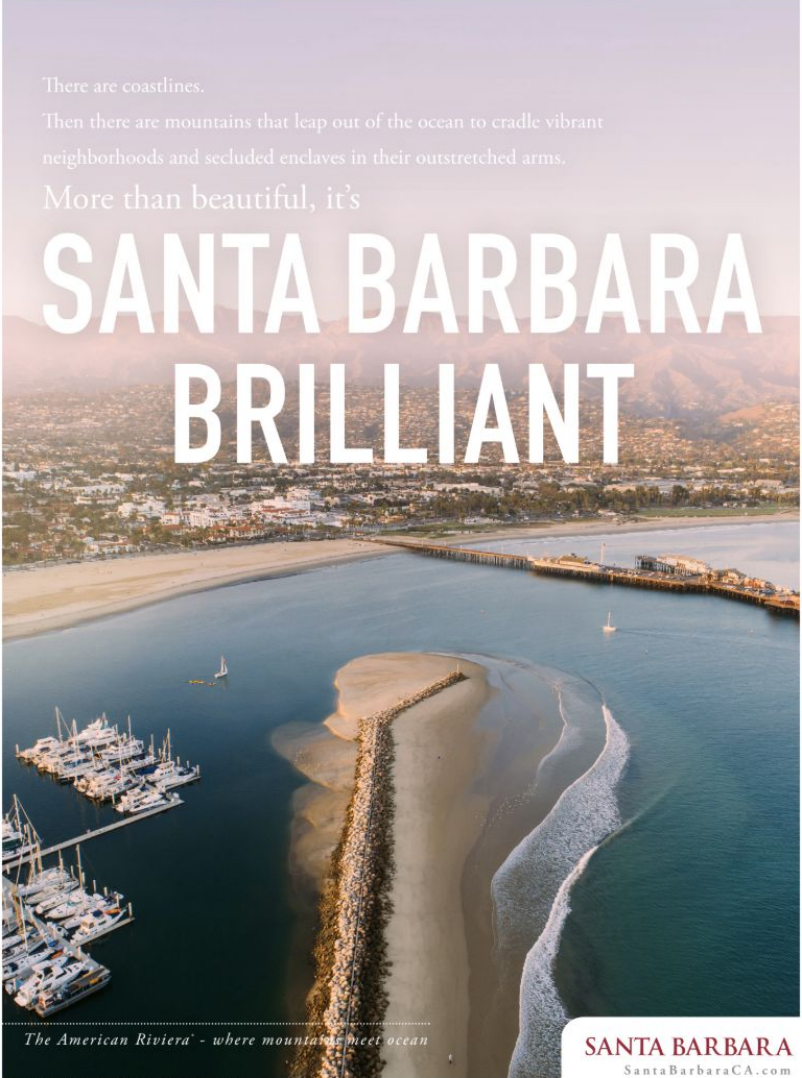
There are coastlines.  
Then there are mountains that leap out of the ocean to cradle vibrant neighborhoods and secluded enclaves in their outstretched arms.  
More than beautiful, it's

# SANTA BARBARA BRILLIANT

*The American Riviera - where mountains meet ocean*

SANTA BARBARA  
SantaBarbaraCA.com

All content ©2023 Visit Santa Barbara. All rights reserved.



SANTA BARBARA

## THE ULTIMATE WEDDING WEEKEND IN SANTA BARBARA

READ THE GUIDE



GOLETA :: SANTA BARBARA :: MONTECITO :: SUMMERLAND

Enjoy the holidays with room to spare.

## 30% OFF FOR FRIENDS & FAMILY

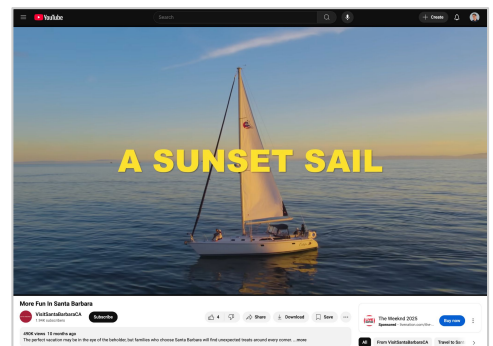
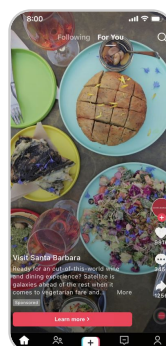
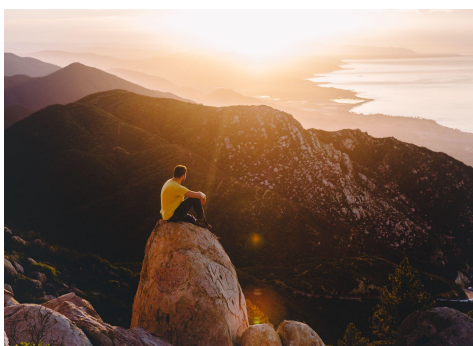
Give visiting friends and family room to stretch out during their next visit to Santa Barbara with 30% off at 15+ participating properties, now through Feb. 2024.\* Better yet, book a room for yourself and spend the season in comfort.

View lodging deals at [SantaBarbaraCA.com/locals](https://SantaBarbaraCA.com/locals)



SANTA BARBARA

\*Offer valid on standard rooms. Book and stay by date. Restrictions. Member rates and individual terms only by property.



# Examples for Strategy and Creative

## VISIT UTAH

For several years, Sparkloft Media and Love Communications have partnered with Visit Utah, driving the growth and expansion of the state's brand to establish it as a top travel destination. With rising competition and the return of urban and international travel, Visit Utah faced the challenge of reigniting interest in outdoor experiences while diversifying visitation beyond its Five National Parks. Our approach focused on increasing awareness, driving quality visitation and boosting traveler spending, all while emphasizing Utah's unique landscapes and opportunities for connection through travel.

To achieve these goals, we launched a \$5.2M full-funnel digital campaign that leveraged CTV, paid social and strategic partnerships. Through advanced A/B testing, we refined our messaging to engage the right audiences and ensure Utah's offerings resonated deeply with potential travelers. The campaign focused on showcasing both iconic and lesser-known destinations within the state, allowing Utah's diverse landscapes to stand out in an increasingly crowded tourism market.

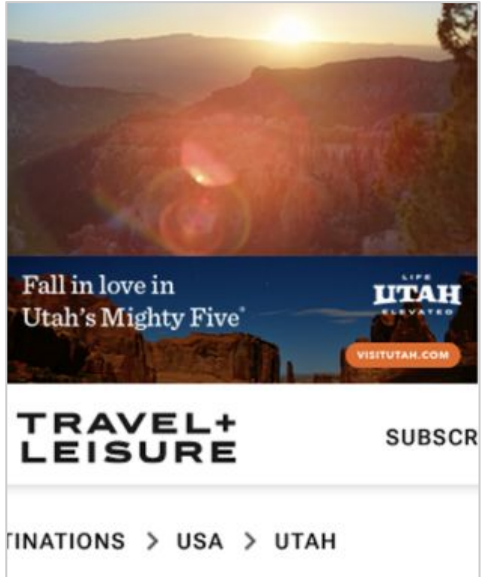
These efforts not only boosted Utah's brand impact but also positioned it as a must-visit destination, with lasting impressions that will continue to drive growth and economic returns well into the future.



The results of this campaign were remarkable: **\$2.93B in influenced visitor spending, record-breaking \$2,111 in average trip spend and 1.38M incremental traveling households. The campaign also delivered \$625 in visitor spending for every dollar invested, with a cost-efficient \$0.11 per household.**

# Examples for Strategy and Creative

## VISIT UTAH



# Examples for Strategy and Creative

## DISCOVER ATLANTA

For over a decade, we have served as the Social and Creative Agency of Record for the Atlanta Convention and Visitors Bureau (ACVB), playing a pivotal role in shaping and expanding the brand's impact. Our partnership has evolved from social media management to full-scale creative strategy, ensuring Atlanta remains a leading destination for tourism and large-scale events. Through strategic brand positioning and innovative campaigns, we have helped elevate Atlanta as a cultural powerhouse, distinguishing it from competitor markets and driving measurable results.

A key milestone in our work with ACVB was revitalizing their dormant "On A Different Level" (OADL) campaign. Recognizing post-pandemic travel shifts, we repositioned Atlanta as a culture creator rather than a culture follower—leveraging bold creative, digital-first storytelling and immersive social content to highlight the city's unique energy. Our ATL POV series captured the essence of Atlanta's food, culture and entertainment through eye-catching visuals, seamlessly integrating with ACVB's existing assets while allowing for rapid scalability. To amplify the campaign's impact, we engaged Atlanta-based influencers to bring authentic, first-person perspectives to social media, reinforcing Atlanta's vibrancy and relevance. Additionally, we developed a comprehensive partner toolkit to ensure brand consistency across all touchpoints, extending the campaign's influence beyond leisure travel to meetings and convention planners.

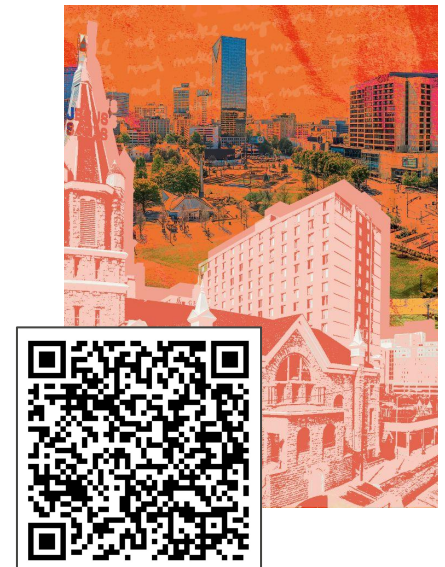
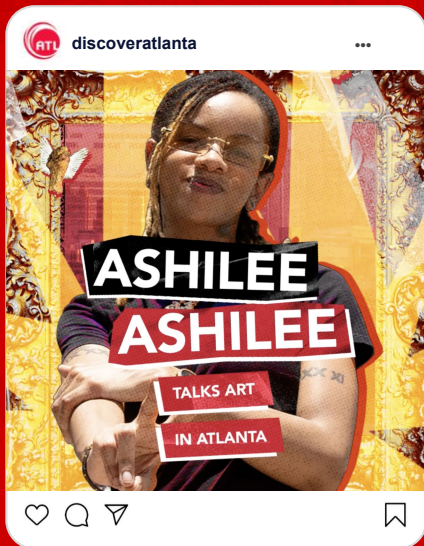
Through innovative storytelling, data-driven strategy and a commitment to evolving Atlanta's brand presence, we have played a critical role in driving ACVB's long-term success, ensuring Atlanta remains a top destination and cultural leader.



Our strategic approach yielded significant results, **including the highest ad recall of the year (~13%, 250K ad recalls) and an 81% video completion rate on 78K plays. By year's end, OADL amassed 40M impressions and 259K engagements, solidifying its success. Additionally, this work has been recognized with multiple industry awards.**

# Examples for Strategy and Creative

## DISCOVER ATLANTA



Explore our video work by scanning the QR code above

# Examples for Strategy and Creative

---

## EXPLORE TUALATIN VALLEY

YOU DON'T KNOW IT. BUT YOU ALREADY LOVE IT.

### THE BRIEF

Washington County, Oregon needed a cohesive and compelling identity to unify its diverse attractions and experiences. The goal was to rebrand the region as Tualatin Valley, transferring positive sentiment from the previous name while positioning it as a must-visit destination.

### THE INSIGHT

Despite its rich offerings, Tualatin Valley lacked brand recognition and differentiation from Oregon's more well-known regions. Travelers and locals alike were unfamiliar with the area's full potential, and the destination needed a fresh, strategic approach to redefine its role and drive engagement.

### THE SOLUTION

We launched the "Near & Dear" campaign, emphasizing Tualatin Valley's proximity to Portland and its unique, crowd-free experiences. Through a multi-channel approach, we targeted key audience segments—locals, day-trippers and overnight visitors—showcasing the region's best attractions while reinforcing its distinct identity. The rebrand consolidated marketing efforts under a single, recognizable name, allowing for stronger storytelling and more effective campaigns. This was supported with an integrated distribution plan via paid social, programmatic digital, print, OOH, events and more.

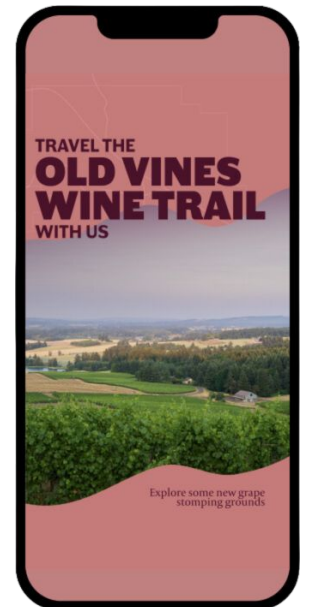
### THE RESULTS

The rebranding successfully elevated Tualatin Valley's presence, driving a 300% year-over-year increase in direct homepage visits, double the homepage visits via search and a 48% rise in overall web traffic. By establishing a unified identity, the campaign not only strengthened brand recognition but also created a lasting foundation for future tourism growth.

# Examples for Strategy and Creative

## EXPLORE TUALATIN VALLEY

YOU DON'T KNOW IT. BUT YOU ALREADY LOVE IT.



# Examples for Strategy and Creative

---

## VISIT UTAH

### LET'S TALK UTAH - SEASON 3

#### THE BRIEF

Intended for both out-of-state visitors and locals, the goal of the next iteration of the "Let's Talk Utah" series was to allow new voices to proudly share their Utah experiences and become part of unique, unforgettable itineraries that rivaled traditional national park vacations.

#### THE INSIGHT

With a focus on responsible travel, we sought to promote dialogue and build enthusiasm around less popular, but no less spectacular, experiences in the state's southern region and the diverse people that make these areas well worth a visit.

#### THE SOLUTION

Getting enthusiastic buy-in from the local communities we'd highlight was the most important factor in making "Let's Talk Utah - Season 3" a success. With overcrowding top of mind for people who appreciate the natural beauty and solitude of their surroundings, we had to alleviate their concerns about tourists exploring their backyard. Season 3 gave us the freedom to tackle topics that some other DMOs may not feel comfortable addressing. More importantly, we wanted to align these stories with key itineraries in Utah, so we could drive further consideration via the website. We made responsible, sustainable travel practices a core pillar of the content (i.e., engage in Leave No Trace, hire local guides, shop with local outfitters, etc.), ensuring travelers positively impacted the communities they visited.

In addition, we wanted to use this platform to elevate voices and perspectives that visitors don't normally think of when they consider Utah. We specifically chose three local advocates at the center of each video to share their passions and personality through their expertise. The advocates offered ideas around accessible, unforgettable adventures for all who visit. Building off of what we learned in Seasons 1 and 2, we found that our target audience was most likely to discover this content on Instagram Reels. So we took a social-first approach this season, shooting vertical videos to make the best use of the platform.

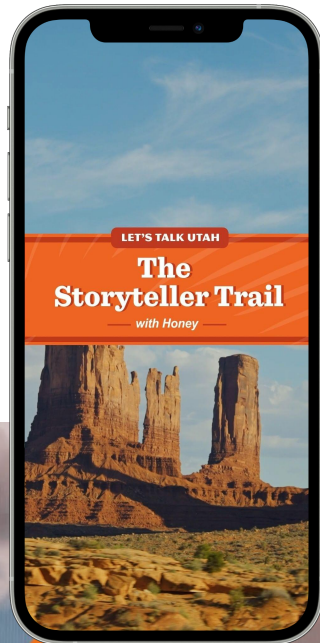
#### THE RESULTS

With over 65,000 video plays to at least 75% completion, these stories brought some much-needed, compelling storytelling to areas around the state that would otherwise be just another item on a list of "things to do." The campaign was also awarded four industry awards for creativity and video work.

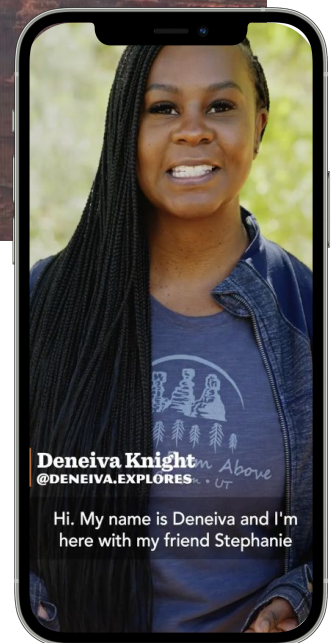
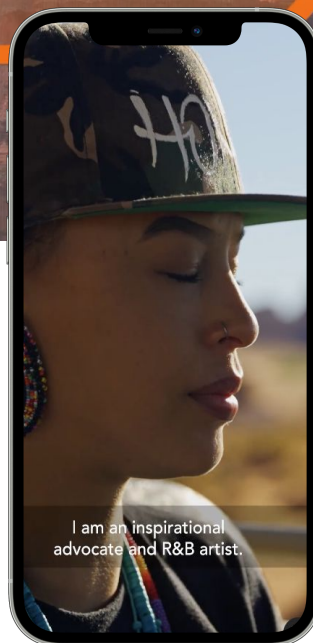
# Examples for Strategy and Creative

VISIT UTAH

LET'S TALK UTAH - SEASON 3



Explore our video work by scanning the QR code above



# Examples for Strategy and Creative

---

## MIAMI BEACH

### MAKE A BOLD MOVE

#### THE BRIEF

Miami Beach needed to overcome the perception of being solely a party destination and instead highlight its suitability as a professional hub for businesses and top-tier talent.

#### THE INSIGHT

Business leaders get the most out of their talent when they design their business to fit into employees' lifestyles, not the other way around. Livability is crucial; culture matters.

#### THE SOLUTION

The campaign, "Make a Bold Move," aimed to shift perceptions of Miami Beach by highlighting its thriving business community and vibrant lifestyle. The focus was on showcasing the city's cultural richness and energetic atmosphere, addressing the needs and desires of both business leaders and top talent. The campaign aimed to showcase Miami Beach as more than just a tourist destination, positioning it as an attractive location for forward-thinking businesses and top-tier professionals seeking a balanced lifestyle and supportive business environment.

Researching potential relocators and understanding their motivations was the initial step. Two key audience segments were identified: Business Leaders and Top Talent. The campaign focused on highlighting the evolving priorities of employees, emphasizing the importance of work-life balance and mental health. Customized messaging was created to showcase Miami Beach's cultural and lifestyle benefits alongside its business incentives.

#### THE RESULTS

The campaign led to the City receiving the Florida League of Cities (FLC) Municipal Achievement Award for Economic Advancement. The campaign received 6,358,057 impressions across all channels, 398,405 web page views, with an average of 2.48 sessions per user, 72,899 link clicks from digital and social media and 441,182 views of the PSA via YouTube and Connected TV.

# EXAMPLES FOR STRATEGY AND CREATIVE

## MIAMI BEACH MAKE A BOLD MOVE

say hello  
to your  
new  
office

MAKE A BOLD MOVE MIAMI BEACH

say hello to your  
new boardroom

MAKE A BOLD MOVE MIAMI BEACH

join a  
forward-thinking  
community

MAKE A BOLD MOVE MIAMI BEACH

SAY HELLO TO  
your new office

MAKE A BOLD MOVE  
MIAMI BEACH

**BETTER OPPORTUNITIES**

- CLASS A OFFICE SPACES
- FINANCIAL INCENTIVES
- EASY PERMITTING PROCESS

MIAMI BEACH

**BETTER LIFESTYLE**

- WELLNESS ACTIVITIES
- 365 DAYS OF SUNSHINE
- YEAR-ROUND OUTDOOR EXPERIENCES

MIAMI BEACH

**BETTER INSPIRATION**

- THRIVING ARTS & CULTURE SCENE
- INTERNATIONAL COMMUNITY
- WORLD-CLASS ARCHITECTURE

MIAMI BEACH

**BETTER EVERYTHING IN MIAMI BEACH**

- MULTICULTURAL TALENT POOL
- NON-NEGOTIABLE WORK-LIFE BALANCE

MIAMI BEACH

elevate your workday

MAKE A BOLD MOVE  
MIAMI BEACH

DILE HOLA  
a tu nueva  
sala de trabajo

ANÍMATE  
MIAMI BEACH

MAKE A  
BOLD MOVE  
FOR THE BETTER

MIAMI BEACH

# EXAMPLES FOR STRATEGY AND CREATIVE

---

## COASTAL MISSISSIPPI

### GO REMOTE

#### THE BRIEF

With support from the Tourism Recovery Fund, Coastal Mississippi sought to reinvent its core messaging to become a destination leader in response to COVID-19. Sparkloft partnered with the client to inspire safe travel practices and restore traveler confidence. The campaign aimed to increase awareness of Coastal Mississippi as a safe and open destination to visit with the goal to drive overnight and extended stay visitation.

#### THE INSIGHT

Rebuild traveler confidence and positioning Coastal Mississippi as a safe and open destination in response to the pandemic by inspiring safe travel practices, showcasing Coastal Mississippi's array of safe activities and accommodations, outdoor spaces and drive overnight and extended stay visitation to the destination.

#### THE SOLUTION

The solution involved crafting a social media campaign emphasizing Coastal Mississippi's leadership in health and safety, publicizing the resumption of tourism-based activities. By tapping into the travel motivations and indicators of the client's main target audiences, we identified new platforms and trends to tell the Coastal Mississippi story to an audience ready and eager to travel. Additionally, organizing COVID-safe production shoots, developing a "Go Remote" tagline, launching a refreshed website with recovery itineraries, promoting custom Pinterest ads and curating custom Spotify playlists were key elements of the strategy.

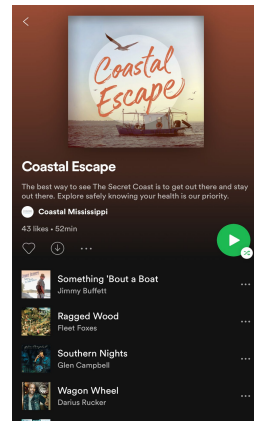
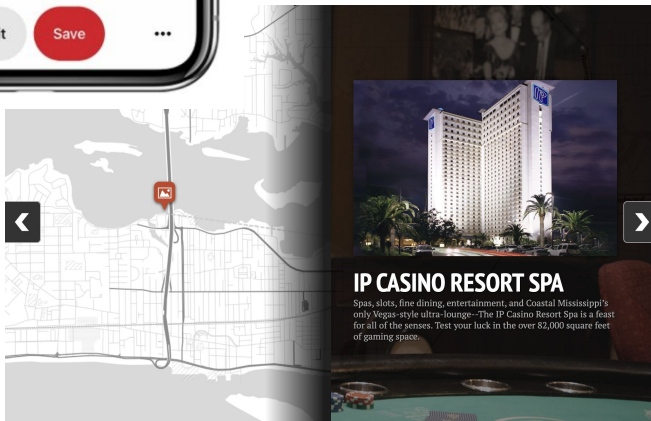
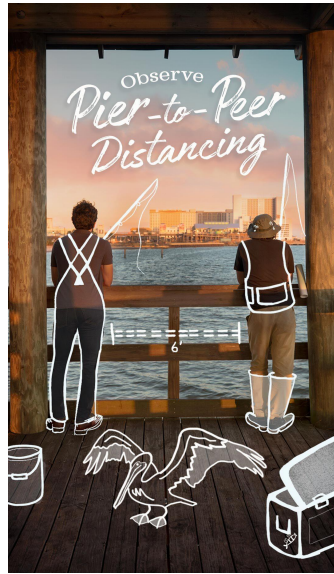
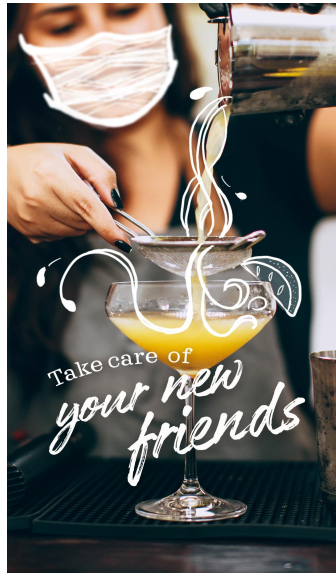
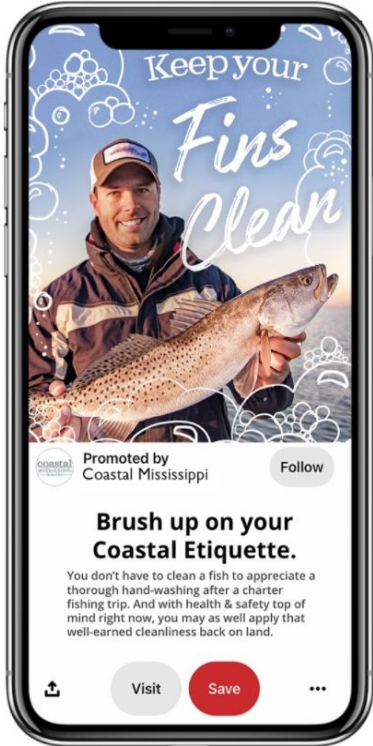
#### THE RESULTS

This resulted in achieving 15.5M impressions, 89K engagements and 1.8M video views, driving visitation and economic recovery in Coastal Mississippi.

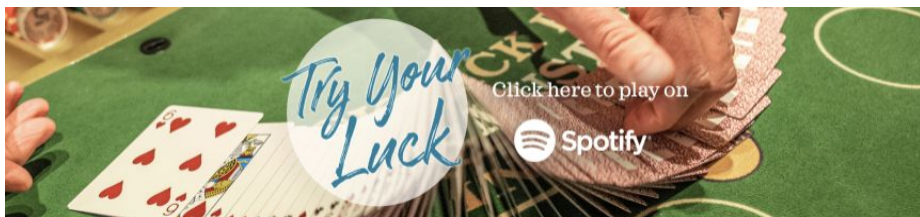
# Examples for Strategy and Creative

## COASTAL MISSISSIPPI

### GO REMOTE



Explore our video work by scanning the QR code above



# Examples for Strategy and Creative

---

## VISIT SANTA BARBARA

### CELEBRATE THE UNEXPECTED

#### THE BRIEF

Visit Santa Barbara sought to push creative boundaries with a video-first campaign that would tell fresh, innovative stories about the destination. Having partnered with Sparkloft since 2013, they looked to us to develop a campaign that would captivate audiences in a new way.

#### THE INSIGHT

Research revealed that while out-of-state audiences responded well to previous campaigns, California audiences—especially those in Southern California—were less engaged. The key driver for return visits wasn't just awareness of Santa Barbara's offerings, but the emotional connection visitors felt from past experiences. The campaign needed to evoke those emotions rather than simply showcase the destination's features.

#### THE SOLUTION

We crafted a storytelling approach centered on dynamic duos and unexpected pairings, highlighting personal luxury and the unique experiences Santa Barbara offers. The campaign included four distinct storylines, each capturing the destination's charm through whimsical, sophisticated and humorous narratives. The creative execution focused on expressive characters, cinematic visuals and a fresh, modern aesthetic that departed from Visit Santa Barbara's traditional campaigns. One standout storyline featuring a grandmother and grandson resonated especially well, opening opportunities to expand the concept into future marketing efforts.

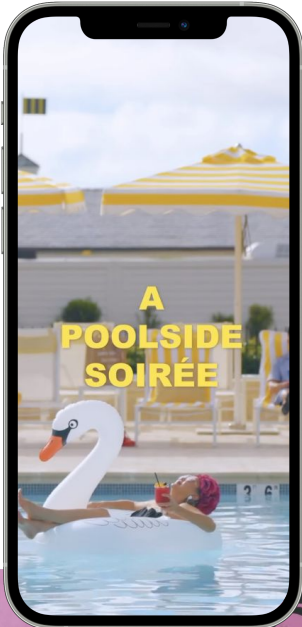
#### THE RESULTS

By reimagining how Visit Santa Barbara connected with audiences, the campaign successfully deepened emotional engagement and set a new creative benchmark for the brand's future storytelling. The campaign delivered significant reach, with 427M+ impressions, 490K+ engagements, 5.8M+ link clicks, 2.2M+ landing page views and 1.85M+ completed video views.

# Examples for Strategy and Creative

VISIT SANTA BARBARA

CELEBRATE THE UNEXPECTED



Explore our video work by scanning the QR code above