



Form Name: Visit Broken Arrow Sponsorship Application
Submission Time: February 4, 2026 12:00 pm

Application Date (Today's Date) Feb 02, 2026

Is your event at least 90 days from date of application? Yes

Event Name Chalk It Up 2026

Description of Event

Chalk It Up is a two-day street art and community festival produced by ARTSOK in Broken Arrow's Rose District. In 2026, the event begins Friday, September 11 at 3:00 p.m. and continues through Saturday, September 12 at 6:00 p.m., transforming several downtown blocks into an open-air art experience.

Approximately 60 chalk artists create large-scale murals directly on the pavement, turning the streets into a temporary public gallery. Guests can walk around the district, watch the artwork develop in real time, and interact with artists throughout the weekend. The festival also features 75 art and maker vendors, 5-10 food trucks, and a beer garden operated by Broken Arrow's own Nook Brewing Company.

Friday evening opens with a high-energy dance band to kick off the weekend and draw early crowds downtown. Throughout the event, the main stage features continuous local entertainment, including community bands, youth performances, and dance groups. ARTSOK also partners with the Rose Festival to host a community art show and shares some expenses.

Chalk It Up is in the heart of downtown to support Rose District businesses. Because the event spans multiple blocks, attendees spend time dining, shopping, and visiting nearby restaurants and retailers while exploring the festival. The mix of visual art, food, and live entertainment attracts guests from across the Tulsa metro and surrounding area, making it both a community celebration and a regional destination.

The event is powered by strong local support, with 40-50 Broken Arrow volunteers contributing more than 250 hours each year to help set up streets, care for artists, and ensure the festival is safe and welcoming.

In 2026, ARTSOK plans to expand partnerships with both local companies and select national brands to strengthen marketing reach and continue growing attendance. Support from Visit Broken Arrow will help sustain one of Broken Arrow's most visible arts events.

Upload an event flyer or marketing image

<https://www.formstack.com/admin/download/file/19119567756>

I have read and I understand Visit Broken Arrow's Purpose Yes

I understand that submitting an application does not guarantee funding Yes

I have read and I understand Visit Broken Arrow's Qualifying Applicants Statement Yes

I have read and I understand Visit Broken Arrow's Sponsorship Guidelines Yes

I have read and I understand Visit Broken Arrow's Eligible Expenses Yes

I have read and I understand Visit Broken Arrow's Ineligible Expenses Yes

Have you received approval for, requested, or plan to request waived fees from the City of Broken Arrow? No

Name of applying organization ARTSOK -- The Regional Arts Alliance of Broken Arrow

Address (no P.O. Boxes) 302 S. Main Street
artsok.org
Broken Arrow, OK 74012

Phone 19189926884

Email chad.stark@artsok.org

Event Contact Name Chad Stark

Name of Event Chad Stark

Event Start Date/Time Sep 11, 2026 03:00 PM

Event End Date/Start Time Sep 12, 2026 06:00 PM

Event Location Rose District -- Downtown Main Street

Does your event require a Special Events Permit? Yes

Total Event Budget Amount \$33,500

Total Sponsorship Funding Amount Requested \$7,500

Amount Applicant Will Apply Towards Event	\$7,500
How Will Sponsorship Funds Be Used?	To cover direct expenses such as stage rental, marketing, performances, etc.
What Other Sources Of Funding Have Been Secured For Your Event?	We will secure funding from businesses via sponsorship and booth sales, chalk artists and vendor registrations, and t-shirt sales.
What percentage of your raised funds have come from private sponsorships?	37%
Please attach a copy of your detailed event budget	https://www.formstack.com/admin/download/file/19119567780
I have read and I understand Visit Broken Arrow's Sponsorship Funding Information - Sponsorships will be provided only on a reimbursable basis	Yes
Is this event, in any way, a fundraiser for your organization?	No
Projected Attendance	29,000
Is this a new event?	No
If not, how many years has this event occurred?	13 years
What efforts are being made to grow or better the event?	We plan to expand our engagement with local companies, focus on greater usage of the main stage, and are looking to reenvision the usage of Main Street to allow for more chalk art, vendors and flow. We are also starting our marketing and fundraising 4 months earlier than 2025.
Has this event previously received funding from the City of Broken Arrow or Visit Broken Arrow?	yes
Will your event generate any overnight accommodations?	Yes
Hotel(s) for the event	Clarion/EconoLodge Hampton Inn Hilton Garden Inn Stoney Creek Hotel

Anticipated number of hotel room(s)/night(s) expected for the duration of the event, if applicable

We listed the hotels above on the 2025 Chalk It Up website. However, we have never guaranteed a room block or audited hotel pick-up. We don't have insight in hotel usage.

Provide the Group Booking Code from each hotel property that you have reserved a block of rooms in Broken Arrow for your event.

The hotels have sent us a link in the past that we post on the website.

I have read and I understand Visit Broken Arrow's post-event summary requirements.

Yes

I have read and I understand all of Visit Broken Arrow's grant application guidelines and requirements.

Yes
