

FLYWHEEL
PRESENTS

**BIG
RIDE**

**2025 SPONSORSHIP
OPPORTUNITIES**



Flywheel is a local non-profit that produces, supports, and scales community events designed to promote tourism, vitality, community development, and economic impact in Tulsa.

- We produce original, flagship events that engage locals and attract visitors to Tulsa
- We partner with established organizations to scale and amplify the impact of their own events
- We support new homegrown events and organizations in Tulsa with cross-promotions and sponsorship dollars



PHIL KAISER
Co-Founder



SCOTT CARR
Co-Founder



JARED AULD
Sponsorship Sales



ROD WASHINGTON
Sponsorship Sales



TAMARA MOORE
Big Ride - Operations and Logistics



KELSEY GRISHAM
Big Bite – Operations and Logistics



ASHLEY TRICE
Marketing

EVENT HIGHLIGHTS

'The Tulsa Tough after-party of the year'
This festival-grade street party set against the Tulsa skyline kicked off at sundown after the races, and rolled on into the early morning hours.

- 2,000+ Event Attendees
- Five hours of music featuring national and local talent (Girltalk, Groucho, DJ KROC)
- A first of its kind drone show set to music (survey responses called it a crowd favorite!)
- GA: \$15, VIP: \$75



TARGET AUDIENCE

TULSA TOUGH ENTHUSIASTS AND NEXT GEN TULSANS NEW TO THE TRADITION, A21-39.

- 2024 attendees skewed millennial and below, with over 80% in their 30s or *younger*
- 94% lived in and around Tulsa (Stillwater and OKC also well represented)
- Targeting 6,000 guests in 2025; 21+ event
- Programming designed to pull in Tulsans who don't usually attend Tulsa Tough
- Lovers of indie pop, hip-hop, and alternative music,
- Lives in or within driving distance of Tulsa, OK



2024 SPONSORS



GEORGE KAISER
FAMILY FOUNDATION
A supporting organization of Tulsa Community Foundation

BY HOSPITALITY GROUP
EMPIRE
PLACE HOUSE

FDLAW

TOPECA
ESTATE SERVICES

FANSUB.

TULSA

NADEL
AND
GUSSMAN

ANCHOR
STONE

THE
Church
A FOUNDATION

Capital
Homes

KIP AND GAIL
RICHARDS

asemio Wade's Rv

Atento Capital

OK
POP

klahoma
Central

Tito's
Handmade
VODKA
EST. 1979



**ECONOMIC IMPACT TO TULSA:
\$347,393 IN DIRECT IMPACT
\$633,317 IN INDIRECT IMPACT**

WHAT'S UP FOR 2025?



FOUR PILLARS WILL DRIVE OUR 2025 PROGRAMMING CALENDAR

MUSIC

BIG RIDE is the Tulsa Tough after-party of the year. 2025 marks the third Big Ride event, and will feature top-billed national and local talent. Lineup in development!

We're working through a shortlist of talent and are aiming to secure 3-4 artists with ties to Tulsa who've recently sold out comparable venues.

FOOD

Oklahoma's newest food festival is back! The all-inclusive event features 20+ dishes and drinks from concepts across Oklahoma. Plus immersive art and tech activations, food-centric panels and workshops, and dining deals for ticket-holders week of!

Vendor engagement for 2025 is kicking off soon, and we've already got some exciting changes planned - namely, paired partnerships among featured food and beverage vendors, and representation from OKC and hidden gems across Tulsa.

TECHNOLOGY

We're planning another stunner of a drone show at **BIG RIDE** along with tech-enabled exhibits at Big Bite.

Technology event coming this fall! Details coming soon!

Flywheel is also seeking opportunities to host or sponsor events centering art, tech and creativity in Tulsa this coming spring.

ART

Sponsorship and hosting events that spotlight fine and emerging artists across the Tulsa community.

We're committing to supporting emerging artists and technologists and giving them a platform to showcase their work.



BIG RIDE 2025
512 N. BOSTON AVE.
(EASTON AND MAIN)
SAT, JUNE 7
SUNDOWN-MIDNIGHT

FLYWHEEL PRESENTS: BIG RIDE 2025

The Tulsa Tough after-party of the year returns in 2025 with a new lineup, an expanded VIP section, food trucks, and an on-field beer garden. Event projected to be 21+.

- WHEN: Saturday, June 7, 2025
- WHERE: Field North of Cain's Ballroom (Easton and Main)
- COST: Low price point GA tickets (\$15 or less); VIP ticket with private, up-front viewing, free food and drink at mid price point (around \$50)
- Line-Up: Oklahoma openers, national headliner





BIG RIDE 2025 SPONSORSHIP OPPORTUNITIES

**Saturday, June 7, 2025
Sundown-midnight**



PRESENTING: \$50,000 (1 AVAILABLE)

- 'Presented by' language across marketing applications, with premium placement on signage and press release inclusion
- Stage naming rights with premium placement on stage scrim
- Live acknowledgement of lead sponsor during band intros
- Inclusion in drone show, as mutually agreed
- (4) social media shout-outs
- Opportunity to distribute merch, collateral, or crowd engagement at event
- Opportunity for interactive marketing (QR code, social, etc.) to engage crowd
- Option for branded activation within VIP section
- Website inclusion with premium placement
- 50 VIP concert tickets



BIG RIDE

PLATINUM: \$25,000 (2 AVAILABLE)

- Brand featured in stage scrim and screen
- 3x social media shout-out
- Website inclusion
- Logo featured on applicable marketing
- Opportunity to distribute merch, collateral, or crowd engagement at event
- 25 VIP concert tickets



BIG RIDE

GOLD: \$10,000 (4 AVAILABLE)

- Brand featured in stage scrim and screen
- Website inclusion
- Opportunity to distribute merch, collateral, or crowd engagement at event
- 1x social media shout-out
- 10 VIP tickets



BIG RIDE

SILVER: \$5,000 (10 AVAILABLE)

- Website inclusion
- Opportunity to distribute merch, collateral, or crowd engagement at event
- 1x social media shout-out
- 4 VIP tickets



IN-KIND SPONSORSHIPS (MANY AVAILABLE; REACH OUT TO DISCUSS)

- Water
- Merch
- Alcohol
- Janitorial
- Charging stations and wi-fi
- Printing and signage
- Refrigerator Truck
- Branded beer garden
- Crowd engagement (glowsticks, activations, etc.)
- Porta Potties and restrooms





INTERESTED IN LEARNING MORE?

REACH OUT TO



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