





# Thank You

This capstone project has helped us grow as a team and as individuals. Thank you to Professor Holmes, Gathering Place, OU Printing Services and everyone else who supported us along the way.

We are excited to see where this journey takes us next!





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At Landing Collective, we aim to cultivate a sense of belonging with our clients. We are dedicated to connecting them with their goals and fostering vibrant communities. We believe that everyone deserves to discover their feeling of comfort and belonging. With this driving us, we are committed to ensuring equal opportunities for joy and fulfillment for all, advocating tirelessly for inclusivity and harmony in every endeavor we undertake.







# Mission Statement

Landing Collective is an agency built on its members' differences; we all have varying experiences in PR leading us together. Each client benefits from our expertise as we work toward giving a well-rounded and holistic approach that keeps our clients reaching for new goals. We value communication, integrity, sustainability and the best strategy possible for our clients.

# Our Team



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# Executive Summary

The Getting Gathered campaign expands Gathering Place's position as "a park for all" beyond the Tulsa community. This park prides itself in its ability to gather people from all walks of life, and this campaign will overcome awareness and motivation barriers to draw more visitors from near and far.

The campaign focuses on the two target audiences of families and young adults from four drive market locations. It consists of a research-backed event series with both large and recurring events, partnerships from across the region and increased interactivity in social media content. By celebrating the reasons people gather, these tactics will emphasize the idea that "you just have to be there."



# Secondary Research









# Client Overview

Gathering Place is a world-class park located along the riverfront in the heart of Tulsa, Oklahoma. The park opened in 2018 as a gift to the city as a project by the George Kaiser Family Foundation, designed to provide equal opportunities for all who want to enjoy it. Through its mission to engage, educate and excite, Gathering Place provides a stunning recreational, civic and cultural destination that welcomes people from all walks of life.



# Client Overview

Currently, Gathering Place hosts around 500 events each year. It is open 365 days a year, and it has received national recognition from organizations like USA Today, TIME magazine and Trip Advisor.

Gathering Place uses its website, Facebook, Instagram, X and LinkedIn accounts to communicate with visitors.





# The Challenge

As a “park for all”, Gathering Place wants to welcome more out-of-town visitors from neighboring drive-markets.

These include Kansas City, MO; Rogers, AR; Oklahoma City, OK and Dallas, TX.





# Competitor Analysis

Gathering Place is a unique free attraction.

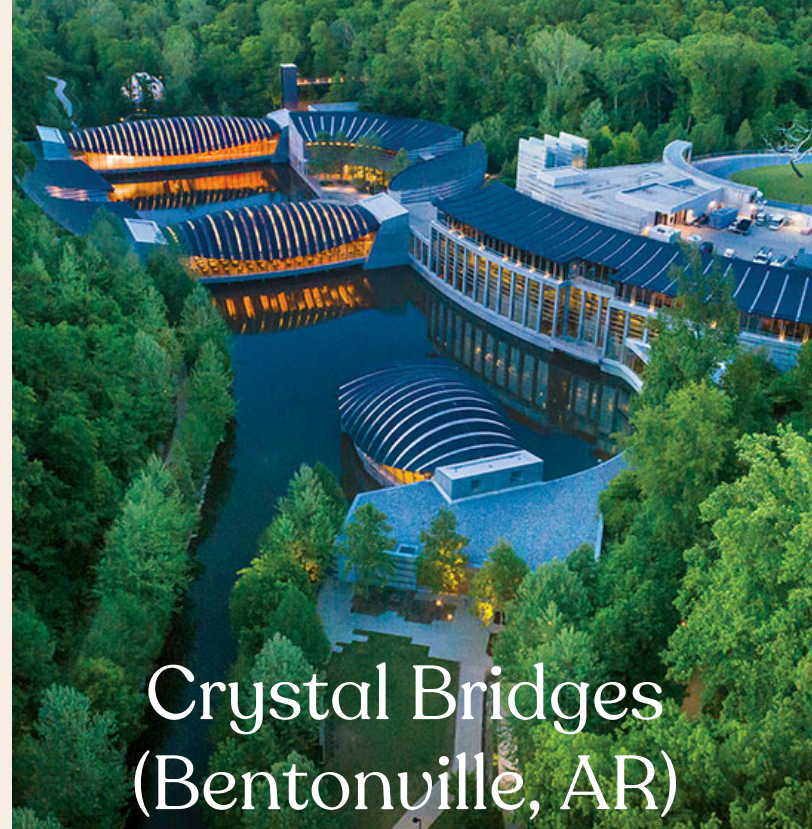
Within each drive market, there are other free attractions that can help Gathering Place understand how target audiences from these locations engage with their local events and communications.





## Scissortail Park (OKC)

- 70 acres of public space funded by a local penny tax
- Free events for families and adults
- Centrally located to bring out-of-town traffic
- Social media includes infographics and photos from events
- Hosts markets, performances and events for occasions like Earth Day, Pride Month or holiday shopping
- Walking trails, sports courts and boats for rent



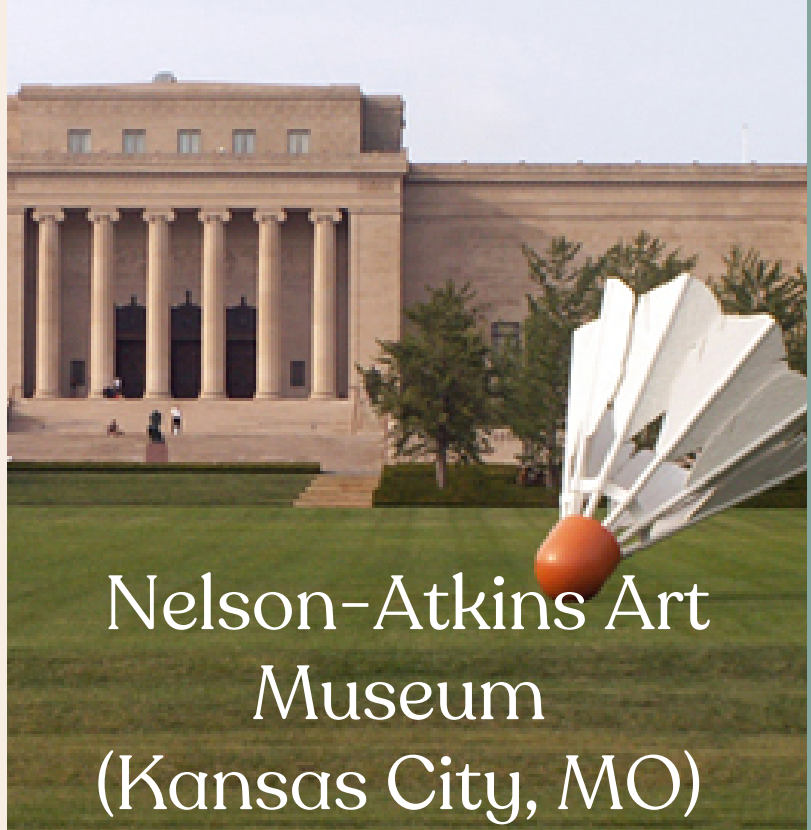
## Crystal Bridges (Bentonville, AR)

- Art museum that highlights art, architecture and nature
- Free attendance
- Sculpture garden with walking trails
- Social media displays people engaging with the exhibits and attractions
- Widely recognized and awarded like Gathering Place
- Gets media coverage from surrounding states



## Klyde Warren Park (Dallas)

- Free park located in downtown Dallas above highway tunnels
- Has little media coverage outside the Dallas area
- Walking trails, playgrounds, food trucks and dining options
- Social media uses infographics and reels to publicize events
- Puts on educational programming and events



## Nelson-Atkins Art Museum (Kansas City, MO)

- Free admission, tours and educational events
- Walking trails through outdoor sculpture garden
- Hosts events for various cultural groups and holidays
- Includes events spaces for rental
- Social media mostly features art and sometimes uses humor in posts



# Target Audiences

For our campaign, our target audiences are families looking for adventures all ages can enjoy, and young adults looking to get away and enjoy life's special moments, big or small.









# Primary Research









# Primary Research Instruments

- 8 in-depth interviews
- 14 man-on-the-street group interviews
- 58 survey responses

Participants came from each of the four drive markets and from both target audiences.



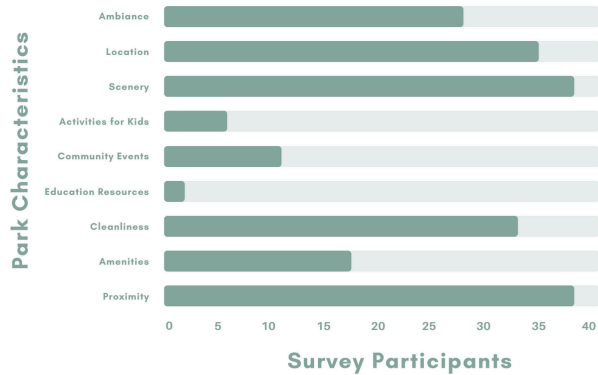


# Survey Findings

Surveys demonstrated what would motivate people to travel. It provides a foundation for the aspects of Gathering Place that should be highlighted in this campaign. Results showed positive associations with Gathering Place.

A common misconception was that parks are geared only to kids. People are most likely to travel with friends and family. Social media was the preferred method of communication across all ages. Survey questions and results can be found in the Appendices.

### What Visitors Look for in a Park?

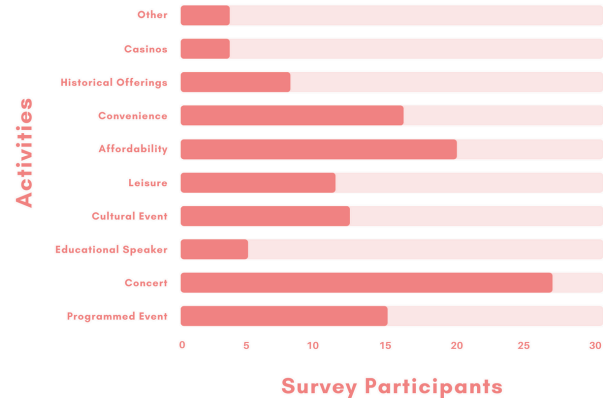


See Appendix D

Responses show what makes travel in Oklahoma worthwhile. Messaging for Getting Gathered will highlight the free activities in Gathering Place, and events (including a concert) will be a large focus of the campaign.

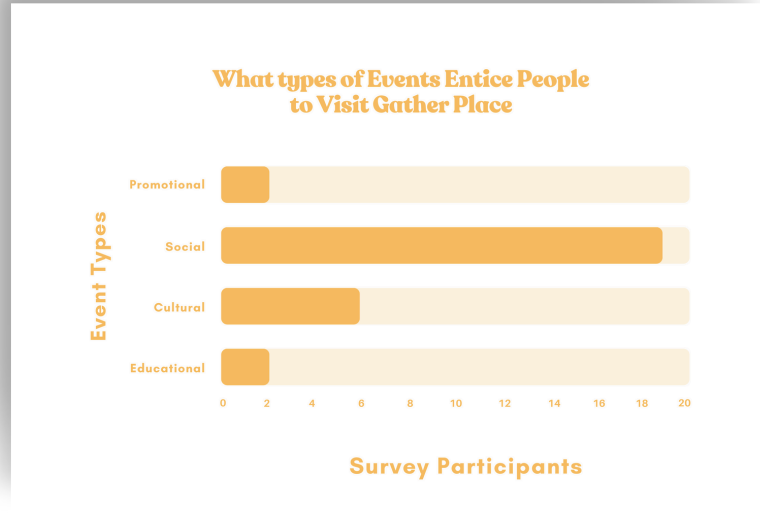
Several big events throughout the season will give visitors something to look forward to and a reason to plan a trip. They will generate word of mouth, build on ideas of FOMO and encourage people to mark their calendars for the next big thing. Each event will focus on gathering around a specific theme and include partnership opportunities from each of the drive markets, limited edition merchandise and a unifying graphic for promotion.

### Reasons to Vacation in Oklahoma

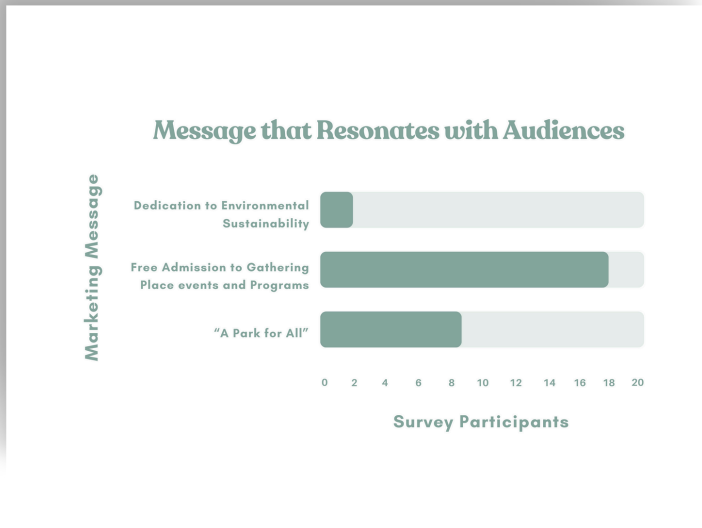


See Appendix D

The events and messaging for this campaign will highlight the idea of social connections and offering fun opportunities for visitors to Get Gathered.



See Appendix D



See Appendix D

All the Getting Gathered events will be free to attend, and this will be emphasized in media pitches, social media and all other campaign messaging.



# Man-on-the-street Findings

These interviews provided connections with a variety of park-goers. Respondents shared how parks fit into their lifestyles as places for leisure, celebration and quality time. There was an overall general awareness of Gathering Place.

Word-of-mouth and big park announcements, such as the initial opening, were the main ways people had heard of the park. Many interviewees expressed interest in visiting upon learning more. Interview questions can be found in the Appendices.



# In-Depth Interviews

In-depth interviews revealed more about the ideas people have from each drive market about Gathering Place. In all four drive-markets, interviewees were aware of the park and interested in visiting, but they had various misconceptions of what it is actually like.

Events were one of the main reasons people traveled. Instagram, TikTok and word-of-mouth on social media were the preferred channels for learning more about the park. Respondents expressed they are more likely to visit if someone they know has shared about their park experiences. Interview questions can be found in the Appendices.





# Personas

## Planning Polly



- Stay-at-home mom in her mid-thirties
- Lives in OKC with her seven-year old, nine-year-old and husband
- Travels for weekend family getaways
- Drawn to Gathering Place because there is something for everyone in the family
- Needs to be able to plan her trip in advance, take family photos, and have access to food and drinks in the park or nearby

## Birthday Betty



- About to turn 12
- Lives in Kansas City, MO with her parents and her older sister
- Wants to go on a trip to Gathering Place with her two best friends for her birthday
- Betty's parents decided they could splurge on a hotel since Gathering Place is free
- The family needs convenience and accessibility

## Travel Tanya



- 27-year-old from Rogers, AR
- Works at an architecture firm, but loves to get away to spend time with friends
- Travels to spend time with friends
- Wants to see the unique parts of Gathering Place she saw on Instagram
- Needs an activity that is affordable for everyone and exciting enough to justify the drive

## Conference Conrad



- 32-year-old business analyst who just started a new job in Dallas, TX
- Visiting Tulsa for a business conference
- Wants to make connections, but needs a place to take a break
- Needs to be made aware of Gathering Place and its amenities
- Might bring his girlfriend back to Gathering Place now that he has been



## Strengths

**Active Social Media** - An active social media presence with a large following like Gathering Place has is an asset going into an awareness campaign. It is a strength that most have to build.

**Events** - Gathering Place has active events for their audiences already in place.

**Partial Awareness** - A general awareness or partial awareness works to the attraction's advantage going in, making word-of-mouth an easier achievement.

**Large Area Space** - For Gathering Place this increases what they are able to do and how they can cater events to their audiences.



## Weaknesses

**Visibility** - Since there is only partial awareness, Gathering Place has growth that they can pursue to further increase their visibility to target audiences.

**Young Adult Programming** - Aside from Sunset Socials, young adult programming could be expanded on.

**Unknown Specifics about the Park** - Miscellaneous information that impacts visitors but isn't as readily advertised as it could be.



## Opportunities

**Merchandise Expansion** - With the expansion of events, this is an opportunity to re-work designs for everyday merchandise, in addition to creating limited edition merch for purchase.

**Increased Social Media Presence** - To increase social media presence with brand-specific content for the drive market audiences would increase park visits and engagement.

**Word-of-Mouth** - As an opportunity, this has the potential to garner support for new visitors to Gathering Place.

**FOMO** - The fear of missing out is the greatest asset for the future of Gathering Place, making it the place to be but also a place for everyone.



## Threats

**Proximity** - Gathering Place is always going to have the uphill battle of audience proximity. Trying to get the target audiences to Gathering Place from the drive markets isn't guaranteed.

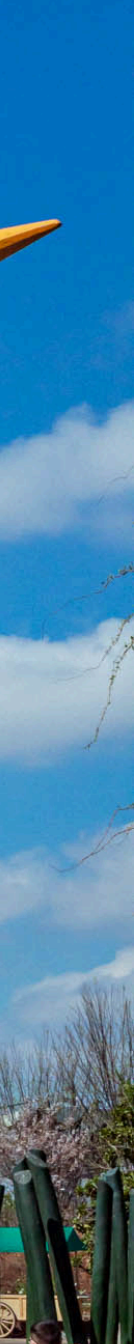
**Word-of-Mouth** - Just as word-of-mouth can be benefit to Gathering Place and getting people there. It cannot be controlled and if there are negative experiences, there's no way to know.

**Comparable Attractions** - This goes hand-in-hand with proximity, comparable attractions in the drive markets will keep drive market audiences from traveling to Gathering Place.



This is what we landed on...





The **Getting Gathered** campaign gives visitors from near and far **a reason to Gather.** Through a series of **connected events, partnerships across regions,** and a **social media engagement strategy,** this campaign builds on the strong foundation Gathering Place has established. It will increase awareness of Gathering Place as **a destination for all,** enhance the **authentic experiences** in the park, and foster a sense of “**you just have to be there.**”

# Positioning Statements

For **families** seeking adventures, Gathering Place is a world-class park full of activities, entertainment and education. Gathering Place is a uniquely free attraction that is sure to excite kids and parents alike – you just have to be there!

For **young adults** looking to get away, Gathering Place is a world-class destination in the heart of Tulsa that combines entertainment and adventure. To enjoy all of life's special moments, no matter the occasion, Gathering Place exceeds expectations – you just have to be there!

# Goals

**Establish Gathering Place as a destination for families and young adults alike.**



**Objective: Use event engagement to build word of mouth and increase awareness of Gathering Place.**

**Connect drive markets with the local Tulsa community.**



**Objective: Use partnerships in the park to offer unique and accessible events that keep Gathering Place at the top of mind for target audiences.**

**Increase engagement and FOMO through social media.**



**Objective: Enhance authenticity of Gathering Place social media through consistent brand strategies.**



# The Joy in the Journey:

## Tactics Overview



# Big Events

Several big events throughout the season will give visitors something to look forward to and a reason to plan a trip. It will generate word of mouth, build on ideas of FOMO and encourage people to mark their calendars for the next big thing. Each event focuses on gathering around a specific theme. The events will include partnership opportunities from each of the drive markets, limited edition merchandise and a unifying graphic for promotion.





# Gather Nature – Spring Cherry Blossoms

Cherry blossoms are known for drawing a crowd, and this event encourages visitors from across the region to gather for the excitement. Partnership pitches will invite experts from the drive market to be part of an event highlighting regional nature. These activities give visitors a reason to mark the cherry blossoms on their calendars and to get outside and gather.

Partnership Pitch List:

Invite for a demonstration of regional spring nature!

- **Oklahoma Department of Wildlife** - fish and wildlife management agency of Oklahoma, promotes wildlife as belonging to all (aligns with our mission!) ask about “landscaping for wildlife” educational materials (OKC)
- **Powell Gardens** - botanical gardens in KC, has conservation mission and has a living collection of native plants - ask about local spring blooms (KC)
- **Botanical Research Institute of Texas** - housed at the Fort Worth Botanical Gardens, researches horticulture and has an extensive herbarium, ask about plant collection and identification (TX)
- **Arkansas Natural Heritage Commission** - collects data on rare plants and natural communities of arkansas, ask about information on native wildflowers (AR)





# Gather Nature Assets

## Gather Nature Partnership Pitch

To: [kelly.adams@odwc.ok.gov](mailto:kelly.adams@odwc.ok.gov) (Kelly Adams, Communication and Education Supervisor)

SUBJ: Nature Event at Gathering Place, Tulsa

Hi Kelly,

Gathering Place in Tulsa is planning a spring event to highlight regional nature, and we would love for the Oklahoma Department of Wildlife Conservation to be part of it.

In the past, we have invited visitors to join us and experience the cherry blossom blooms in the park. We want to continue to encourage this while also focusing on native wildlife. Our Gather Nature event will feature guided walks through the park. Additionally, we would also like to expand the educational component of this event, which is where you come in.

Would the Oklahoma Department of Wildlife Conservation be willing to attend this event and provide an engaging educational activity for visitors? After looking at your online resources and content, we think some of your "landscaping for wildlife" materials would fit well with our event and bring the educational component we are looking for.

We hope this event will provide fun experiences for all ages to experience the outdoors. We would also love to do some collaborations posts on social media leading up to the event if you are interested.

This will be an excellent opportunity to connect regional visitors with the excitement of wildlife in Oklahoma. We hope you will be part of this event, and we can't wait to hear from you!

Best,

Andrea Leitch

VP of Gathering Place Marketing and Communication

(918) 779-1000 | [info@gatheringplace.org](mailto:info@gatheringplace.org)

See Appendix E for Text



# Gather Music – Summer Kickoff

What better way to kick off the summer than with a mini music festival? Concerts are a big motivator for travel, and this event brings together a variety of music tastes for one exciting evening. Invitations will be sent to performers from the drive markets to help draw in regional visitors. The event will be free and geared toward all ages.

Partnership Pitch List:  
Invite regional artists to be part of the celebration!

- **Artist from Oklahoma:** Husbands – local OKC-originated band with appearances at several big music festivals.
- **Artist from Dallas:** Abraham Alexander – singer-songwriter who grew up in the Dallas/Fort Worth area
- **Artist from Rogers:** Artist from Little Rock: Diamond Empire Band- Local to Little Rock, high energy and good to get a party started
- **Artist from KC:** Multi Phonic- Variety Band from KC- High Energy Horns & Harmonies- Life is a celebration!



# Gather Music Assets

## FOR IMMEDIATE RELEASE

March 10, 2025

Contact: Andrea Leitch

(918) 779-1000

info@gatheringplace.org

### Gathering Place Welcomes Spring Blooms with “Gather Nature” Weekend Event

**TULSA** - Gathering Place is set to welcome regional musicians to the park this weekend for Gather Music, a free summer kick-off concert event. The evening will feature four guest performers from nearby cities and the chance to celebrate summer nights in the park.

Performances start at 6 p.m. with Abraham Alexander, from Fort Worth, TX. Diamond Empire Band from Little Rock will perform at 7 p.m., and Multi-Phonic from Kansas City will perform at 8 p.m. Husbands, an Oklahoma band, will take the stage at 9 p.m. for the night's final performance.

Guests are encouraged to bring lawn chairs and pack a picnic. Food, drinks and concert shirts will be available for purchase. Performances will be family-friendly, and accessible seating is available.

“Tulsa has become a destination for big-name concerts. We’ve partnered with the BOK center to bring the concert experience outside and highlight the area’s regional talent,” a staff member said. “This night will have something for everyone, and we can’t wait to see the park filled with people of all ages.”

Gather Music is part of a series of Gathering Place events that give people a reason to gather. The park will continue to welcome visitors from near and far to experience local culture, spend time with loved ones and enjoy all the park has to offer.

*Gathering Place is a world-class park for all located in the heart of Tulsa, Oklahoma. With a mission to engage, educate and excite, Gathering Place fosters an inclusive community space for visitors from all walks of life. The park has free trails, sports courts, playgrounds, workspaces, riversports and other amenities for all ages. It is open 365 days a year. To learn more, visit <https://www.gatheringplace.org/>.*

###



See Appendix F For Text



# Gathering Day

Gathering Place's anniversary is the perfect opportunity for a full weekend of celebration. This event invites visitors to “give the gift of gathering”, encouraging previous attendees to come back with more friends and loved ones.

Partners from previous events will also be invited back to the park. This will draw repeat visitors, and give those who missed out on past events a chance to make it up.

An interactive passport will guide visitors through all the features of the weekend, with special stamps to collect along the way. There will also be a schedule reveal for the next year's Gather events to give visitors plenty of time to plan their return to the park.



# Passports

Visitors can pick up a Gathering Place Passport to commemorate the places and events they have been to in the park. Each event will feature a unique stamp or sticker visitors can put in their passport. This will also serve as a tangible way for people to receive information about future events and features of the park. At the Gathering Day festival, there is an opportunity to receive an exclusive, small gift for the number of stamps people were able to collect inside their passports. This is a small but powerful way to help people get gathered not only during their initial visit, but again in the future.

Example:



Gathering Place:



# Merchandise





# Event Communication

## FOR IMMEDIATE RELEASE

September 1, 2025

Contact: Andrea Leitch  
(918) 779-1000  
info@gatheringplace.org

### Gathering Place Celebrates 7th Birthday with First Gathering Day Event

**TULSA** - Gathering Place invites everyone to celebrate their birthday with the first annual Gathering Day, a weekend of celebration and gathering that combines all the previous events from our season. This event marks the 7th anniversary of Gathering Place. We ask visitors to give the gift of gathering with us to celebrate the fantastic community created here in this park.

The festivities begin on Friday and will highlight the best of Gathering Place all at once. Vendors and pop-up shops from our monthly farmers markets are scheduled all weekend long.

Saturday afternoon features performances similar to the previous Gather Music summer kickoff event, followed by a cocktail hour with the top-voted drink from past Sunset Social Events. Sunday's itinerary includes park tours and a football watch party to finish off the weekend.

"The community has really turned out for our events all year long," a staff member said. "Gathering Place is special because of the people in it. This weekend is our thank you to everyone who has been and will be part of our park. Bring your friends. Bring your family. We don't want you to miss out."

Gathering Day is the culmination of a successful season of Gathering Place events. The park will continue to welcome visitors from near and far to experience local culture, spend time with loved ones and enjoy all the park has to offer.

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###



See Appendix F for Text

# The Joy in the Journey:

## Tactics Overview





# Recurring Events

Recurring events are designed to offer all of the drive markets opportunities to mingle and connect with each other and the Tulsa community. With their individual emphasis on different unique aspects and staples from each drive markets, they bring opportunities to gather people over the region in Gathering Place with free experiences for all ages.





# Gather Drinks – Sunset socials on the weekends

Weekend sunset socials are an excellent way to let people from all different drive markets gather with each other and the local people of Tulsa. While these events will continue past the campaign and are already occurring, “Sunset Socials: Gather Drinks Edition” are designed to highlight a staple drink from the various drive markets to allow people a taste of what these other places have to offer. This allows people from the highlighted drive market as well as others to visit and get to know Gathering Place while showcasing something that makes them unique.

## Partnership Pitch List:

Invite for a demonstration of regional spring nature!

- **Rogers:** Fox Trail Distillery is local to Rogers and makes a variety of options including bourbon, scotch, rum, vodka and gin, along with a variety of recipes that can take all the options to the next level.
- **OKC:** Woodworks Distilling Company is local to Oklahoma City and makes a variety of spirits including rum, gin, vodka and liqueurs, all of which can be enjoyed alone or with a twist to make it even more unique.
- **Dallas:** New Artisan Distillery is local to Dallas, and is home to the first gin of Texas. New Artisan Distillery also features a number of other spirits that can be enjoyed with family and friends over gatherings of all kinds.
- **KC:** J. Rieger Co. is local to Kansas City and was founded in 1887. They are known for their unique releases that partner with local teams like the Kansas City Chiefs to make unique flavors and combinations, along with the other things they already feature, giving people a unique taste of Kansas City, wherever they are.



## Gather Drink Assets:



### Stickers:



### Facebook:



# Gather Food – Farmer's market

Farmers markets have the unique ability to gather vendors and visitors from all over. Combined with the existing offerings of Gathering Place, this creates a unique destination for the drive market visitors. Vendors can come from anywhere, and each farmer's market will also feature a staple food from one of the drive markets that makes them unique and draws other drive markets to take a trip to Gathering Place and get a taste of these other places. This incentivises people to come back, and it allows people to support local and regional vendors through food and craft.

Partnership Pitch List:  
Invite regional vendors!

- **Rogers:** Biscuits and Gravy
  - The Buttered Biscuit
  - Lucy's Diner
  - Neal's Cafe
- **OKC:** Chicken Fried Steak is part of Oklahoma's official state meal
  - Good Gravy
  - Sherri's Diner
- **Dallas:** A tour of Dallas tacos
  - El Tizoncito
  - Resident Taqueria
  - Chilangos Tacos
- **KC:** Barbeque
  - Fiorella's Jack Stack Barbeque
  - Joe's Kansas City Barbeque
  - Smokehouse Barbeque







# Gather Food Assets

**Instagram Post:**

**Sticker:**



**Recurring Merch:**



# Gather Sports – Sports viewing

Sports are a common ground many people already find themselves gathering around. Bringing this to Gathering Place is a perfect way to include people from other drive markets and unite fan bases. Gather Sports will feature regional sports coverage and other significant sports. This incentivizes the drive markets to visit one common place for their sporting interests. Sporting events are increasingly expensive to attend, so providing a place for people from all the markets to gather and enjoy a game is a way that they can mingle in the already serene Gathering Place environment.

## **Sports Schedule:**

### **Winter–**

- Basketball (NBA, WNBA, NCAA)

### **Spring–**

- Softball (NCAA, professional leagues)
- Baseball (MLB, NCAA)
- Golf- the Masters

### **Summer–**

- Soccer (professional)

### **Fall–**

- Football (NCAA, NFL)
- Volleyball
- Soccer (NCAA)
- Tennis



# Gather Sports Assets



## Stickers:



## Facebook Post:





# The Joy in the Journey:

## Tactics Overview



# Media Brand Kit

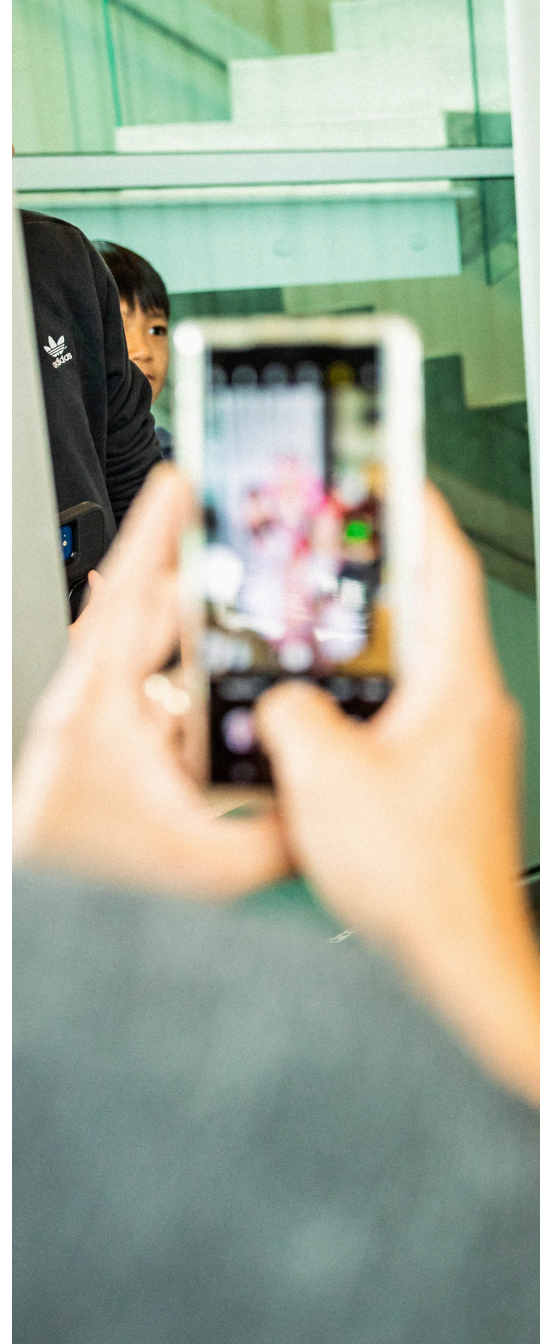
Building on Gathering Place's strong social media presence will ensure authenticity through all communication tactics. Content will encourage repostability and FOMO to spread Gathering Place's online presence. Consistent, concise language and use of videos will further connect audiences to Gathering Place's welcoming atmosphere. Additionally, tacking on a print, digital and broadcast presence would be in the best interest of visibility and awareness.





# Content Engagement

These posts emphasize the fear of missing out through reposting and tagging to increase awareness and engagement. This is essential to future audiences. Target audiences are more likely to trust those who they know and visit the places they visit, the closer that this can hit home the better. Additionally, brevity is essential to maintaining a following and engagement on social media, less is more.





## Mock Posts:

# Brand Kit



- FOMO is an essential component to a social media strategy in particular, as it incentivizes people to participate and gather after seeing their friends and family participate in such events.
- Brevity- Gathering Place is already detail oriented in every way, so having concise and brief messaging in social media posts is a good way to curate authentic and digestible messaging that people are more likely to read.
- Language- In addition to concise and intentional language, it is essential to evaluate the kind of messaging that Gathering Place is putting forth. Landing Collective has assessed the brand and potential audiences to come up with the categorization of language best received; intentional, detailed, kind, sustainable, open, warm, concise and authentic.

# Reels and TikTok

These posts emphasize the fear of missing out through repostability that increases awareness/engagement. This is essential to future audiences. Target audiences are more likely to trust those who they know and visit the places they visit, the closer that this can hit home the better. Additionally, brevity is essential to maintaining a following and engagement on social media, less is more.





# Collaboration Posts

Increasing the number of collaboration posts with other accounts will allow for a bigger reach to audiences that have existing rapport with the accounts Gathering Place works with, allowing for a reach to audiences that might not have been engaged otherwise.



# Print/Digital Advantage

The advantage of print and digital pitching is the increase in visibility and awareness at a different angle than social media has to offer. While it isn't the primary focus it does create an additional component that would be in the best interest of Gathering Place to pursue. Some of the coverage could potentially mimic the MAPS project, the goal isn't a full rollout but consistent mentions.

- Markets: these are publications and contacts that would be ideal to pitch stories to.
- See Appendix H for media list.



# Micro Influencers

Micro Influencers from the drive markets maintain the park's authenticity while increasing social media content. Invitations to events can increase awareness and give micro influencers a chance to connect their followers with the experiences at Gathering Place. See Appendices for media list and pitch template.

# Travel Accounts

Travel accounts on social media help connect people across the drive market with fun things to do. Sending an event alert to these accounts can increase awareness for visitors. See Appendices for media list and pitch template.

## Micro-Influencer Invitation Message

To: [XXX]

SUBJ: Gather with us!

Hi [XX],

My name is [Andrea Leitch] I work as the VP of Marketing and Communication at Gathering Place which is a world-class park and attraction in Tulsa, OK. I've seen some of your content and love energy that you put out, especially with [XX]. I think you would enjoy our Gather [XX] event on [XX].

We would love to have you gather with us and collaborate on some social content. If you're interested please let me know and we can connect more!

Hope to gather with you soon.

Warmly,

Andrea Leitch

VP of Gathering Place Marketing and Communication

(918) 779-1000 | [info@gatheringplace.org](mailto:info@gatheringplace.org)

## Travel Account Event Alert

To: [XXX]

SUBJ: Gather [XX] Travel Experience

Hi [XX],

Gathering Place is a world-class park for all located in the heart of Tulsa, Oklahoma. With a mission to engage, educate, and excite, Gathering Place fosters an inclusive community space for visitors from all walks of life.

We are pleased to invite you to Gather [XX] an event centered around [XX] with the goal of getting people gathered. Please let us know if you would be interested in attending, we would love to experience it with you.

Please let us know if you have any questions, we look forward to gathering with you soon!

Best,

Andrea Leitch

VP of Gathering Place Marketing and Communication

(918) 779-1000 | [info@gatheringplace.org](mailto:info@gatheringplace.org)

See Appendix I for Text

# Schedule:

NOVEMBER

DECEMBER

JANUARY

BIG EVENTS

RECURRING  
EVENTS

SOCIAL  
MEDIA

PARTNERSHIPS

MERCH AND  
SALES

GAME WATCHING  
NOVEMBER 6, 13, 20, & 27  
(ALL WEDNESDAYS, TO  
GARNER AS MUCH  
VIEWERSHIP AS POSSIBLE)

ONCE A WEEK FOR THE  
MONTH, TEASING A SMALL  
PORTION EVERY TIME OF  
WHAT IS TO COME

INSTAGRAM- STORIES AND POSTS, FACEBOOK-  
POPULATED FROM INSTAGRAM, X- A SHORTER,  
CATCHIER SENTIMENT, TIKTOK/REELS- A  
VIDEO PORTION OF WHAT'S TO COME.  
DECEMBER 4, 11, 18, & 26 (ALL WEDNESDAY'S  
EXCEPT FOR THE 26TH TO ALLOW FOR DEAD  
TRAFFIC ON SOCIALS FROM CHRISTMAS)

INSTAGRAM- STORIES AND POSTS, FACEBOOK-  
POPULATED FROM INSTAGRAM, X- A SHORTER,  
CATCHIER SENTIMENT, TIKTOK/REELS- A  
VIDEO PORTION OF WHAT'S TO COME.  
JANUARY 1, 8, 15, 22 & 29 (ALL WEDNESDAY'S) .  
SOCIAL ANALYTIC PULL- FRIDAY, JANUARY 31,  
2025

SELL GATHERING PLACE  
REGULAR MERCH

SELL GATHERING PLACE  
REGULAR MERCH

SELL GATHERING PLACE  
REGULAR MERCH



# Schedule:

FEBRUARY

MARCH

APRIL

<b>CAMPAIGN KICK-OFF!</b> MONDAY, FEBRUARY 3, 2025- KICK-OFF OF TH QR CODE AND EMAIL LIST TO PEOPLE IN ALL DRIVE MARKETS SUNDAY, FEBRUARY 9, 2025- SUPER BOWL LIX-	<b>GATHER NATURE!</b> <b>CHERRY BLOSSOM</b> <b>EVENT</b>	
<b>SUNSET SOCIAL HOUR-</b> <b>FEBRUARY 14, 2025-</b> <b>(FRIDAY)</b>	FARMERS MARKET - TBD- BASED ON WEATHER & OTHER EVENTS (NEED THE SAME 2-4 WEEK NOTICE ON ALL SOCIAL PLATFORMS) SPORTS VIEWING • BASEBALL- COLLEGE & MLB TBD • SOFTBALL- COLLEGE- TBD • NBA PLAY-OFFS- TBD • NCAA MARCH MADNESS- MARCH 16- APRIL 7, 2025	FARMERS MARKET & SUNSET SOCIALS- TBD- BASED ON WEATHER & OTHER EVENTS (NEED THE SAME 2-4 WEEK NOTICE ON ALL SOCIAL PLATFORMS) SPORTS VIEWING • BASEBALL- COLLEGE & MLB TBD • SOFTBALL- COLLEGE- TBD • NBA PLAY-OFFS- TBD • MARCH MADNESS FINALS- APRIL 7, 2025
<b>SOCIAL MEDIA POSTS (ALL</b> <b>PLATFORMS)- ADVERTISING A</b> <b>COUNTDOWN TO WHAT IS</b> <b>COMING, AND THE ACTUAL</b> <b>TIMES AND LOCATION OF THE</b> <b>EVENT</b>	<b>FOCUS ON CONTINUING TO</b> <b>PROMOTE AND PUSH</b> <b>PROMOTIONAL MEDIA AS</b> <b>WELL AS REPOSTABLE MEDIA</b> * SOCIAL MEDIA ANALYTICS NEED TO BE COLLECTED MONDAY, MARCH 31, 2025*	<b>FOCUS ON CONTINUING TO</b> <b>PROMOTE AND PUSH</b> <b>PROMOTIONAL MEDIA AS</b> <b>WELL AS REPOSTABLE MEDIA</b> **SOCIAL MEDIA ANALYTICS NEED TO BE COLLECTED WEDNESDAY, APRIL 30, 2025*
<b>MEDIA PITCHES AND PARTNER</b> <b>PITCHES FOR CHERRY</b> <b>BLOSSOMS NEED TO START</b> <b>GOING OUT THIS MONTH</b>		
<b>SELL GATHERING PLACE</b> <b>REGULAR MERCH</b>	<b>LIMITED EDITION MERCH-</b> <b>SNOW GLOBES</b> <b>IMPLEMENTED HERE</b>	<b>SELL GATHERING PLACE</b> <b>REGULAR MERCH</b>

BIG EVENTS

RECURRING  
EVENTS

SOCIAL  
MEDIA

PARTNERSHIPS

MERCH AND  
SALES

# Schedule:

MAY

JUNE

JULY

BIG EVENTS

RECURRING  
EVENTS

SOCIAL  
MEDIA

PARTNERSHIPS

MERCH AND  
SALES

**SUMMER KICK-  
OFF- GATHER  
MUSIC!**

FARMERS MARKET - TBD- BASED ON  
WEATHER & OTHER EVENTS (NEED THE  
SAME 2-4 WEEK NOTICE ON ALL SOCIAL  
PLATFORMS)

SPORTS VIEWING  
• BASEBALL- COLLEGE- REGIONALS- MAY 3- JUNE  
2, MLB- TBD  
• SOFTBALL- COLLEGE- REGIONALS- MAY 16-18,  
SUPER REGIONALS- MAY 22-29, WCWS BEGINS  
MAY 29- JUNE 6

**FOCUS ON CONTINUING TO  
PROMOTE AND PUSH  
PROMOTIONAL MEDIA AS  
WELL AS REPOSTABLE MEDIA**

\*SOCIAL MEDIA ANALYTICS NEED TO BE  
COLLECTED SUNDAY, MAY 31, 2025\*

FARMERS MARKET & SUNSET SOCIALS-  
TBD- BASED ON WEATHER & OTHER EVENTS  
(NEED THE SAME 2-4 WEEK NOTICE ON ALL  
SOCIAL PLATFORMS)

SPORTS VIEWING  
• BASEBALL- COLLEGE- JUNE 13-22/23,  
MLB- TBD  
• SOFTBALL- COLLEGE- WCWS BEGINS MAY 29-  
JUNE 6  
• SOCCER- TBD

**FOCUS ON CONTINUING TO  
PROMOTE AND PUSH  
PROMOTIONAL MEDIA AS  
WELL AS REPOSTABLE MEDIA**

\*SOCIAL MEDIA ANALYTICS NEED TO BE  
COLLECTED MONDAY, JUNE 30, 2025\*

FARMERS MARKET - TBD- BASED ON  
WEATHER & OTHER EVENTS (NEED  
THE SAME 2-4 WEEK NOTICE ON ALL  
SOCIAL PLATFORMS)

SPORTS VIEWING  
• MLB- TBD  
• SOCCER- TBD

**FOCUS ON CONTINUING TO  
PROMOTE AND PUSH  
PROMOTIONAL MEDIA AS  
WELL AS REPOSTABLE MEDIA**

\*SOCIAL MEDIA ANALYTICS NEED TO BE  
COLLECTED THURSDAY, JULY 31, 2025\*

**BOK, CAIN'S  
BALLROOM -  
PARTNERSHIPS**

**SELL GATHERING PLACE  
REGULAR MERCH**

**LIMITED EDITION  
MERCH**

**SELL GATHERING PLACE  
REGULAR MERCH**

# Schedule:

AUGUST

SEPTEMBER

OCTOBER

	<b>GATHERING DAY!</b> <ul style="list-style-type: none"> <li>• INCLUDE: MUSIC, MARKET, NATURE AND SPORTS FROM THE ENTIRE SUMMER</li> </ul>	<b>POST CAMPAIGN EVALUATION</b>
FARMERS MARKET & SUNSET SOCIALS- TBD- BASED ON WEATHER & OTHER EVENTS (NEED THE SAME 2-4 WEEK NOTICE ON ALL SOCIAL PLATFORMS)  SPORTS VIEWING <ul style="list-style-type: none"> <li>• MLB- TBD</li> <li>• SOCCER- TBD</li> <li>• POTENTIALLY COLLEGE FOOTBALL</li> </ul>	FARMERS MARKET - TBD- BASED ON WEATHER & OTHER EVENTS (NEED THE SAME 2-4 WEEK NOTICE ON ALL SOCIAL PLATFORMS)  SPORTS VIEWING <ul style="list-style-type: none"> <li>• MLB- TBD</li> <li>• SOCCER- TBD</li> <li>• COLLEGE FOOTBALL- TBD</li> <li>• NFL- TBD</li> </ul>	<b>KEEP UP THE RECURRING EVENTS IF POSSIBLE AND SUCCESSFUL</b>
<b>FOCUS ON CONTINUING TO PROMOTE AND PUSH PROMOTIONAL MEDIA AS WELL AS REPOSTABLE MEDIA</b> *SOCIAL MEDIA ANALYTICS NEED TO BE COLLECTED SUNDAY, AUGUST 31, 2025*	<b>POSTS ON ALL SOCIALS -</b> <ul style="list-style-type: none"> <li>• PASSPORTS</li> <li>• POST NEXT YEAR'S SCHEDULE</li> <li>• LIMITED EDITION MERCH</li> </ul> *SOCIAL MEDIA ANALYTICS NEED TO BE COLLECTED TUESDAY, SEPTEMBER 30, 2025*	<b>REMAIN ACTIVE ON ALL PLATFORMS</b>
	<b>ALL PREVIOUSLY MENTIONED TULSA VENDORS</b>	
<b>SELL GATHERING PLACE REGULAR MERCH</b>	<b>LIMITED EDITION MERCH</b>	<b>SELL GATHERING PLACE REGULAR MERCH</b>

BIG EVENTS

RECURRING EVENTS

SOCIAL MEDIA

PARTNERSHIPS

MERCH AND SALES



# Budget

The budget plan for Getting Gathered is comprehensive, flexible and regenerative. It focuses on divided barriers within the budget built specifically for the campaign: events, media execution, merchandise and an overhead fund.

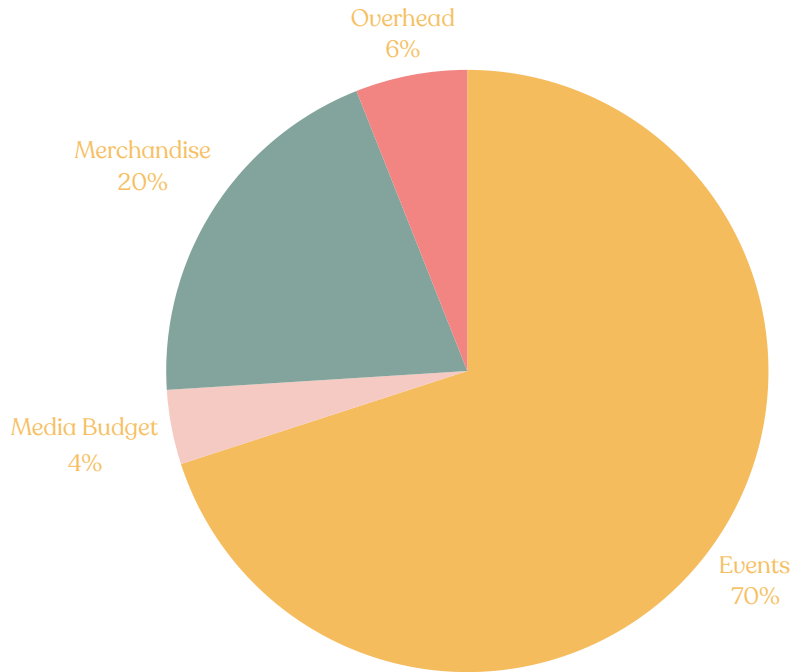
This campaign has an estimated budget of \$35,000 for events, \$2,000 at a fixed rate for the media execution, a \$10,000 capped budget for merchandise and \$3,000 overhead fund.

Through the sale of merchandise, Gathering Place has the opportunity to make the budget regenerative and extend the campaign based on additional budget created by the sale of merchandise and vendor fees. With metrics from active merchandise sales, Landing Collective can predict what a regenerative budget would produce for Gathering Place.

# Budget

Merch markup recommendation is 25-35% for every day merchandise and 35-40% for limited edition merchandise. Which would regenerate money that is spent on events, allowing for more to be done.

Given that it is not a guaranteed process, the budget is calculated for our large events and smaller events in mind, anything that is regenerated goes back into the events fund for extra padding.



Farmer's Market is a recurring event that has the potential to make minimum \$1,500 per occurrence, essentially paying for itself.

Vendors paying a small fee to come to Gathering Place increases ROI not only for GP but for the vendors that get increased foot traffic by being placed in a high volume area.

# Evaluation:

The Getting Gathered campaign helps increase exposure to a broader range of audiences and partners. Word of mouth and FOMO are important travel motivators based on our research findings. Evaluation will focus on measurable social media word of mouth to understand engagement, the number of collaborations to understand influence and event attendance to understand action outcomes.

- Awareness measures:
  - Collect numbers for views, likes and shares on social media, as well as mentions in drive market publications.
- Acceptance measures:
  - Examine social media sentiment and comments as well as post event survey responses.
- Action measures:
  - Utilize numbers from attendance, merchandise sales, partnerships and vendor sign-ups.



# Response Surveys:

QR codes throughout the park will give visitors the opportunity to briefly share feedback on events. Keeping questionnaires short will increase likelihood of responses.

- Rate your experience today (on a scale of 1-5)
- Where did you travel from?
- Who are you visiting with?
- Did you come to Gathering Place because of the event? (fill in the blank)
- Is there anything else you would like us to know? (free response)

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# Appendices



# Appendix A: Survey Questions

## **Informed Consent:**

**Q1: Please provide the code given to you by the student researcher.**

**Q2:** I am a Public Relations student from the Gaylord College of Journalism and Mass Communication at the University of Oklahoma and I invite you to participate in this research project for Gathering Place in Tulsa, OK. This research is being conducted at various locations in Oklahoma. You were selected as a possible participant because you are likely someone in the demographic we are interested in. You must be at least 18 years of age to participate in this study. The purpose of this research is to gather information about knowledge, attitudes and behaviors associated with Gathering Place; integrated marketing communication; generating awareness among local and non-local residents; unique exhibits and events; community outreach, education and conservation; unifying and amplifying the brand story; and social media use. About 500 people will take part in this research. If you agree to be in this research, you will complete the survey. There will be no follow-up questions after today's participation. Your participation will take approximately 15 minutes. There are no direct benefits to participating. There are no risks associated with this research. The information you provide will be utilized for a communications campaign examining Gathering Place's integrated marketing, public relations initiatives, community outreach, and social/earned/paid media use. No personal identifying information will be shared. Research records will be stored securely and only approved researchers will have access to the records. In addition, this is an academic not-for-profit research project. Data are collected via Qualtrics, an online survey system that has its own privacy and security policies for keeping your information confidential. If you have questions, concerns or complaints about the research or have experienced a research-related injury, contact Prof. Carla Holmes at 214.676.5906 or [carla.holmes@ou.edu](mailto:carla.holmes@ou.edu). By providing information to the researcher(s), I am agreeing to participate in this research.

# Survey Questions:

## **Awareness:**

**Q1:** Do parks play an active role in your life? Yes/No

**Q2:** How knowledgeable are you of the parks in your area?

**Q3:** What specifically do you look for when visiting a park? Choose all that apply.  
Proximity/Amenities/Cleanliness/Education Resources/Community Events/Activities for Children/Scenery/Location/Ambiance

**Q4:** Rank your awareness of the parks listed below.

Gathering Place (Tulsa, OK)/Mohawk Park (Tulsa, OK)/Scissortail Park (OKC, OK)/Crystal Bridges Park (OKC, OK)/Klyde Warren Park (Dallas, TX)/Trammell Crow Park (Dallas, TX)/City of Rogers Park (Rogers, AR)/Railyard Park (Rogers, AR)/Gateway Bridge National Park (Kansas City, MO)/Jacob L. Loose Park (Kansas City, MO)

**Q5:** Have you ever heard of Gathering Place? Yes/No

**Q6:** Have you attended and event at Gathering Place? Yes/No

**Q7:** Are you aware that Gathering Place offers free admission to all guests? Yes/No

**Q8:** How likely are you to take a trip to Gathering Place with friends or family?

**Q9:** Please describe Gathering Place in three words.



# Survey Questions:

## **Gathering Place Tourism:**

**Q10:** How many times have you taken trips with others in the last 2 years?

**Q11:** What would entice you to visit Oklahoma as a vacation destination? Please choose all that apply.  
Programmed Event/Concert/Education Speaker/Cultural  
Events/Leisure/Affordability/Convenience/Historical Offerings/Casinos/Others

**Q12:** Which of the following aspects of Gathering Place do you find challenging or inconvenient? Please select all that apply. Location/Proximity/Accessibility/General Disinterest/Social Implications/Safety Concerns/Finances/Awareness

**Q13:** How likely would you be to plan a trip to Gathering Place if you were also offered discounts for lodging?

**Q14:** Imagine you are trying to convince someone to visit Gathering Place. What features would you mention to them first? Choose all that apply. Free Admission/World Class Amenities/Educational Offerings/Cultural Events/Concerts/Programmed Social Events/Accessibility/Dedication to Environmental Sustainability/Workout Class Offerings/Safety Features/Connection to Community/Playground Equipment/Rental Space Bookings and Offerings/Food and Beverage Offerings/Other

**Q15:** What type of event would entice you to visit Gathering Place?  
Educational/Cultural/Social/Promotional

# Survey Questions:

**Q16:** What types of marketing messages or advertising regarding Gathering Place and their offerings would resonate most with you? "A Park For All"/Free Admission to Gathering Place Events and Programs/Dedication to Environmental Sustainability

**Q17:** What channels of communication would you prefer to receive messages ahead about Gathering Place? Social Media/E-Newsletter/Newspaper Advertisements/TV Advertisements/Paper Mail/Promotional Events/Billboards/Flyers/Gathering Place Website

## **Demographics:**

**Q18:** In this final section, you will be asked socio-demographic and psychographic questions. Please answer truthfully, keeping in mind your answers are completely confidential.

**Q19:** What is your age?

**Q20:** What gender do you identify with?

**Q21:** What is your race?

**Q22:** What is your religion?

**Q23:** What is the highest level of school you have completed or the highest degree you have received?

**Q24:** What is your employment status?

# Survey Questions:

**Q25:** What is your marital status?

**Q26:** How many children do you have under the age of 18?

**Q27:** Please indicate your estimated household income in 2021 before taxes.

**Q28:** What is your occupation or field of study?

**Q29:** What city/state are you from originally?

**Q30:** What state do you reside in?

**Q31:** What city do you reside in?

**Q32:** How long have you been a resident in the city?

**Q33:** How often do you take a road trip?

## **Conclusion:**

**Q34:** Thank you for your participation in this research. We greatly appreciate your assistance.

**Q35:** Is there anything else you would like to add?



# Appendix B: Man on the Street Guide

Hi, my name \_\_\_\_\_, and I'm a student at the University of Oklahoma. I'm doing some research about family recreation. Can I ask you a few questions about your trip to the park today and trips in the future?

1. Consent form (attached at the end of this assignment)
2. Your replies to these responses will be used in our final reporting but your personal, identifying information (names, etc.) will not be.
3. Who are you here with today and where did you come from?
4. How did you hear about Scissor Tail, and what brought you to the park today?
5. How often do you come to this park, and are there any other places you like to visit?
6. What would motivate you to visit an attraction within a 3.5 hour drive?
7. Have you heard of Gathering Place in Tulsa, and what do you know about it?

Thank you so much for your time! Enjoy your day :)

# Appendix C: In-Depth Interview Guide

Thank you for agreeing to be part of our research! First, let's review this informed consent form so you understand the purpose and risks involved with this study.

## 1. Review Informed Consent

Great! For the following questions, please answer as honestly and as fully as possible. Let's start with an introduction.

### Section 1: Demographics and background

1. What is your name, your pronouns and your hometown?
2. What is your major?
3. What are your post-graduation plans, and where will you live?

### Section 2: Prior knowledge

1. When you think of a park, what is the first one that comes to mind?
2. What kinds of things would you go to a park to do?
3. Have you been to Tulsa, and what are some Tulsa attractions you would be interested in visiting?

# In-Depth Interview Guide

## Section 3: Feelings toward Gathering Place

- What have you heard of Gathering Place and have you ever been? If so, how did you hear about it?

Interviewer interlude: Gathering Place is a world-class park that covers 66-acres in the heart of Tulsa. It is full of completely free attractions and events, such as kayaking, walking trails, educational and cultural events, playgrounds, fitness and wellness workshops, social hours and more. The park is open 365 days a year, and it is designed to be a center of community for people from all walks of life.

2a. If you have visited the park, what did you enjoy about your experience? What would improve your experience?

2b. What would make it worth your time to visit a park like Gathering Place?

## Section 4: Interest in visiting

- When was the last time you visited a park and what did you do?
- Where do you get ideas for places you want to visit? What social media platforms do you visit to learn more about a destination?
- What activities or attractions would inspire you to take a road trip?
- Who would you go on a trip with and why?

Thank you so much for your time!

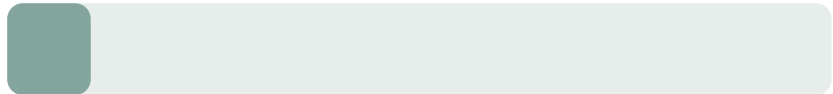


# Appendix D: Research Results

## Message that Resonates with Audiences

Marketing Message

Dedication to Environmental  
Sustainability



Free Admission to Gathering  
Place events and Programs



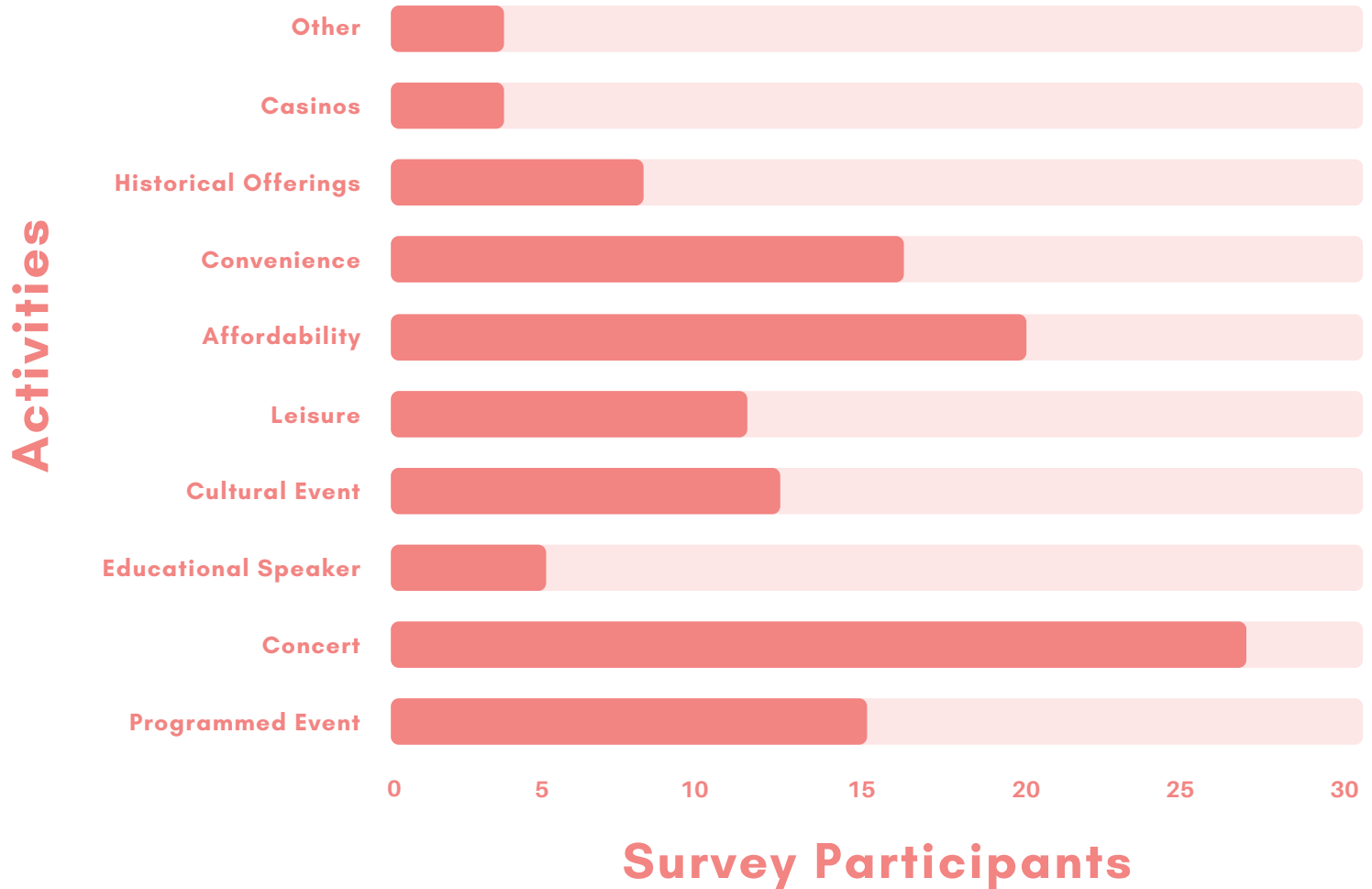
"A Park for All"



0 2 4 6 8 10 12 14 16 18 20

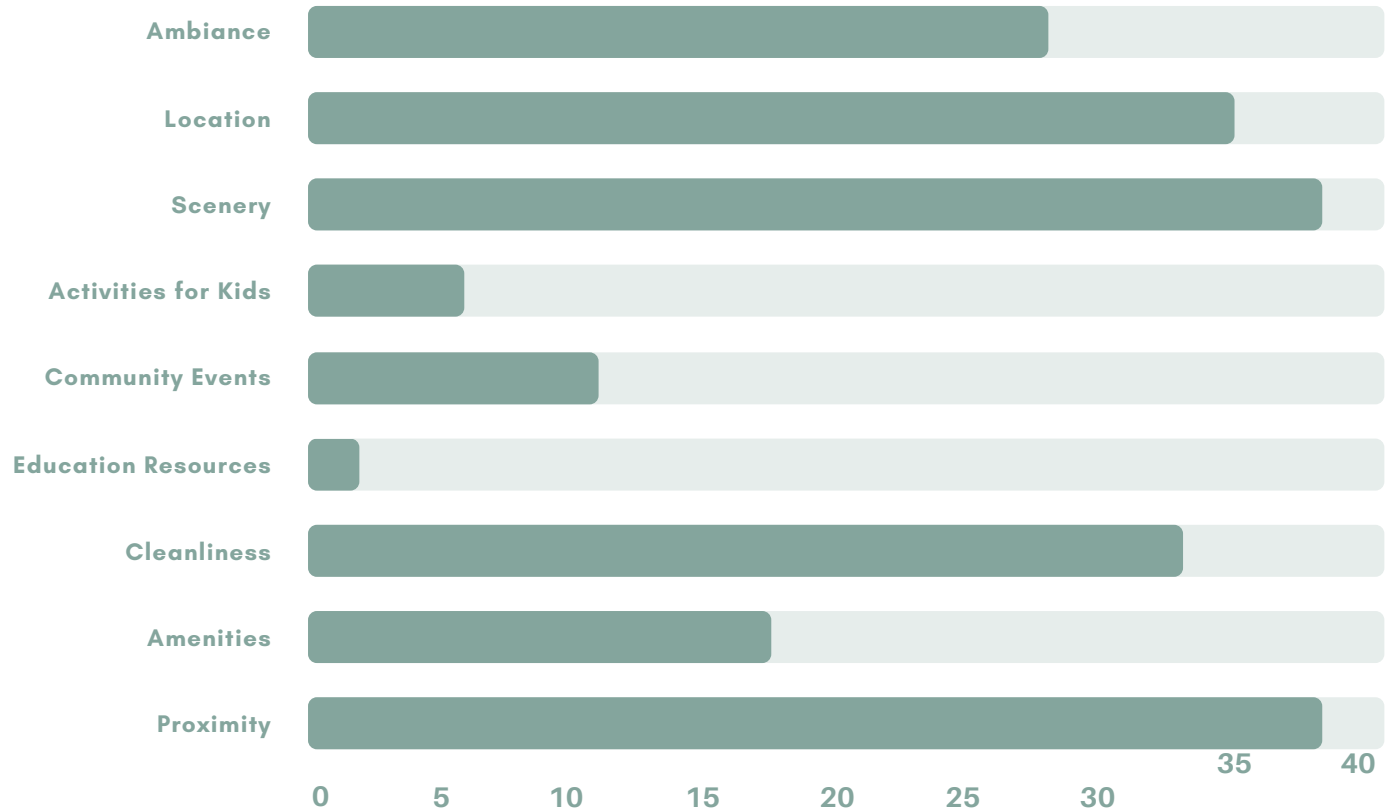
Survey Participants

# Reasons to Vacation in Oklahoma



# What Visitors Look for in a Park?

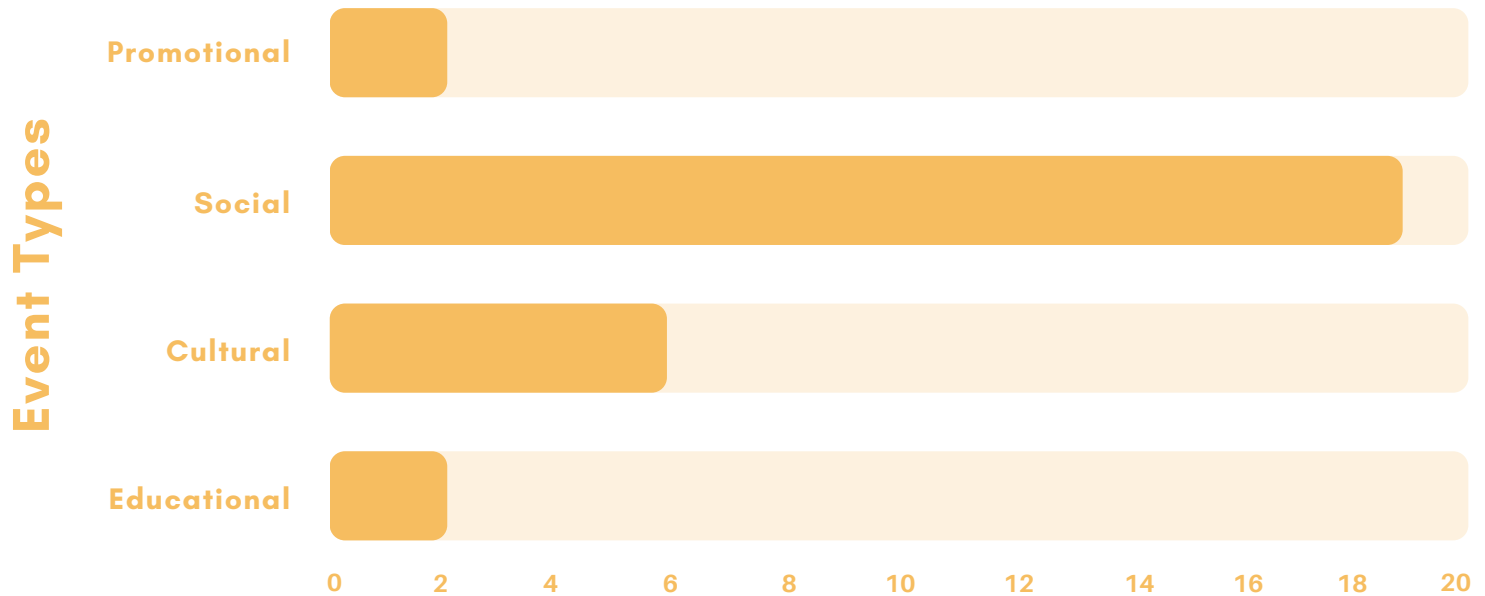
## Park Characteristics



Survey Participants



# What types of Events Entice People to Visit Gather Place



Survey Participants

# Appendix E: Partner Pitch Example

To: [kelly.adams@odwc.ok.gov](mailto:kelly.adams@odwc.ok.gov) (Kelly Adams, Communication and Education Supervisor)

SUBJ: Nature Event at Gathering Place, Tulsa

Hi Kelly,

Gathering Place in Tulsa is planning a spring event to highlight regional nature, and we would love for the Oklahoma Department of Wildlife Conservation to be part of it.

In the past, we have invited visitors to join us and experience the cherry blossom blooms in the park. We want to continue to encourage this while also focusing on native wildlife. Our Gather Nature event will feature guided walks through the park. Additionally, we would also like to expand the educational component of this event, which is where you come in.

Would the Oklahoma Department of Wildlife Conservation be willing to attend this event and provide an engaging educational activity for visitors? After looking at your online resources and content, we think some of your “landscaping for wildlife” materials would fit well with our event and bring the educational component we are looking for.

We hope this event will provide fun experiences for all ages to experience the outdoors. We would also love to do some collaborations posts on social media leading up to the event if you are interested.

This will be an excellent opportunity to connect regional visitors with the excitement of wildlife in Oklahoma. We hope you will be part of this event, and we can't wait to hear from you!

# Appendix F: Press Release Examples

FOR IMMEDIATE RELEASE  
March 10, 2025

Contact: Andrea Leitch  
(918) 779-1000  
info@gatheringplace.org

## Gathering Place Welcomes Spring Blooms with “Gather Nature” Weekend Event

TULSA - Gathering Place is set to welcome regional musicians to the park this weekend for Gather Music, a free summer kick-off concert event. The evening will feature four guest performers from nearby cities and the chance to celebrate summer nights in the park.

Performances start at 6 p.m. with Abraham Alexander, from Fort Worth, TX. Diamond Empire Band from Little Rock will perform at 7 p.m., and Multi-Phonic from Kansas City will perform at 8 p.m. Husbands, an Oklahoma band, will take the stage at 9 p.m. for the night’s final performance.

Guests are encouraged to bring lawn chairs and pack a picnic. Food, drinks and concert shirts will be available for purchase. Performances will be family-friendly, and accessible seating is available.

“Tulsa has become a destination for big-name concerts. We’ve partnered with the BOK center to bring the concert experience outside and highlight the area’s regional talent,” a staff member said. “This night will have something for everyone, and we can’t wait to see the park filled with people of all ages.”

Gather Music is part of a series of Gathering Place events that give people a reason to gather. The park will continue to welcome visitors from near and far to experience local culture, spend time with loved ones and enjoy all the park has to offer.

Gathering Place is a world-class park for all located in the heart of Tulsa, Oklahoma. With a mission to engage, educate and excite, Gathering Place fosters an inclusive community space for visitors from all walks of life. The park has free trails, sports courts, playgrounds, workspaces, riversports and other amenities for all ages. It is open 365 days a year. To learn more, visit <https://www.gatheringplace.org/>.

###

FOR IMMEDIATE RELEASE  
March 10, 2025

Contact: Andrea Leitch  
(918) 779-1000  
info@gatheringplace.org

### Gathering Place Celebrates 7th Birthday with First Gathering Day Event

TULSA - Gathering Place invites everyone to celebrate their birthday with the first annual Gathering Day, a weekend of celebration and gathering that combines all the previous events from our season. This event marks the 7th anniversary of Gathering Place. We ask visitors to give the gift of gathering with us to celebrate the fantastic community created here in this park.

The festivities begin on Friday and will highlight the best of Gathering Place all at once. Vendors and pop-up shops from our monthly farmers markets are scheduled all weekend long.

Saturday afternoon features performances similar to the previous Gather Music summer kickoff event, followed by a cocktail hour with the top-voted drink from past Sunset Social Events. Sunday's itinerary includes park tours and a football watch party to finish off the weekend.

"The community has really turned out for our events all year long," a staff member said. "Gathering Place is special because of the people in it. This weekend is our thank you to everyone who has been and will be part of our park. Bring your friends. Bring your family. We don't want you to miss out."

Gathering Day is the culmination of a successful season of Gathering Place events. The park will continue to welcome visitors from near and far to experience local culture, spend time with loved ones and enjoy all the park has to offer.

Gathering Place is a world-class park for all located in the heart of Tulsa, Oklahoma. With a mission to engage, educate and excite, Gathering Place fosters an inclusive community space for visitors from all walks of life. The park has free trails, sports courts, playgrounds, workspaces, riversports and other amenities for all ages. It is open 365 days a year. To learn more, visit <https://www.gatheringplace.org/>.

###



# Appendix G: Social Media Lists

## Micro Influencers by Drive Market

- Arkansas - Instagram: @katepantie
- Kansas City - Instagram: @melissanicolebrook,
- Oklahoma City - Instagram: @amandasok, email: Hello@amandasok.com
- Dallas - Instagram: @outsidesuburbi, Contact Form: <https://outsidesuburbia.com/contact-us/>

## Travel Accounts by Drive Market

- Arkansas
  - Instagram: @ayisaboutyou
  - Press Release Email: [presse@aymag.com](mailto:presse@aymag.com)
  - Description: multimedia magazine company specialized in niche publishing
- Kansas City
  - Instagram: @thekctoday
- Oklahoma City
  - Instagram: @keepingupwithokc
  - Email: [keepingupwithokc@gmail.com](mailto:keepingupwithokc@gmail.com)
  - Description: all things Oklahoma
- Dallas
  - Instagram: @dallasites101
  - Contact form: <https://dallasites101.us11.list-manage.com/subscribe?u=3e21b4d3bac826618b4fd685e&id=12583bf1c2>
  - Description: the 101 to life in dallas & beyond

# Appendix H: Media List

- Oklahoma City
  - Digital/Print: Kelly Bostian (formerly of Tulsa World, now independent journalist), Britny Cordera (freelance, covers environmental pieces in OKC), The Oklahoman, Journal Record.
  - Broadcast: Griffin Media (News9 and News on 6) & KOCO
- Kansas City
  - Digital/Print: 417 Travel Magazine (travel), The Kansas City Star (large readership in KC), The Beacon (non-profit, public interest).
  - Broadcast: KOMU 8, KMBC (channel 9)
- Dallas
  - Digital/Print: Andrea Pylant (the Insider Mag), D Magazine, Dallas Morning News
  - Broadcast: NBC DFW
- Arkansas
  - Digital/Print: Jill Rohrbach (travel journalist), Arkansas Tourism, Northwest Arkansas Travel Guide, The Arkansas Traveler
  - Broadcast: KNA FOX 24

# Appendix I: Media Pitches

Travel Account Event Alert

To: [XXX]

SUBJ: Gather [XX] Travel Experience

Hi [XX],

Gathering Place is a world-class park for all located in the heart of Tulsa, Oklahoma. With a mission to engage, educate, and excite, Gathering Place fosters an inclusive community space for visitors from all walks of life.

We are pleased to invite you to Gather [XX] an event centered around [XX] with the goal of getting people gathered. Please let us know if you would be interested in attending, we would love to experience it with you.

Please let us know if you have any questions, we look forward to gathering with you soon!

Best,  
Andrea Leitch  
VP of Gathering Place Marketing and Communication  
(918) 779-1000 | [info@gatheringplace.org](mailto:info@gatheringplace.org)

# Media Pitches

Micro-Influencer Invitation Message

To: [XXX]

SUBJ: Gather with us!

Hi [XX],

My name is [Andrea Leitch] I work as the VP of Marketing and Communication at Gathering Place which is a world-class park and attraction in Tulsa, OK. I've seen some of your content and love energy that you put out, especially with [XX]. I think you would enjoy our Gather [XX] event on [XX].

We would love to have you gather with us and collaborate on some social content. If you're interested please let me know and we can connect more!

Hope to gather with you soon.

Warmly,

Andrea Leitch

VP of Gathering Place Marketing and Communication

(918) 779-1000 | [info@gatheringplace.org](mailto:info@gatheringplace.org)



