



Form Name: Visit Broken Arrow Sponsorship Application
Submission Time: February 4, 2026 12:20 pm

Application Date (Today's Date)	Feb 02, 2026
Is your event at least 90 days from date of application?	Yes
Event Name	Tuesdays in the Park

Description of Event

Tuesdays in the Park is a free, family-friendly outdoor concert series produced by ARTSOK each June at Central Park on Main Street in Broken Arrow. Every Tuesday evening, the park becomes a welcoming place for families, neighbors, and visitors to gather for live music, food trucks, local businesses, and kids' art activities.

The series started several decades ago as a small neighborhood concert and has grown into one of Broken Arrow's most loved community programs. The goal is to make the arts easy to access and create a reason for people to come out, spend time together, and enjoy Broken Arrow.

This season we are raising the quality of the event. We increased our budget to bring in exciting talent with their own marketing reach. We are pairing these well-known local bands with national artists. It's a format you don't often see at a community concert. Local musicians get the chance to share the stage with national talent, and audiences get a higher-caliber show. It gives people a stronger reason to attend and helps draw guests from outside Broken Arrow.

Each week will also include themed nights: 1) Health and Wellness, 2) Pets, 3) Home Improvement and 4) Cars. These themes will allow local businesses to host tents and engage with attendees. We also have a partnership with the Mayor's Office to open the evening with a local rendition of the national anthem, and free hands-on art projects for kids led by Arts@302.

Even though Central Park sits just outside the Rose District, attendees typically make an evening of it by dining and visiting nearby businesses before or after the show. The series drives midweek traffic into Broken Arrow and introduces new visitors to the community.

ARTSOK intentionally keeps the event free because accessibility matters to us, and we continue to invest in it because the community values it. Support from Visit Broken Arrow will help ensure the series can continue to grow and attract even more visitors to Broken Arrow.

Upload an event flyer or marketing image

<https://www.formstack.com/admin/download/file/19119682477>

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 Jun 02, 2026 06:00 PM

Event End Date/Start Time Jun 22, 2026 08:00 PM

Event Location Central Park, 1500 S. Main Street, Broken Arrow, OK 74012

Does your event require a Special Events Permit? Yes

Total Event Budget Amount \$38,200

Total Sponsorship Funding Amount Requested \$5,000

Amount Applicant Will Apply Towards Event	\$5,000
How Will Sponsorship Funds Be Used?	Monies will help cover entertainment and marketing costs.
What Other Sources Of Funding Have Been Secured For Your Event?	We will secure corporate sponsors (\$16.5K), apply for an Oklahoma Arts Council grant (\$5K) and we sell raffle tickets onsite with prizes provided by local businesses. ARTSOK underwrites all labor and overhead for the event.
What percentage of your raised funds have come from private sponsorships?	43%
Please attach a copy of your detailed event budget	https://www.formstack.com/admin/download/file/19119682502
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	~6,300 attendees in June; ~1,570 per event night. Projected attendance is based on a five-year historical average, which reflects typical program participation and accounts for year-to-year fluctuations. Numbers used were provided by City of Broken Arrow.
Is this a new event?	No
If not, how many years has this event occurred?	25+ years
What efforts are being made to grow or better the event?	This year we are increasing our investment in talent and production quality by pairing well-known local bands with national artists. We're also adding theme nights to encourage business engagement.
Has this event previously received funding from the City of Broken Arrow or Visit Broken Arrow?	yes
Will your event generate any overnight accommodations?	No

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

version: Jan 13, 2026

Tuesday's In the Park Budget 2026

Reference
Line

Source	2026 Budget	2026 Assumptions	2025 Estimate	2025 Notes	2024 (Unaudited)	2024 Notes
INCOME						
Sponsors	\$16,500	Longer runway to sell sponsorships for 2026.	\$8,000	McGraw, Metronet; Tastee Treat; OCCU; Molded Products; Jennifer Deal	\$5,500	OCCU; Molded Products; Tastee Treat; Jennifer Deal
Raffle Tickets	\$2,450	five weeks of raffles at \$490 a week	\$1,640		\$1,955	
Food Vendors	\$1,250	Assumes average of \$250 a week and five weeks	\$980	Stu-B-Que; KettleMasters; WTF Chicken; Nothing Bundt Cakes; V/Fresco; Civitans	\$930	
In-Kind Donations	\$8,000	50% inkind discount from Blakes	\$6,400	Blakes AV covering 50%	\$12,300	Blake's AV (50%); City Stage; P Design Billboard/banner design; Billboard FNBBA
Grants	\$10,000	Visit Broken Arrow (\$5K); OK Arts Council (\$5K); Visit Broken Arrow lowered to \$5K compated to \$10K in 2025.	\$10,000	Visit Broken Arrow	\$4,250	OK Arts Council
SUBTOTAL – INCOME	\$38,200		\$27,020		\$24,935	
EXPENSES						
Art staff	\$1,000	Artists working Kids stations	\$720	Artists working Kids stations	\$765	Deal, Dumont, Garland billed back to grant
Entertainment	\$12,500	Five bands at \$2,500	\$6,700	The Holdouts; Home Skillet; Rendezvous, Paul Holt Band	\$8,700	Midlife; Grady Nicols; The Brothers Moore; Red Dirt Rangers; Mery McNett; Julian DeLesDernier; Mikee Welsowski; Kristen Morehead/Once and Future Things
AV	\$16,000	\$3200 a week for five weeks	\$12,800		\$14,200	50% covered as inkind
Security	\$1,000	5 weeks at \$200 a week	\$450	Broken Arrow PD	\$800	Broken Arrow PD
Stage	\$2,000	flat rate with previous years	\$2,000		\$2,000	stage covered by city as in-kind
City electric, permits, roads etc	\$500		\$405		\$305	
Signage/Banners	\$250		\$230		\$700	design costs inkind
Poster	\$250		\$70		\$550	design costs inkind
Portajohns	\$450		\$350	Construction Portables	\$340	
Marketing	\$600					
Art Supplies	\$100		\$60		\$400	
Billboard rental					\$2,200	inkind from FNBBA
Raffle Expenses	\$50		\$25			
SUBTOTAL – EXPENSES	\$34,700		\$23,810		\$30,960	
LABOR AND OVERHEAD						
ARTSOK Labor and Overhead	\$3,500	ARTSOK Labor and Overhead	\$3,500	ARTSOK Labor and Overhead		
SUBTOTAL -- L/O	\$3,500		\$3,500			
PROJECTED NET REVENUE	\$0		-\$290		-\$6,025	