

STILLWATER

REGIONAL AIRPORT

FY '26
Annual Report



#FLYSWO



AIRPORT OVERVIEW

July 2025 - June 2026

In many instances, the airport represents the front door to our community and a gateway to the world. Our goal is to communicate that story and connect with a diverse audience – from business to leisure travelers – in a meaningful and impactful way.

The Visit Stillwater Board of Directors and team have enthusiastically embraced our new enhanced partnership by serving as the marketing arm of the Stillwater Regional Airport (SWO). The Visit Stillwater team is excited to collaborate with local and regional partners to enhance the airport's brand, increase the number of passengers, and drive future growth.

-Cristy Morrison, Visit Stillwater, President & CEO

The professionalism and marketing services provided by Visit Stillwater have been exceptional. It is a pleasure to work with this team, who delivers impressive results and partners effectively in support of our local air service. We look forward to experiencing meaningful results from this team's creativity, dedication, and strategic expertise.

-Kellie Reed, Stillwater Regional Airport, Director

Stillwater Regional Airport Leadership Team:

(18 total employees)

- Kellie Reed, Airport Director
- Serge Walczak, Airport Business Manager
- Brandon Ingham, Operations & Security Manager
- Devon Shiplett, Operations & Security Manager
- Doug Nichols, Senior Maintenance Lead

Visit Stillwater & SWO Marketing Team:

- Cristy Morrison, President & CEO
- Nicole Horn, Vice President & Director of Sales
- Madelyn Trentham, Director of Marketing & Communications

ANNUAL ADVERTISING

July 2025 - June 2026

Cowboy Sports Properties

OSU Football Playbill: 1/2 page color ad distributed to 60,000 football fans/game.

Visit Stillwater **#FlySWO**

FREE ROUND-TRIP SHUTTLE
DOWNTOWN
↔
BOONE PICKENS STADIUM

GAMEDAY PARK & RIDE
OKLAHOMA STATE

SWO Stillwater
REGIONAL AIRPORT

WIN TICKETS

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

The ULTIMATE GAMEDAY GUIDE

GET IT HERE!

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org **AMERICA'S FRIENDLIEST COLLEGE TOWN!**

OSU Athletics e-Newsletter:
FlySWO Banner Ad, emailed to thousands of OSU alum and fans.

**FLY EASY. CHEER LOUD.
FLY SWO THIS FOOTBALL SEASON!**

Digital Ad Campaign: Cowboy Sports Properties targeting the DFW Metro promoting #FlySWO.

SWO Stillwater
REGIONAL AIRPORT

- ✓ SHORT SECURITY LINES
- ✓ QUICK BAGGAGE CLAIM
- ✓ FREE PARKING

FREE ROUNDTRIP SHUTTLE
DOWNTOWN STILLWATER
BOONE PICKENS STADIUM

GAMEDAY PARK & RIDE
OKLAHOMA STATE

VisitStillwaterOK.org

SWO Stillwater
REGIONAL AIRPORT

- ✓ SHORT SECURITY LINES
- ✓ QUICK BAGGAGE CLAIM
- ✓ FREE PARKING

FREE ROUNDTRIP SHUTTLE
DOWNTOWN STILLWATER
BOONE PICKENS STADIUM

GAMEDAY PARK & RIDE
OKLAHOMA STATE

VisitStillwaterOK.org

Visit Stillwater

SWO Stillwater
REGIONAL AIRPORT

- ✓ SHORT SECURITY LINES
- ✓ QUICK BAGGAGE CLAIM
- ✓ FREE PARKING

ANNUAL ADVERTISING

July 2025 - June 2026

Cowboy Sports Properties

Winter Sports Playbill



Visit Stillwater **#FlySWO**

FREE ROUND-TRIP SHUTTLE
DOWNTOWN
BOONE PICKENS STADIUM

GAMEDAY PARK & RIDE
OKLAHOMA STATE

WIN TICKETS

SWO Stillwater
REGIONAL AIRPORT

SHORT SECURITY LINES - QUICK BAGGAGE CLAIM - FREE PARKING

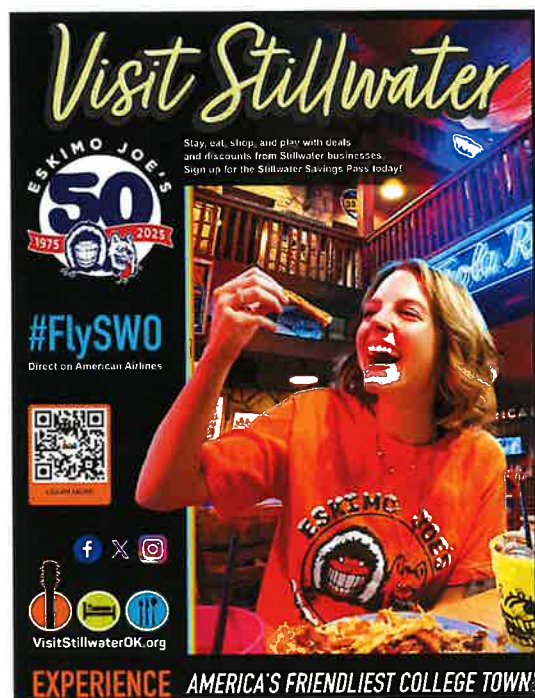
Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

The ULTIMATE GAMEDAY GUIDE
GET IT HERE!

American

VisitStillwaterOK.org AMERICA'S FRIENDLIEST COLLEGE TOWN!

OSU Cowboy Stampede Rodeo



Visit Stillwater

Stay, eat, shop, and play with deals and discounts from Stillwater businesses. Sign up for the Stillwater Savings Pass today!

ESKIMO JOE'S 50
1975-2025

#FlySWO
Direct on American Airlines

QR CODE

VisitStillwaterOK.org

EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

OSU Wrestling - Enter to Win Campaign (\$500 American airlines gift card)



GIVEAWAY
ENTER TO WIN

2 HOME DUAL TICKETS VS IOWA ON FEB. 22

\$500 AMERICAN AIRLINES FLIGHT CREDIT



GIVEAWAY
ENTER TO WIN

ANNUAL ADVERTISING

July 2025 - June 2026

Cowboy Sports Properties

SOCIAL OVERVIEW

2024-25 Social Campaigns						
Campaign Name	Client	Posts	Impressions	Impressions Per Post	Engagements	Engagement Rate
Score Graphics	MidFirst Bank	977	16,570,931	16,961	469,080	2.94%
Simmons Bank Women's Athletics	Simmons Bank	904	4,974,833	5,503	122,813	2.74%
Football Gameday	Stonewolf Casino	35	1,644,761	46,993	56,437	3.43%
Bedlam Sponsor	CEBB	11	1,080,433	12,740	33,597	3.11%
Wheels Up	Stillwater Regional Airport	93	1,052,254	11,315	45,743	4.35%
Cowboy Golf	OSU Athletics	102	1,000,136	8,896	38,238	3.57%
King of the Tailgate	Kingsford	6	958,441	159,740	1,178	0.12%
Up Next	SeatGeek	164	956,810	5,834	34,914	3.66%
Pro Pokes	Poetry Finance	109	849,932	7,798	22,687	2.67%
In the Rankings	Bud Light	75	777,978	10,373	26,258	3.38%
Monster Moment	Monster Energy	61	685,695	11,241	27,582	4.02%
Get Home Safe	OHSO	47	586,983	12,489	13,514	2.31%
On the Road	OTA	11	520,442	47,313	15,954	3.06%
Senior Day	OSU Alumni	50	494,348	9,887	21,995	4.45%
Baseball Player of the	Simmons Bank	46	438,057	9,523	14,591	3.33%

MAXIMIZING EXPOSURE

NEW ELEMENTS:

- :30 in-venue Videoboard Commercials
- BONUS - Exposure in all ESPN+ broadcasts
- Stadium Concourse & Suite TV Ad placements (FanConnect)



ANNUAL ADVERTISING

July 2025 - June 2026

Cowboy Sports Properties

IN PROGRESS & STILL TO COME:

- Shop, Dine & Stay Partner – all sports
- Email Marketing
- 1M Fan365 Impressions
- OSU College Rodeo
- Influencer Marketing | NIL
- Social Media Content Series
 - Team Travel
- 500K Impression Social Media Enter To Win
 - Football Tickets & American Airlines Flight Credit



BY THE NUMBERS



34.5

Minutes of On-Screen Exposure



112,022

In-Venue Impressions



580,000

Email Blast



137,000

Social Media



The Bone Thorns Skidmore Concert returned to Boone Pickens Stadium after missing the year for what the City of Tulsa is a result of in 2025. The show from Oklahoma is returning to Boone Pickens Stadium for round two in 2026.

Former Oklahoma Sooners and Tornado Tim Lincecum returned for the April 11 event with special guests Wyatt Parris, Shane Smith & the Saints and The Great Dicks at the football home of the Oklahoma Sooners Cowboys.

A limited number of tickets are available for purchase now.

[Buy Now](#)

**FLY EASY. CHEER LOUD.
FLY SWO THIS FOOTBALL SEASON!**



ANNUAL ADVERTISING

July 2025 - June 2026

Cowboy Sports Properties

MAXIMIZING EXPOSURE

NEW ELEMENTS:

- :30 in-venue Videoboard Feature – Men's Basketball, Women's Basketball, Wrestling
 - Shop, Dine & Stay
- BONUS – Exposure in all ESPN+ broadcasts
- Rodeo Program – Outside Cover



IN PROGRESS & STILL TO COME:

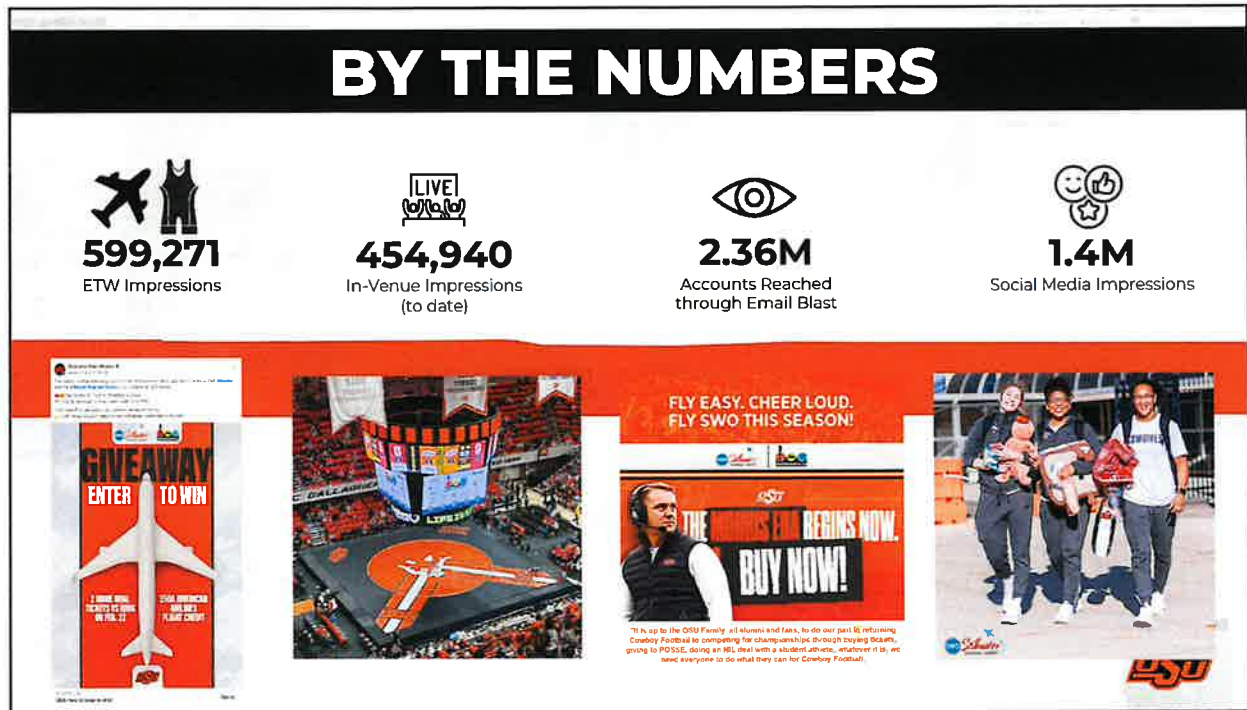
- Shop, Dine & Stay Partner – all sports
- Email Marketing
- 1M Fan365 Impressions
 - Impressions (to date): 295,022
 - Clicks: 152
 - CTR: .05%
- OSU College Rodeo
 - October 24th
- Influencer Marketing | NIL
- Social Media Content Series
 - Team Travel
- 500K Impression Social Media Enter To Win
 - Wrestling Tickets (vs Iowa) & American Airlines Flight Credit



ANNUAL ADVERTISING

July 2025 - June 2026

Cowboy Sports Properties



And More:

- 30 in-venue Videoboard Commercials
- Stadium Concourse & Suite TV ad placement (FanConnect)
- Exposure in all ESPN+ broadcasts



ANNUAL ADVERTISING

July 2025 - June 2026

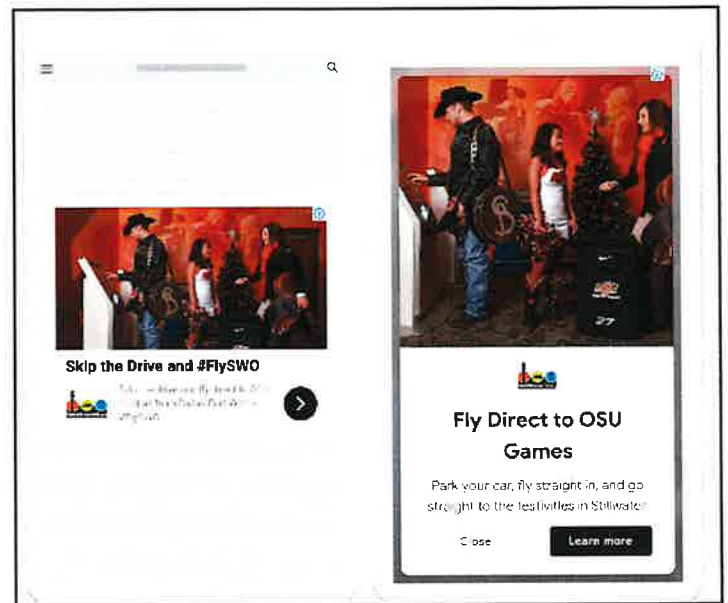
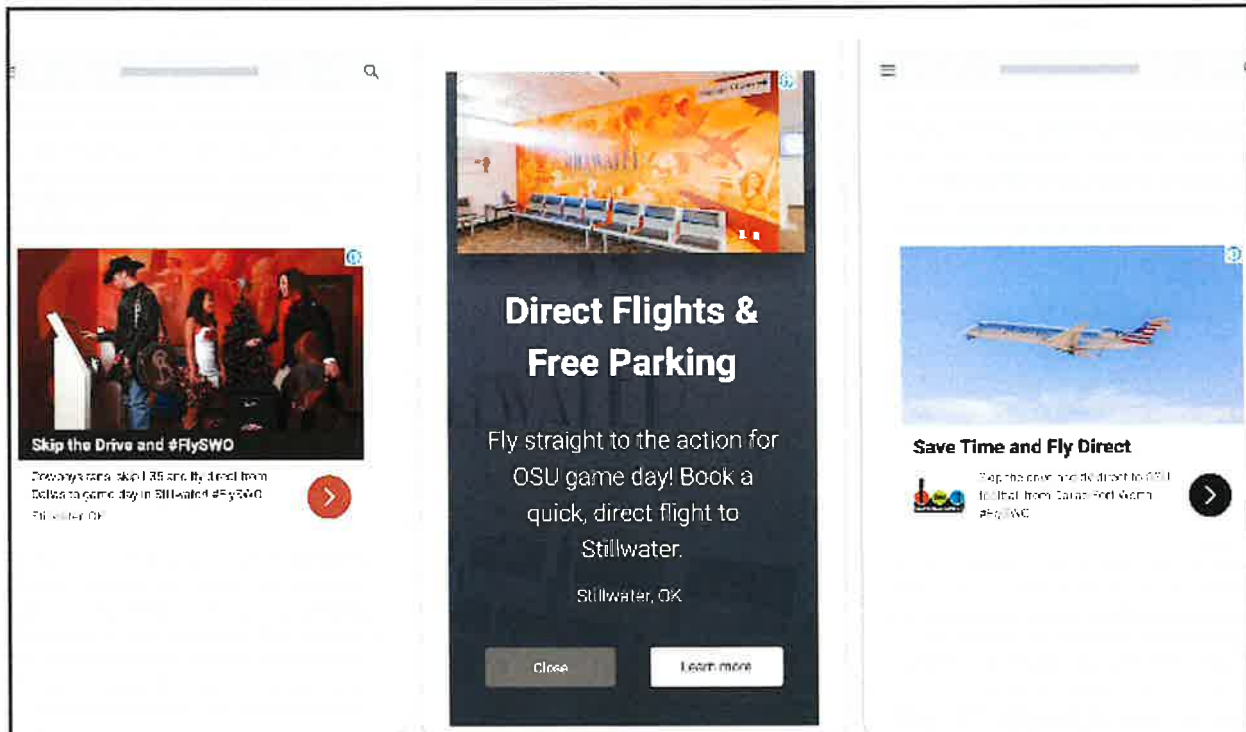
Madden Media

Visit Stillwater has had a long term partnership with Madden Media, a premier tourism and marketing agency.

Fly Football Google Responsive Display campaign running August 1-October 18.

July Google SEM performance:

- CTR (click through rate), 15.61%, 729 overall clicks, 4,670 impressions
- July's CTR, 15.61%, is over 65% above Madden's DMO benchmark of 9.40%.



ANNUAL ADVERTISING

July 2025 - June 2026

STATE Magazine

3 Issues: Fall, Winter, and Spring

2-page ad, inside back cover and facing page

- Full page, color ad distributed to 35,000 OSU alumni and fans.

POSSE Magazine

3 Issues: Fall, Winter, and Spring

2-page ad, inside front cover and facing page

- Mailed to 3,000 members via mail, based on giving level
- Online edition available for all 10,000 POSSE members
- Links to each issue hosted on the POSSE website
- Promoted via email and social media channels
- Annual readership: 90,000 (based on 3 readers per household 3 times a year)

Fall Ad for both:

Visit Stillwater **#FLYSWO**

FREE ROUND-TRIP SHUTTLE

GAMEDAY PARK & RIDE Stillwater OKLAHOMA

OKLAHOMA STATE OSU

DOWNTOWN BOONE PICKENS STADIUM

WIN TICKETS

The ULTIMATE GAMEDAY GUIDE

GET IT HERE!

SWO Stillwater REGIONAL AIRPORT

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

Flying American Airlines through the Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org **AMERICA'S FRIENDLIEST COLLEGE TOWN!**

ANNUAL ADVERTISING

July 2025 - June 2026

STATE Magazine & POSSE Magazine

Winter Ad for both:

Visit Stillwater

Want to know what's happening in Stillwater?

#FlySWO

SCAN HERE and find out!

Seriously!

SWO Stillwater REGIONAL AIRPORT

- SHORT SECURITY LINES •
- QUICK BAGGAGE CLAIM •
- FREE PARKING •

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

SO MUCH TO DO!

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!
THE ORIGINAL HOME OF RED DIRT MUSIC

Spring Ad for both:

Visit Stillwater

ESKIMO JOE'S 50 1975 2025

ORIGINAL HOME OF RED DIRT MUSIC

#FlySWO

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!

Attractions
Activities
Events
Dining
Lodging
Community

ANNUAL ADVERTISING

July 2025 - June 2026

Ovations! Magazine Ad

1/2 Page, color ad

- Official magazine of the McKnight Center for the Performing Arts
- 3,700 copies printed
- Available for free at all performances
- Displayed in the 24/7 Visitor Information Center

Fall Ad

Visit Stillwater **#FlySWO**

FREE SHUTTLE GAMEDAY PARK & RIDE OKLAHOMA STATE

WIN TICKETS

The ULTIMATE GAMEDAY GUIDE

SWO Stillwater REGIONAL AIRPORT

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

American

VisitStillwaterOK.org AMERICA'S FRIENDLIEST COLLEGE TOWN!

Winter Ad

Visit Stillwater **#FlySWO**

Holidays 2025

ENTER THE **Fly Home for the Holidays** PROMOTION

WIN UP TO \$500 AMERICAN AIRLINES GIFT CARDS!

Downtown Carriage Rides & Visits with Santa

Stillwater Parade of Lights

Holiday Heroes & Drone Show

Lights at the Lake

SWO Stillwater REGIONAL AIRPORT

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org

GO TO VisitStillwater.org/Stillwater-Holidays

for all of the events and activities taking place over the holidays.

Spring Ad

Visit Stillwater **#FlySWO**

Everything Stillwater,

SO MUCH TO DO!

Seriously, pull your phone out and scan this.

all in one place.

SWO Stillwater REGIONAL AIRPORT

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!
THE ORIGINAL HOME OF RED DIRT MUSIC

ANNUAL ADVERTISING

July 2025 - June 2026

Oklahoma Travel Guides

Oklahoma Tourism & Recreation Department

- 1/3 Page ad in each calendar year issue ('25 & '26)



2026 ad



2025 ad

Green Country Travel Guide

Green Country Tourism

- Full page editorial and ad combo feature



ANNUAL ADVERTISING

July 2025 - June 2026

PowerPlay Marketing

USA Today - Go Escape - Texas and the Southwest Edition

- 1/2 page color ad
- Print version distributed regionally in:
 - Texas
 - Arizona
 - New Mexico
 - Nevada
 - Oklahoma
 - Utah
 - Colorado

A digital version of the publication is also shared with USA Today's distribution partners and other prominent travel industry partners, who will promote it through their social media channels reaching **millions** of followers.



The Oklahoman - Oklahoma City Thunder Preview

- 1/2 page color ad

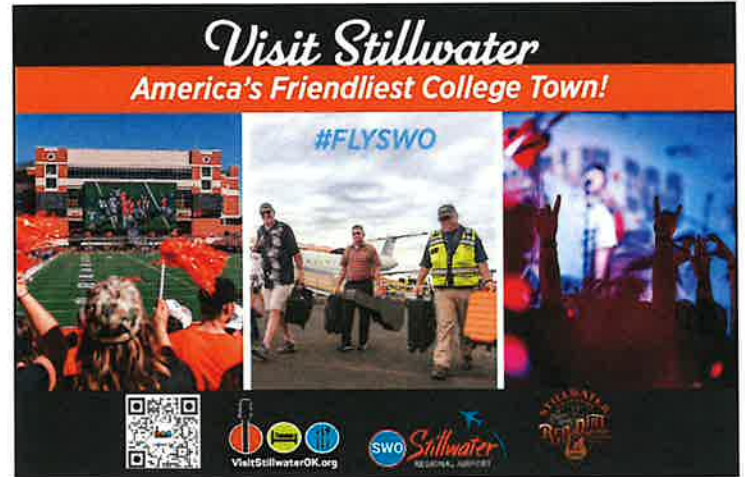


ANNUAL ADVERTISING

July 2025 - June 2026

OSU Cowboy Journal

- 7,000 copies distributed
- 2 issues - 1/2 page
- OSU student designed for class experience



Town & Gown Theatre Season Playbill

75th Season Partner - B/W ad within Playbill for each production

- Full page ad and featured with a link at townandgown.org
- 5,300 printed this year



ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Chamber of Commerce

Commerce Magazine

- 2-page spread - pages 10 & 11
- Back Cover
- Distributed to all Stillwater Chamber members

Conference Room Presenting Sponsor

- Displayed in the front of the room 24/7

Mayoral State of the City - Premier Sponsor

- PowerPoint Slide shown throughout event



ANNUAL ADVERTISING

July 2025 - June 2026

Chamber Economic Summit (Premier Sponsor) and Agriculture Banquet

- PowerPoint slide shown throughout the event(s)



Quarterly Manufacturers Council

- Breakfast sponsor
- Staff distributes FlySWO materials including:
 - Airplane & round SWO stickers
 - VS luggage tags, rack cards
 - FlySWO tri-fold brochure - by The City of Stillwater, then replaced by rack cards

ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Newspress

Visit Stillwater advertises with the Stillwater NewsPress across multiple platforms, including both print and digital placements, to maintain a consistent and recognizable #FlySWO message throughout Stillwater and the surrounding communities.

Krazy Daze

- Newspaper Wrap
- News Press Column
- Sticky Note (7) on front page of the paper

(Sticky Note)



ENTER FOR A CHANCE TO
WIN
1 of 5
\$500
American Airlines
Gift Cards

KRAZY DAZE

RING REGISTERS PROMOTION GIVEAWAY July 1-31
COLLECT DOUBLE ENTRIES
DURING **KRAZY DAZE**
July 16-20

View all the Krazy sales at
visitstillwater.com/krazy-daze

(Wrap)



VisitStillwaterOK.org

ENTER FOR A CHANCE TO
WIN
1 of 5
\$500
American Airlines
Gift Cards

RING REGISTERS PROMOTION

Provide receipts, or copies of receipts for purchases from
July 1-31 at Stillwater hospitality-related businesses
including retailers, restaurants, and lodging.

One entry may be submitted
per \$50 spent.

Visit Stillwater
2617 West 6th Ave.
Stillwater, OK 74074
405-743-3697

FLY STILLWATER
#FlySWO

COLLECT
DOUBLE
ENTRIES
JULY
16-20

KRAZY DAZE

SHOP DINE PLAY



WIN \$500 American Airlines Gift Cards
COLLECT DOUBLE ENTRIES July 16-20

Stillwater News Press
Thursday, July 10, 2025
\$2.25

Free meals for all

Former Stillwater Pioneer Booster Club president charged with embezzlement

Oklahoma State parts ways with women's tennis coach Chris Young following NCAA investigation.



WIN \$500 American Airlines Gift Cards
COLLECT DOUBLE ENTRIES July 16-20

Stillwater News Press
Thursday, July 3, 2025
\$2.25

Trump administration tells states it's freezing \$6.8B for K-12 school programs

ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater News Press Critter Chronicles

1/2 page ad plus 5K online impressions.

*Plan your
visit to
America's
Friendliest
College
Town!*



VisitStillwaterOK.org
2617 W 6th | (405)743-3697

*Plan your visit to
America's Friendliest
College Town!*



VisitStillwaterOK.org



VISIT STILLWATER
2617 W 6th, Stillwater | (405)743-3697



*Plan your visit to America's
Friendliest College Town!*

**VISIT
STILLWATER**
2617 W 6th | (405)743-3697

ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater News Press Critter Chronicles

1/2 page ad plus 5K online impressions.



**BOOK DAILY DIRECT FLIGHTS
THRU STILLWATER! #FLYSWO**

VisitStillwaterOK.org

**EXPERIENCE
AMERICA'S
FRIENDLIEST
COLLEGE TOWN!**

**BOOK DAILY
DIRECT FLIGHTS THRU
STILLWATER**

**SHORT SECURITY LINES
QUICK BAGGAGE CLAIM
FREE PARKING #FLYSWO**



VisitStillwaterOK.org



**Kelmar joins Saville Center as
new therapy dog**

SHOP DINE PLAY

Visit Stillwater

2617 West 6th Ave.
Stillwater, OK 74074
405-743-3697

WIN \$500
American Airlines
Gift Cards
RING REGISTERS
PROMOTION

**FLY STILLWATER
#FlySWO**

**EXPERIENCE
AMERICA'S
FRIENDLIEST
COLLEGE TOWN!**

**BOOK DAILY
DIRECT
FLIGHTS
THRU
STILLWATER**

**SHORT
SECURITY LINES
QUICK BAGGAGE
CLAIM
FREE PARKING**



VisitStillwaterOK.org
#FLYSWO

**EXPERIENCE
AMERICA'S
FRIENDLIEST
COLLEGE TOWN!**

**BOOK
DAILY DIRECT
FLIGHTS THRU
STILLWATER
REGIONAL AIRPORT**

**SHORT SECURITY LINES
QUICK BAGGAGE CLAIM
FREE PARKING #FLYSWO**



VisitStillwaterOK.org

Weather Strip

Full color, 6 column strip that goes right below the weather

- Tues, Thur, & Sat in print & Tues-Sat online

**#FLY
SWO**

**• SHORT SECURITY LINES •
• QUICK BAGGAGE CLAIM •
• FREE PARKING •**



**Stillwater
REGIONAL AIRPORT**



American

Flying American Airlines through
Stillwater Regional Airport (SWO)
makes travel a breeze!



VisitStillwaterOK.org
AMERICA'S FRIENDLIEST COLLEGE TOWN!
THE ORIGINAL HOME OF RED DIRT MUSIC

ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Magazine

Six issues - August, October, November, December, February, April, and June

- Full page and inside back cover
- Readership of 10,000 plus - Glossy lifestyle magazine
- Inserts into the Stillwater News Press
- Distributed to high traffic locations & hand-delivered to advertisers
- E-blasted to 10,500 opt-in subscribers
- Sharable digital flip-book on stwnewspress.com homepage
- Displayed in the 24/7 Visitor Information Center

(August and October)

#FlySWO
Visit Stillwater

GAMEDAY PARK & RIDE
DOWNTOWN < > BOONE PICKENS STADIUM
FREE ROUND-TRIP SHUTTLE

WIN TICKETS

SWO Stillwater REGIONAL AIRPORT

SHORT SECURITY LINES • QUICK BAGGAGE CLAIM • FREE PARKING

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

The ULTIMATE GAMEDAY GUIDE
GET IT HERE!

American

VisitStillwaterOK.org **AMERICA'S FRIENDLIEST COLLEGE TOWN!**

(November and December)

Visit Stillwater **#FlySWO**

Stillwater Holidays 2025

SWO Stillwater REGIONAL AIRPORT

- SHORT SECURITY LINES •
- QUICK BAGGAGE CLAIM •
- FREE PARKING •

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

AND SO MUCH MORE!
Seriously, there is so much going on!

ENTER THE Fly Home for the Holidays PROMOTION
WIN \$500
AMERICAN AIRLINES GIFT CARDS!

VisitStillwaterOK.org
AMERICA'S FRIENDLIEST COLLEGE TOWN!
THE ORIGINAL HOME OF RED DIRT MUSIC

GO TO VisitStillwater.org/Stillwater-Holidays
for all of the events and activities taking place over the holidays.

ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Magazine

(February)

Visit Stillwater

#Fly SWO

Everything Stillwater, all in one place.

SO MUCH TO DO!

Seriously, pull your phone out and scan this.

SWO Stillwater REGIONAL AIRPORT

- SHORT SECURITY LINES •
- QUICK BAGGAGE CLAIM •
- FREE PARKING •

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!
THE ORIGINAL HOME OF RED DIRT MUSIC

(April)

Visit Stillwater

#Fly SWO

Everything Stillwater, all in one place.

SO MUCH TO DO!

Seriously, pull your phone out and scan this.

SWO Stillwater REGIONAL AIRPORT

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- QUICK BAGGAGE CLAIM •
- FREE PARKING •

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American

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!
THE ORIGINAL HOME OF RED DIRT MUSIC

(June)

American

#Fly SWO

Stillwater Regional Airport (SWO) is preparing to take off into a new era.

A new terminal is officially under construction, marking one of the biggest infrastructure projects in Stillwater's recent history. The 31,375-square-foot facility, set to open with a Grand Opening Celebration on August 23, 2026 at 10:00 a.m., will elevate the passenger experience and strengthen Stillwater's connection to the world.

- SHORT SECURITY LINES •
- QUICK BAGGAGE CLAIM •
- FREE PARKING •

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

Scan for more Stillwater fun!

SWO DFW & Onward!

SWO Stillwater REGIONAL AIRPORT

VisitStillwaterOK.org

AMERICA'S FRIENDLIEST COLLEGE TOWN!
THE ORIGINAL HOME OF RED DIRT MUSIC

ANNUAL ADVERTISING

July 2025 - June 2026

College Kickoff/Gameday Guide Package

- 13 issues
- High School kickoff
- Regular season Gameday editions
- FlySWO and QR code to VS Online Gameday Guide

Hometown Welcome/Newcomers Mailer

- Welcome postcard to all new residents in Coyle, Cushing, Glencoe, Perkins, Perry, Ripley, Stillwater, & Yale

#FlySWO Visit Stillwater American

SCAN HERE

SWO Stillwater REGIONAL AIRPORT

**SHORT SECURITY LINES
QUICK BAGGAGE CLAIM
FREE PARKING**

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

THE ORIGINAL HOME OF RED DIRT MASC! VisitStillwaterOK.org AMERICA'S FRIENDLIEST COLLEGE TOWN!

Breast Cancer Awareness Tabloid

compress the tissue. This compression spreads out the breast so the X-ray can capture clear, detailed images from different angles. While most women describe the pressure as uncomfortable, it usually lasts only a few seconds per image. For many, the entire exam takes less than 20 minutes.

One common source of worry is the callback. About 1 in 10 women will be asked to return for additional images or tests after a screening mammogram. It's important to understand that a callback does not mean cancer has been found. In fact, about 90 percent of these cases turn out to be harmless – often related to

dense breast tissue.

The results of a mammogram fall into clear categories. In most cases, women receive a "normal" result, meaning no signs of cancer were detected. If something unusual is seen, the radiologist may recommend further testing such as diagnostic mammography, ultrasound, or, in rare cases, a biopsy. Each step is designed to rule out cancer or confirm it early, when it is most treatable.

Technology has made mammography more precise and less intimidating. Digital mammography, now widely available, provides sharper images than traditional film. Three-dimensional

breast imaging uses multiple pictures of breast tissue from different angles. These advancements have improved detection rates and reduced the number of false alarms, especially for women with dense breast tissue. In Stillwater, Women First and Stillwater Medical Physicians Clinic provide 3D mammography.

"We have invested in the latest technology so women can have the clearest picture possible," said LeeAnn Miner, a 25-year mammography technologist at Stillwater Medical Physicians Clinic. "Clarity is important when it comes to understanding your health, and we're here to help provide

confidence at every step." A five-year survival rate is more than 99 percent. These numbers reflect not only medical progress but also the courage of women who take the step to get screened.

"Knowledge is power when it comes to your health. The more women know, the more empowered they are to make the best decisions for themselves," Nicholas said.

Mammograms are not meant to cause fear – they are meant to provide clarity and peace of mind. While the thought of discomfort or uncertainty may feel overwhelming, the reality is that most women will

said. Every time a woman walks through our doors, I see courage in action."

By understanding what to expect and why it matters, women can replace anxiety with empowerment.

A mammogram is not just a test – it's an opportunity to take charge of your health, to act with strength, and to face the future with hope. Stillwater Medical will offer Saturday mammograms the entire month of October to make scheduling easy. Visit www.stwmedical.com, call 405-712-5622 to request a mammogram today at the location of your choice.

Comfort & Confidence

Our two certified mastectomy fitters offer a private fitting and help in choosing the right mastectomy products for you.

Schedule your free appointment, call 405.377.9735.

April Stracener and Teresa Williams are happy to answer your questions about our post mastectomy products and other services.



Cimarron Medical Services

1200 S. Adams | Stillwater | 405.377.9735

Visit Stillwater **#FlySWO**

FREE PARK & RIDE (REGULATORY STATE)

WIN TICKETS

The ULTIMATE GAMEDAY GUIDE

SWO Stillwater REGIONAL AIRPORT

- SHORT SECURITY LINES
- QUICK BAGGAGE CLAIMS
- FREE PARKING

GET IT HERE!

Flying American Airlines through the Stillwater Regional Airport (SWO) makes travel a breeze!

VisitStillwaterOK.org American

GAME DAY

Oklahoma State **COWBOYS** vs UT MARTIN **SKYHAWKS**

INSIDE: PREGAME IS EXPECTED TO START AT 10 FOR THE COWBOYS

News Press

THURSDAY, AUGUST 28

6:30 P.M.

TV: ESPN+

BOONE PICKENS STADIUM STILLWATER

VisitStillwaterOK.org

ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Strong Tab

VisitStillwater #FLYSWO

GAMEDAY PARK & RIDE
FREE SHUTTLE
WIN TICKETS

The ULTIMATE GAMEDAY GUIDE

SWO Stillwater REGIONAL AIRPORT

- SHORT SECURITY LINES
- QUICK BAGGAGE CLAIMS
- FREE PARKING

GET IT HERE!

Flying American Airlines through the Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org

Honor Roll

2026
Celebrating the success of our community businesses

45 YEARS Douglas Building Center 1104 E 4th, Stillwater 405-743-4400 Owner: Ben Douglas	43 YEARS Coke & Associates 110 S 6th, Stillwater 405-743-4007 Owner: Roger & Stephen Coke	42 YEARS Shawnee Appraisals Duncan Road 724 E Bay Ave, Stillwater 405-875-2570 Owner: Kelly Silbert	40 YEARS Visit Stillwater 3017 W 4th, Stillwater 405-743-4187 VisitStillwater.org
38 YEARS Candy & Candy Co. Stillwater Antique Mall 114 S 6th, Stillwater 405-743-7001	35 YEARS Pope's Country Three Seasons Inc. 266 S 1st, Stillwater 405-875-2111 pops.com	30 YEARS Knight Medical Supply LLC 102 S 1st, Stillwater 405-743-1648 knightmedicalsupply.com	27 YEARS El Tugaleto 825 S Perkins, Stillwater 405-525-1144 Owners: Lutz & Constance Thoms
24 YEARS Bliss Hair Salon 4111 W 4th, Stillwater 405-525-3127 blissnyc.com	24 YEARS Diagonal Antebody 5805 E 4th, Stillwater 405-875-2111 diagonalantebody.com Owners: Craig Schapp & Jon McMillan	21 YEARS Providence Flooring & Design 114 S 1st, Stillwater 405-875-0200 providenceflooring.com Owner: Will Allen	

Downtown Stillwater Pocket Guide

- Back cover

#FLY VisitStillwater SWO

SWO Stillwater REGIONAL AIRPORT

**SHORT SECURITY LINES
QUICK BAGGAGE CLAIM
FREE PARKING**

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

American

VisitStillwaterOK.org

THE ORIGINAL HOME OF RED DIRT MUSIC
AMERICA'S FRIENDLIEST COLLEGE TOWN!

Last Minute Gift Guide

ENTER THE GIVEAWAY!

Fly Home for the Holidays #FLYSWO

SHOP DINE STAY

NOV 22 - JAN 4
Saturday, November 22, 2025 - Sunday, January 4, 2026

WIN 1 OF 5 \$500

AMERICAN AIRLINES GIFT CARDS!

Enter the Stillwater Holidays 2025 Fly Home for the Holidays giveaway to travel American Airlines through Stillwater Regional Airport (SWO). Stillwater residents and visitors are eligible to enter once for every \$50 spent while shopping, dining, and staying the night in America's Friendliest College Town! Entry forms can be found at the 24/7 Visitor Information Center or online at VisitStillwater.org.

VisitStillwaterOK.org

Holidays 2025

AMERICA'S FRIENDLIEST COLLEGE TOWN!

For holiday events and activities go to VisitStillwater.org

ANNUAL ADVERTISING

July 2025 - June 2026

America250 Milestone



Entertainment Weekly Insert Package

- Saturday: Full-color Back Cover
- Tuesday: Color Pickup in Print
- Wednesday & Friday: Color Pickup in both eEditions
- Changes weekly

ANNUAL ADVERTISING

July 2025 - June 2026

Oklahoma Living Magazine

- June Travel Issue
- Full page ad with 2.5 pages of editorial with images

American **#FlySWO**

Stillwater Regional Airport (SWO) is preparing to take off into a new era.
A new terminal is officially under construction, marking it as one of the biggest infrastructure projects in Stillwater's recent history. The 31,375-square-foot facility, set to open in August 2026, will elevate the passenger experience and strengthen Stillwater's connection to the world.

- SHORT SECURITY LINES •
- QUICK BAGGAGE CLAIM •
- FREE PARKING •

Flying American Airlines through Stillwater Regional Airport (SWO) makes travel a breeze!

Scan for your chance to **WIN** American Airlines gift cards
#FlySWO

SWO Stillwater
REGIONAL AIRPORT

AMERICA'S FRIENDLIEST COLLEGE TOWN!
THE ORIGINAL HOME OF RED DIRT MUSIC

VisitStillwaterOK.org

A message from Visit Stillwater



The temperatures are dropping, but the holiday spirit is heating up in Stillwater! Find special gifts and holiday happenings all throughout America's Friendliest College Town.

PAID ADVERTISEMENT



Be on the list every shopper is reading.

July 15-19

Get your store in on Krazy Daze

Krazy Daze brings shoppers to stores and boutiques across Stillwater July 15-19. Get your business on the event map — submit your sales, deals, and store hours to Visit Stillwater today.

SUBMIT YOUR SALES

The Stillwegian

- The Stillwegian's newsletter links Visit Stillwater's monthly video, and is sent to 1,087 subscribers.
- Website sponsor banner and community bulletin board

ANNUAL ADVERTISING

July 2025 - June 2026

Tv-31 and Tv-31@1 Radio Show

Live Read Script for All Stillwater High School Athletics Events:

"Check out everything there is to see and do around America's Friendliest College Town at VisitStillwater.org"

Also, learn more about free parking, short security lines, and how travel is a breeze on American Airlines through the Stillwater Regional Airport"

Tv-31 also plays Visit Stillwater's monthly promo videos and the quarterly commercials.



Team Radio, Sports Profile, and Stillwater Radio

(December Radio Ads)



(Last Visual of :30 Commercial)

FlySWO For the Holidays 2025

December 1-18, 2025

Santa

Ho Ho Ho!

Please join me at the Stillwater Regional Airport on Thursday, December 18 from 5:30-7:00 for cookies, cocoa, and to get your picture taken with me!

Mom and Dad, you can also sign up to win one of five \$100 American Airlines gift cards from Visit Stillwater.

When my sleigh is getting serviced, and the reindeer need a break, the free parking, short lines, and fast baggage claim make traveling through SWO a breeze.

Go to VisitStillwater.org for more information.

December 19-31, 2025

Santa

Ho Ho Ho!

When my sleigh is getting serviced, and the reindeer need a break, the free parking, short lines, and fast baggage claim make traveling through the Stillwater Regional Airport a breeze.

Go to VisitStillwater.org to learn more about Fly Home for the Holidays and enter to win a \$500 American Airlines gift card.

ANNUAL ADVERTISING

July 2025 - June 2026

KWEM Tv-31 and Tv-31@1

- Monthly commercials aired daily on “The Morning Edition”
- Weekly weather sponsorship
- Holiday special (Parade/Here Comes Santa Claus/Christmas Ad Package)
- SHS Sports Package - with live on-air messaging during time-outs and halftime
- Tv-31@1 Radio show simulcast on TV



(Last Visual of :30 Commercial)

Live Read Script for All Stillwater High School Athletics Events:

“Check out everything there is to see and do around America's Friendliest College Town at VisitStillwater.org

Also, learn more about free parking, short security lines, and how travel is a breeze on American Airlines through the Stillwater Regional Airport”



ANNUAL ADVERTISING

July 2025 - June 2026

Stillwater Radio

- Monthly commercials aired daily
- Holiday Package - 96x ads/station (384 total) - Cowboy Country, Hot 93.7, Classic Hits
- National FFA Week - 40 :15 ads
- National Ag Week - 40 :15 ads
- Graduation Congratulations/salutes
- Memorial Day salutes
- 4th of July Salutes

Team Radio

- Holiday package - 1,008 :30 ads - KLOR, KPNC, KOSN-FM, Triple Play Sports, WBBZ

Sports Profile on TEAM Radio

- Monthly commercials aired daily

Griffin Media - KWTW News 9

Fall Adventures Promo:

- KWTW - :30 commercial aired on Sept 23
- KSBI - repeated the show twice the following weekend on KSBI
- Digital - News9.com mid-roll

Holiday Happenings Promo:

- KWTW - 20 :30 commercials and a News 9 banner ad
- Aired during 30 minute show 11/27/25 at 9pm
- Recorded segment in Stillwater with Santa in Downtown Stillwater
- TV and mobile banner ads



EXPERIENCE
AMERICA'S
FRIENDLIEST
COLLEGE TOWN!

BOOK DAILY
DIRECT FLIGHTS THRU
STILLWATER

SHORT SECURITY LINES
QUICK BAGGAGE CLAIM
FREE PARKING #FLYSWO



EXPERIENCE
AMERICA'S
FRIENDLIEST
COLLEGE TOWN!

BOOK DAILY
DIRECT FLIGHTS THRU
STILLWATER



ANNUAL ADVERTISING

July 2025 - June 2026

College Coupon Book

Shipped to our offsite storage and distributed from the 24/7 Info Center

- Front inside cover ad
- 15,000 coupon books distributed at:*
- NOC Campus
- City of Stillwater
- OSU Student Union
- Lights on Stillwater
- Chamber of Commerce
- Colvin Recreation Center
- Meridian Technology Center

Fall '25



Spring '26



ANNUAL ADVERTISING

July 2025 - June 2026

Payne County Sheriff's Office Magnet

Law Enforcement Partners



Langston Chamber of Commerce 2nd Annual Big Classic Spring Rodeo

3'x8' rodeo arena banner



ANNUAL PROMOTIONS

July 2025 - June 2026

Stillwater Guide to the Local Scene

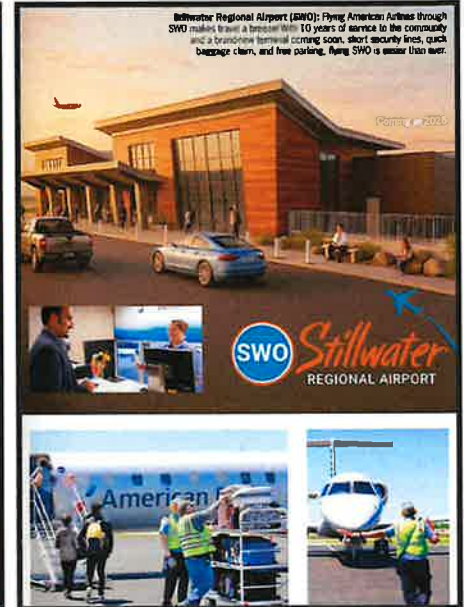
2025 Visitor Guide:

- Page 13 feature
- Page 26 map
- Page 45 listing
- 100,000 copies distributed and an online version

2026 Visitor Guide:

- Page 13 feature
- Page 26 map
- Page 45 listing
- 100,000 copies distributed and an online version

Rack Cards



Produced and distributed to local partners & surrounding communities.

- 10,000 Krazy Daze and FlySWO
- 10,000 Football Schedule, Online Gameday Guide, Park & Ride, and FlySWO
- StillWonder
- 10,000 Holidays 2025, Events, Fly Home for the Holidays, and FlySWO
- 10,000 SWO Specific rack cards spotlighting the new terminal
- 10,000 Summer GeoTour, Stillwater Savings Pass, and FlySWO



ANNUAL PROMOTIONS

July 2025 - June 2026

eNewsletter

Emailed to almost 10k monthly.

- Featured in the footer of each issue July-June
- Krazy Daze Eing Registers feature - promoting FlySWO & shop locally
- Holiday Happenings/Fly Home for the Holidays Feature - promoting FlySWO & shop locally
- Fly Home for the Holidays Feature - promoting FlySWO & shop locally
- America250 Feature (President's Day) - promoting FlySWO & shop locally
- 405 Day Feature - promoting FlySWO & shop locally
- NTTW (National Travel and Tourism Week) - promoting FlySWO & shop locally



Still in the Know Postcard

Mailed monthly to almost 400 local businesses, restaurants, and hotels.

- Front Page feature: July, August, September, November, December, January, February, March, and May.



ANNUAL PROMOTIONS

July 2025 - June 2026

The Visit Stillwater team maximized the impact of an evolving comprehensive marketing plan where flexibility and local and regional partnerships contribute significantly toward the ability to attract passengers to the Stillwater Regional Airport.

Quarterly :30 Commercials

Four Quarterly Commercials - for VS, FlySWO, City & Chamber.

Plays on/at:

- News9
- Tv-31
- VS Office
- City Hall
- BancFirst TV
- Government Channel
- Stillwater Medical Center
- SWO Monitors (inbound and outbound terminals)



(Last Visual of :30 Commercial)

Monthly Promo Videos

Featured in the July-June promo videos.

Plays on:

- Tv-31
- VS Office
- City Hall
- BancFirst TV
- Government Channel
- Stillwater Medical Center
- SWO Monitors (inbound and outbound terminals)



ANNUAL PROMOTIONS

July 2025 - June 2026

Calendar of Events Listing

(Including FlySWO):

- Krazy Daze
- Fly Home for the Holidays
- America250 - Presidents Day Week
- 405 Day
- National Travel & Tourism Week
- America250 - Memorial Day Weekend

Flyer Placement in 24/7 Information Center

- Campaigns & event flyers throughout the year



Banner Production

- 3x3'x8' banners: FlySWO only - design 1
- 2x3'x8 banners: FlySWO only - design 2

Banner Placement

- 38 weeks - East Side
- 12 weeks - West side

JUL 28



VisitStillwaterOK.org



RING REGISTERS PROMOTION

Krazy Daze Ring Register Promotion Giveaway

 Stillwater Oklahoma

 405.743.3697

 **Add to Calendar**

[View Details ▶](#)



ANNUAL PROMOTIONS

July 2025 - June 2026

Window Painting

- July - Boomer Blast, Krazy Daze, FlySWO, Joe's 50th Anniversary, OSU Big 3 Field Days
- October - OSU Football, Orange Glow, Homecoming, OSU rodeo, FlySWO
- November/December - Holidays 2025, Fly Home for the Holidays, FlySWO
- February/March - Presidents' Day/ America 250, FlySWO, & Shop Local Campaign
- May - Calf Fry, OSU & SHS Graduations, Special Olympics Summer Games, FlySWO

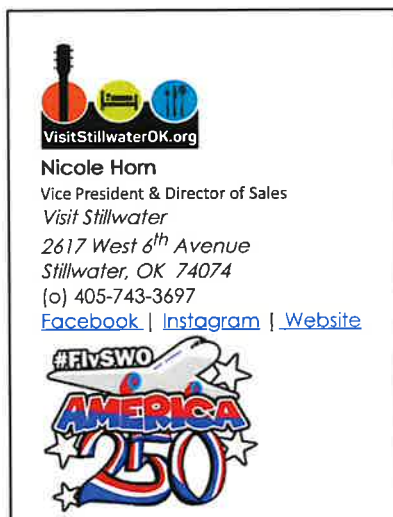


On Hold Messaging

"Stillwater is soaring! When you need to fly, #FlySWO! With direct daily flights..."

Email Signature

- #FlySWO
- "America250" FlySWO & ShopSWO promotion
- "National Travel and Tourism Week"
- "Special Olympics Oklahoma OK Summer Games" (the theme was fly)
- "America250" FlySWO & ShopSWO promotion



Promotional Items

3x5 "FlySWO" magnet (5,000)

Distributed at:

- | | |
|--|------------------------|
| • Visit Stillwater | • City of Stillwater |
| • SWO Airport | • Stillwater Chamber |
| • College of Education and Human Sciences Kick-off Event | • Lights on Stillwater |



ANNUAL PROMOTIONS

July 2025 - June 2026

Airplane stickers (5,000)

Distributed at:

- Visit Stillwater
- SWO Airport



Airport Socks (1,000)

Distributed at:

- Visit Stillwater



Owala Water Bottles

- Leadership OK Class Gifts



America250 FlySWO T-shirts



Industry Events

- AilevonPacific Airport Roundtable - Wilmington, NC
- TakeOFF North America/Routes - Tallahassee, FL



TakeOff

NORTH AMERICA

ANNUAL PROMOTIONS

July 2025 - June 2026

Items & Donations

- 24 Universal Tennis Rating Pro-Series - VS and FlySWO bags with SWAG
- Town & Gown Theatre Diamonds are Forever Gala - Silent Auction Item
- History & Homecoming - \$500 American Airlines gift card, and 2 Visit Stillwater team members served as greeters at 2 doors of Gallagher Iba.
- Stillwater Frontier Rotary Wine Into Water Event - Silent Auction Item
- 42 VS & FlySWO Gift bags for OSU Cross country - NCAA Regional
- Washington School Heritage Foundation Gala - VVS & FlySWO silent auction w/\$500 American Airlines gift card
- Brighter Orange of North Texas Scholarship Gala - Dallas Country Club. (Donated by Visit Stillwater, Stillwater Regional Airport, and OSU Alumni Association)
- Mid South 2026 - provided SWAG goodies bags for 12 residents on Duck St
- Big 12 Equestrian Championship - Banner, Team Baskets, and Coaches/Officials Bags
- The Boys From Oklahoma - Bus Signs, Bus Window clings, social media, website, etc.
- OSU POSSE Auction - VS and FlySWO Silent auction item with a \$500 American Airlines gift card
- Stillwater Medical - Nurses Week drawings
- Washington School Merchants Association/The Strip - Summer on the Strip \$50 American Airlines giftcard
- Lion's Meadows of Hope Golf Tournament - Silent Auction item featuring a cup of goodies and an American Airlines gift card
- Kalidascope at Stonecloud - 500 FlySWO rack cards & magnets



ANNUAL PUBLIC RELATIONS

July 2025 - June 2026

Stillwater Coffee Station at SWO

Visit Stillwater partnered with the Stillwater Regional Airport to provide a complimentary gourmet coffee station in the outbound terminal for passengers to enjoy a free coffee/latte before departure.



Stillwater News Press

Monthly Column:

- "Ring Registers and win through July and Krazy Daze"
- "Holidays 2025"
- "Fly Home for the Holidays"
- "Plan for Vacation Day and FlySWO" with SWO logo
- "Spring Events for the Whole Family" with SWO logo
- "405 Day in Stillwater"
- "Win American Airlines gift cards during National Travel & Tourism Week"
- "Oklahoma's Only Official GeoTour" with SWO logo
- "Ring Registers and win through July and Krazy Daze"

405 DAY IN STILLWATER

Visit Stillwater has created a one-day event on April 5, 2026, the day symbolized by our area code, 405, to remind visitors and residents to shop, dine, and explore Stillwater.

Anyone who shops in one of our retail stores or boutiques, dines in one of our many restaurants, grabs a coffee, fills up with gas, or spends the night during the 24 hours of April 5, 2026, spending \$50 or more, can be entered to win one of five \$100 American Airlines gift cards.

The 405 Day celebration is also a reminder that Flying American Airlines through the Stillwater

Regional Airport (SWO) makes travel a breeze. No long security lines, quick baggage claim, and free parking are all part of the hassle-free experience.

One entry may be submitted per \$50 spent.

Sunday, April 5, 2026 - for 24 hours starting at 12:00 am and ending at midnight
Shop, Dine, and Stay in Stillwater on 405 Day!

Monday, April 6, 2026, to Friday, April 10, 2026:
Provide receipts or copies of receipts for purchases at Stillwater hospitality-related businesses, such as retailers, restaurants, and lodging.

Friday, April 10, 2026:
Forms must be received by Visit Stillwater staff online, by mail, or dropped off at the office located at 2617 West 6th Avenue.



Go to VisitStillwater.org to download a 405 Day form or submit your receipts electronically.

For the most current and up-to-date information regarding the Stillwater hospitality industry, go to VisitStillwater.org, and follow Visit Stillwater on social media - Visit Stillwater, Cristy Morrison, Visit Stillwater, President and CEO, can be reached at Cristy@VisitStillwater.org or by calling 405-743-3697.

Monday, April 13, 2026:

Five winners will be randomly selected in the drawings to win a \$100 American Airlines gift card to FlySWO.

Winners will be contacted by phone and/or email. If Visit Stillwater staff is unable to reach an individual by Wednesday, April 15, 2026, another individual will be drawn.

Friday, April 17, 2026:
Winners will be confirmed and posted at VisitStillwater.org and on Visit Stillwater on social media.



NATIONAL PLAN FOR VACATION DAY & FLY SWO

National Plan for Vacation Day is celebrated annually on the last Tuesday of January - January 27, 2026. It is a day to encourage Americans to plan their vacation days for the whole year and to use those days to explore the rest of the country.

Each year, Americans leave millions of vacation days unused. National Plan for Vacation Day highlights the importance of taking time off to travel - both for personal well-being and for the overall economic prosperity of our nation.

Across every sector, from big to small organizations and in all corners of our

country, the travel and tourism industry comes together this time of year to celebrate and spread the word about the importance of taking your vacation days. Individuals are encouraged to use the National Plan for Vacation Day as an intentional step to slow down, unplug, and carve out vacation time in their busy schedules.

Burnout might not reset with the new year. However, studies show planning for a trip boosts morale, reduces stress, and prevents burnout. The most effective remedy for American workers who want to take their well-deserved time off is better planning. Individuals who plan are more likely to use all of their time off, take more vacation days at once,



and report greater levels of happiness at work and home.

By committing to a plan on January 27, Americans can all reap the benefits of taking a break and give themselves something to look forward to with family and friends. Whether it's packing up for the beach, a foodie exploring a new

city or destination, or a coveted family road trip, consumers find moments of joy in dreaming for - and planning for - a vacation.

Flying American Airlines through the Stillwater Regional Airport (SWO) makes travel a breeze. Short security lines, quick baggage claim, and free parking are all part of the hassle-free experience. The new terminal is scheduled to open in August 2026, which will also align with the 10th anniversary of our partnership with American Airlines. Connect through

DFW to almost 200 domestic cities and more than 70 international nonstop locations.

"Plan for Vacation Day" originated as a campaign launched in 2017 by the U.S. Travel Association's "Project: Time Off" initiative to encourage Americans to actively plan their vacation days for the entire year at the beginning of the year. Tourism organizations across the country marketed the concept to reduce the amount of unused vacation days, which at the time accounted for an estimated \$236 billion loss to the U.S. economy.

When planning your upcoming vacations, contact the experts. A local's Destination Marketing Organization

- such as Visit Stillwater - will offer expertise and insight to make your travels run smoothly while providing valuable insight into major attractions, unique shopping, local cuisine, and hotel and short-term rental options.

For the most current and up-to-date information regarding the Stillwater hospitality industry, go to VisitStillwater.org, and follow Visit Stillwater on social media @VisitStillwater, Cristy Morrison, Visit Stillwater President and CEO, can be reached at Cristy@VisitStillwater.org or by calling 405-743-3697.

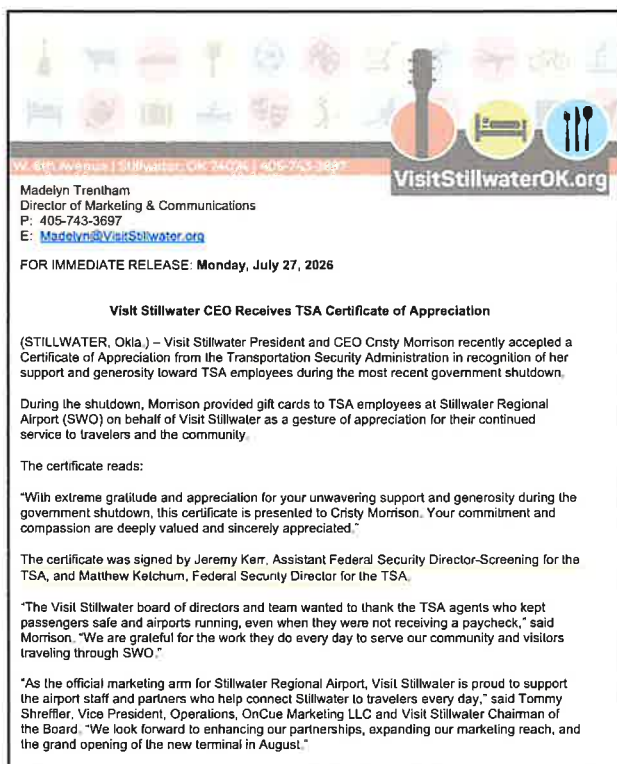


ANNUAL PUBLIC RELATIONS

July 2025 - June 2026

News Release

TSA Certificate of Appreciation from the Transportation Security Administration



Local Events

- **Festive Skies: Holidays & Heros Drone show** - FlySWO image with moving plane
- **Payne County Junior Livestock Show** - Premium Sale Announcements



Presentations, Tradeshow, Guest Speaker, and Interview Events

Visit Stillwater actively promotes the Stillwater Regional Airport through ongoing public relations and outreach efforts. By attending community meetings, trade shows, and local events, staff ensure that Fly SWO remains top-of-mind for residents, businesses, and potential travelers.

Outreach efforts included:

- 8/20/25: OSU College of Education & Human Sciences (CHES) Fall Kick-off
- 8/21/25: OSU Hoemcoming Executive Team & Directors (messaging from the stage)
- 8/23/25: 9th Anniversary with American Airlines - SWAG table at the inbound terminal
- 8/27-8/30/25: Payne County Free Fair - Visit Stillwater/FlySWO/Local partner table
- 10/2/25: PEO Chapter hosted in the VS conference room and provided a program
- 10/2/25: OSU Intro to Hospitality Class - guest lectureers for the class
- 10/14/25: Oklahoma State Department of Health - presentation in VS conference room

ANNUAL PUBLIC RELATIONS

July 2025 - June 2026

Presentations, Tradeshows, Guest Speaker, and Interview Events

(continued)

- 11/17/25: OK Travel Industry Association Lt. Gov's Travel & Tourism Summit
- 12/4/25: Downtown Holiday Parade of Lights - Promoted Dec. 18 event and FlySWO as on-air emcee
- 1/8/25: American Legion - guest speaker for their monthly dinner meeting
- 2/10/25: Kiwanis - guest speaker for the lunch meeting
- 2/13/26: Library Lovers Readathon - co-hosted the event and reminded everyone to FlySWO
- 2/19/26: Daughters of the American Revolution - guest speaker for the monthly meeting
- 2/28/26: OSU Admitted Student Day - OSU Student Union - VS & SWO
- 3/18/26: Payne County Bar Association - guest speaker for the monthly lunch meeting
- 3/26/26: OK Department of Commerce - session at the community center with info at each seat
- 4/2/26: OSU Intro to Hospitality Class - guest lecturers for the class
- 4/25/26: OSU Junior Day - managed a "Welcome to Stillwater" table including SWO information
- 6/9/26: Interview and news story in the Stillwater News Press - including marketing services
- 6/9/26: Kiwanis - guest speaker for the lunch meeting
- 6/10/26: Quarterly Hotel Education Luncheon - Kellie Reed, SWO director, served as guest speaker

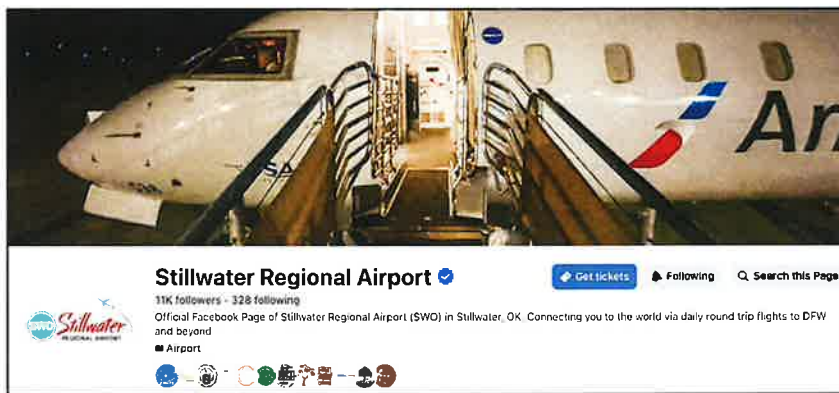


ANNUAL WEBSITE & SOCIAL MEDIA

July 2025 - June 2026

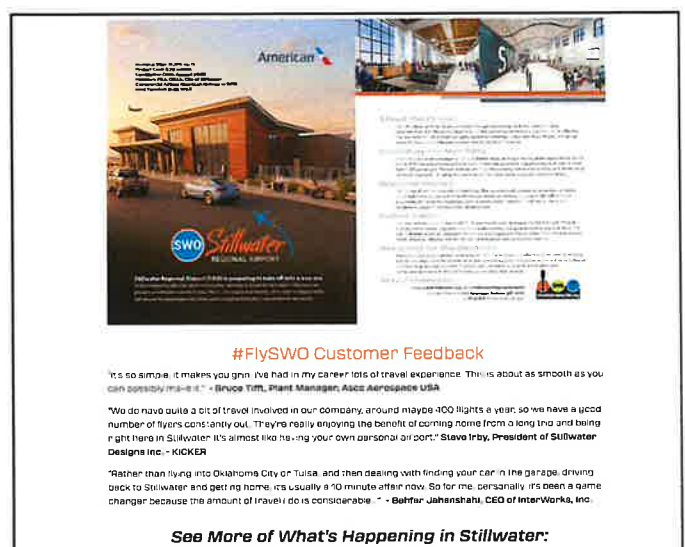
Social Media

- The SWO Facebook page has 11,000 followers
- The SWO Instagram page has 984 followers.
- We shared 262 posts to Facebook and Instagram on the SWO and Visit Stillwater social media pages promoting FlySWO.



Website - #FlySWO Microsite

Visit Stillwater developed a dedicated FlySWO microsite on our homepage to serve as a one-stop resource for travelers. The page provides quick access to book flights, review baggage policies, learn about ground transportation options, and more. To maximize visibility, the microsite has been SEO-optimized with targeted keywords designed to improve search rankings and expand our reach to potential passengers researching flights to and from Stillwater.



ANNUAL CAMPAIGNS

July 2025 - June 2026

Krazy Daze

July 1-31: Ring Registers Promotion
July 16-20: Krazy Daze in Stillwater

- Flyers
- T-shirts
- Tabletoppers
- Website microsite
- Shopping Bags (1,500 produced)
- Promoted on TV, radio, and in monthly videos

Microsite



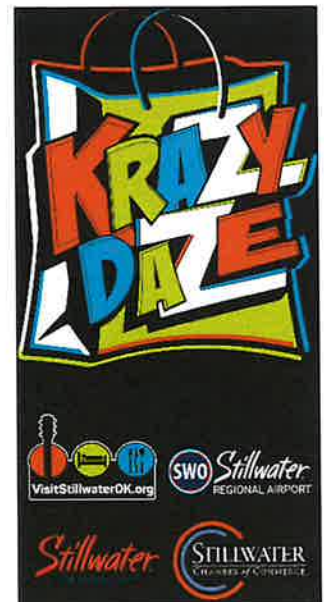
Flyer (Front)

Flyer (Back)

T-Shirts



(Bag Art - 1,500 Produced)



ANNUAL CAMPAIGNS

July 2025 - June 2026

Fly Home For the Holidays

**November 22, 2025-January 4, 2026:
Ring Registers Promotion**

- Flyers
- Tabletoppers
- Website microsite
- Promoted on TV, radio, and in monthly videos

Microsite

FLY HOME FOR THE HOLIDAYS

Saturday, November 22, 2025 - Sunday, January 4, 2026



Find your retail therapy fix at Stillwater's Holiday retail sales event! From Lakeview Pointe and Pioneer Square Shopping Centers to The Strip, Campus

Tabletoppers



Fly Home for The Holidays

Enter for your chance to win
1 of 5 - \$500 American Airlines gift cards!



VisitStillwaterOK.org



Flyer (Front)

Holidays

Fly Home for the Holidays

Enter for a chance to win 1 of 5 \$500 American Airlines Gift Cards!

Find your retail therapy fix during Stillwater's Holiday retail sales event! From Lakeview Pointe and Pioneer Square Shopping Centers to The Strip, Campus Corner, and Downtown Stillwater, there are shops and boutiques all over town offering sales and promotions for all ages.

Enter the 2025 Fly Home for the Holidays giveaway to travel American Airlines through the Stillwater Regional Airport (SWO). Thank you for Shopping Stillwater and flying SWO!

One entry may be submitted per \$50 spent.

- Saturday, November 22, 2025 - Sunday, January 4, 2026. Shop, dine, and stay in Stillwater for the Holidays and through the after-Christmas sales!
- Monday, January 5 - Friday, January 9, 2026. Forms and receipts, or copies of receipts, for purchases at Stillwater hospitality-related businesses, including retailers, restaurants, and lodging, must be received by Visit Stillwater staff online by mail or dropped by the office (2617 W. 6th Ave.)
- Wednesday, January 14, 2026: 5 winners will be randomly selected in the drawings.
- Winners will be contacted by phone and email.
- If Visit Stillwater staff is unable to reach an individual by Friday, January 16, another individual will be drawn.
- Tuesday, January 20, 2026. Winners will be confirmed and posted at VisitStillwater.org and @VisitStillwater on social media.



Flyer (Back)

Holidays

Fly Home for The Holidays



Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Email Address: _____

Phone Number: _____ Mobile Phone: _____ Home Phone: _____

Enter for a chance to win 1 of 5 \$500 American Airlines Gift Cards!

Spend over \$50 and enter to WIN!

Total Amount Spent: \$_____

☐ Receipts and/or copies of receipts over \$50 are attached.

☐ Visit Please sign me up to receive the monthly Visit Stillwater newsletter or to stay in the know of the activities, events, and fun shops and businesses in Stillwater.

Return your form to:
Visit Stillwater
2617 W. 6th Ave.
Stillwater, OK 74054
(405) 462-3087

OR

Online at: VisitStillwater.org



SWO Home for the Holidays

December 18

- Flyers
- Hopper and entry slips
- Provided 5 \$100 American Airlines giftcards

SWO

Home for the Holidays

DEC 18 FROM 5:30 TO 7 PM

STILLWATER REGIONAL AIRPORT
2020-1 WEST AIRPORT ROAD



A FREE FAMILY EVENT WITH COOKIES, COCOA, AND PHOTOS WITH SANTA! ENTER TO WIN ONE OF FIVE \$100 AMERICAN AIRLINES GIFT CARDS COURTESY OF VISIT STILLWATER!



ANNUAL CAMPAIGNS

July 2025 - June 2026

America250

Presidents Day and Memorial Day: Ring Registers Promotion

- Flyers
- Tabletoppers
- Website microsite
- T-shirts
- Promoted on TV, radio, and in monthly videos

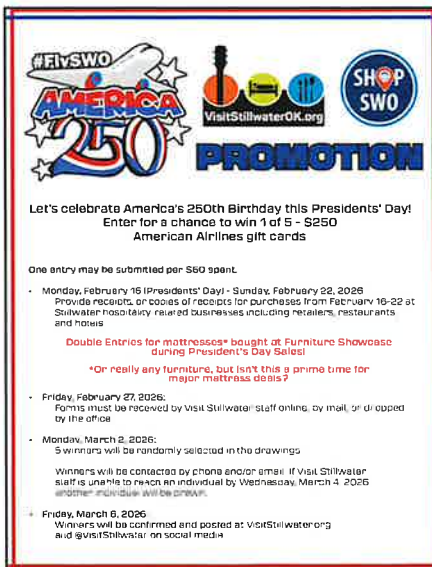
Microsite



Tabletoppers



Flyer (Front)



Flyer (Back)



ANNUAL CAMPAIGNS

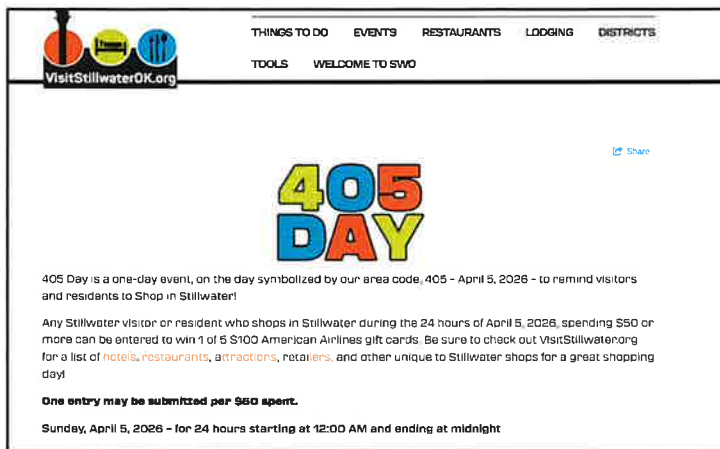
July 2025 - June 2026

405 Day

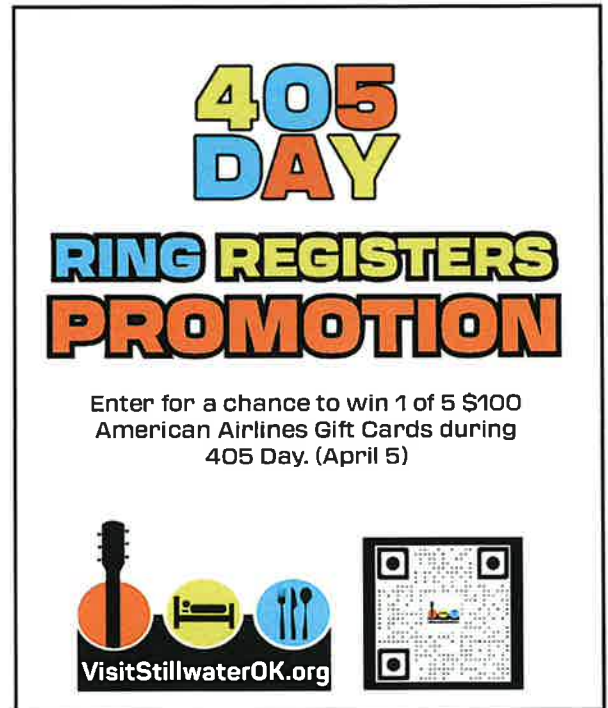
April 5 Ring Registers Promotion

- Flyers
- Tabletoppers
- Website microsite
- Promoted on TV, radio, and in monthly videos

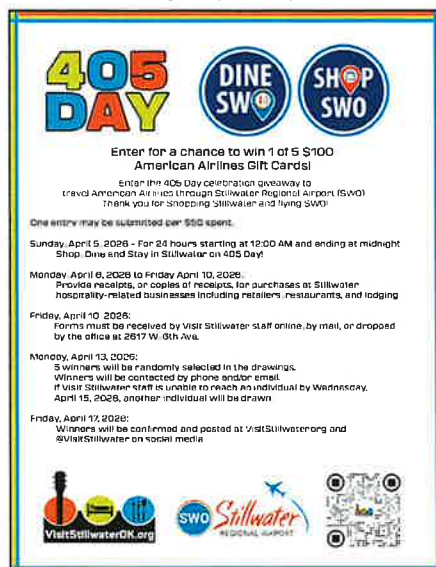
Microsite



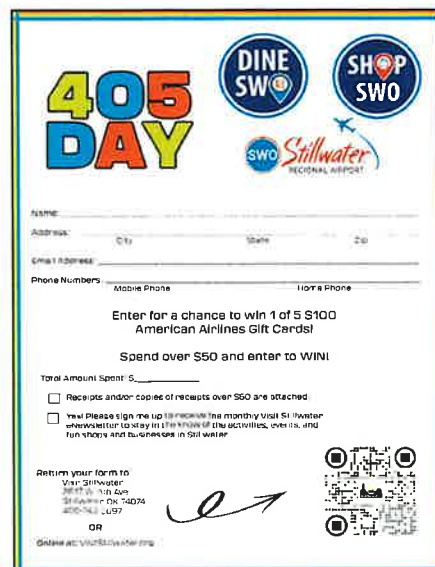
Tabletoppers



Flyer (Front)



Flyer (Back)



ANNUAL CAMPAIGNS

July 2025 - June 2026

National Travel and Tourism Week

Presidents Day and Memorial Day: Ring Registers Promotion

- Flyers
- Tabletoppers
- Website microsite
- Promoted on TV, radio, and in monthly videos

Microsite



Tabletoppers



Flyer (Front)



Flyer (Back)



ANNUAL CAMPAIGNS

July 2025 - June 2026

E. Stillwater Regional Airport	Date	Value	Service Description
6. Campaigns:			
Krazy Daze	July	\$84,925	Krazy Daze Ring Registers - 1,228 participated, 1,689 entries
Fly Home for the Holidays	Nov-Jan	\$77,468	Fly Home Ring Registers - 70 participated, 633 entires
America250 - Presidents Day	Feb	\$5,128	America250 Ring Registers - 47 participated, 102 entires
405 Day	April	\$1,608	405 Day Ring Registers - 11 participated, 21 entires
National Travel and Tourism Week	May	\$9,835	NTTW Ring Registers - 96 participated, 116 entires
America250 - Memorial Day	May	\$5,495	America250 Ring Registers - 15 participated, 90 entires





Stillwater Regional Airport FY 2026 Annual Report



ADVERTISING:	\$323,150	
FY 2026		Cowboy Sports Properties - Learfield
		i.e.: Shop, Dine & Stay Partner - all sports
		OSU Athletics Weekly eNewsletter
		Email Marketing Campaign
		OSU Football Playbill - 1/2 page color ad distributed to 60,000 football fans/game
		Winter Sports Playbill
		Digital Ad Campaign
		Wheels Up Social Media Campaign
		:30 in-venue Videoboard Commercials
		Exposure in all ESPN+ broadcasts
		Stadium Concourse & Suite TV ad placements (FanConnect)
		OSU Cowboy Stampede Rodeo
		Wrestling - Enter to Win Campaign (\$500 American Airlines gift card)
FY 2026		Madden Media
		Google Responsive Display Ad campaigns
FY 2026		OSU STATE Magazine - 3 issues - 2-page - inside back cover & facing page - 35K distri.
		Fall (August), Winter (December), and Spring (April)
FY 2026		OSU POSSE Magazine - 3 issues - 2-page - inside front cover & facing page - 9.5K distri.
		Fall (August), Winter (December), and Spring (April)
FY 2026		Ovations! Magazine (The McKnight Center for the Performing Arts) - 4.7K distributed
		4 issues - 1/2 page - Fall (Sept/Oct), Winter (Nov/Dec), Winter (Jan/Feb), Spring (Mar/Apr)
FY 2026		Oklahoma Travel Guides (Calendar year '25 & '26) - OK Tourism & Recreation Department
		1/3 page ad in each calendar year issue
FY 2026		Green Country Travel Guide - Green Country Tourism
		Full page editorial and ad combo feature
		PowerPlay Marketing:
August		USA Today - Go Escape - Texas and the Southwest Edition
		1/2 page color ad
September		The Oklahoman: Oklahoma City Thunder Preview
		1/2 page color ad (total cost = \$6,500 - split with Chamber Economic Development)
FY 2026		OSU Cowboy Journal - 7K distributed
		2 issues - 1/2 page
FY 2026		Town & Gown Playbill - Full Season/Each Production
		Full page ad and featured with a link at townandgown.org
FY 26		Chamber Commerce (Calendar year '25 & '26):
		Commerce Magazine - 2026 calendar year - back cover
		2-page SWO spread - pages 10 & 11 - wrote, designed, formatted, and submitted
		Conference Room - Presenting Sponsorship
		Mayoral State of the City - Premier Sponsor
		Economic Summit - Premier Sponsor
		Leadership Stillwater - Economic Development Session Sponsor
		Quarterly Manufacturers Council - Breakfast Sponsor - distribute FlySWO materials
		Airplane & round SWO stickers, VS luggage tags, rack cards, FlySWO tri-fold brochure
		Stillwater News Press:
July		Krazy Daze Ads, Sticky Note - 7 issues, Wrap
7/3-31/25		Krazy Daze - Sticky Note - 7 issues (4 free)
7/12/25		Krazy Daze - Wrap
7/24/25		Critter Chronicles Tabloid
FY 2026		Stillwater Magazine - 6 issues - full-page - Inside Back Page - 20K distributed
		August, October, November, February, April, June
Aug-Nov		College Kickoff/Gameday Guide Package- Cover - 13 issues
Oct-June		Hometown Welcome/Newcomers Mailer
		Welcome Postcard to all new residents in Coyle, Cushing, Glencoe, Perkins, Perry, Ripley, Stillwater & Yale

Sept-Feb		Weather Strip Map Package (Alternating to run every 4 weeks - both print & digital)
Oct		Stillwater Strong Tab
10/7/25		Breast Cancer Awareness Tabloid
11/26/25		Holidays Gift Guide
Nov & May		Downtown Stillwater Pocket Guide - back cover
June		Honor Roll
Feb		America250 Milestone
Mar-June		Entertainment Weekly Insert Package
		Saturday: Full-color Back Cover
		Tuesday: Color Pickup in Print
		Wednesday & Friday: Color Pickup in both eEditions
FY 2026		The Stillwegian
		eNewsletter & Calendar links
		Website Sponsor Banner & Community Bulletin Board
June		Oklahoma Living Magazine
		June Travel Issue - full page ad with 2.5 page editorial with images
FY 2026		KWEM Tv-31 and Tv-31@1
		Monthly commercials aired daily on "The Morning Edition"
		Weekly weather sponsorship
		Holiday Special (Parade/Here Comes Santa Claus/Christmas Ad Package)
		SHS Sports Package (Football, Boys & Girls Basketball & Wrestling, and Baseball)
		Live on-air messaging during time-outs and halftime
		Tv-31@1 Radio show simulcast on TV
FY 2026		Stillwater Radio
		Monthly commercials aired daily
		Holiday Package - 96X ads/station/384 total - Cowboy Country, Hot93.7, Classic Hits, Pete
		National FFA Week - 40 :15 ads - "VS and SRA, reminding you to fly AA through SWO"
		Nat'l Ag Week - 40 :15 ads - 105.5 & 93.7 "VS & SRA, reminding you to fly AA thru SWO"
		Graduation Congratulations/Salutes -
		Memorial Day Salutes -
		4th of July Salutes (before July 1) -
		TEAM Radio
Dec		Holiday Package - 1,008 :30 ads - KLOR, KPNC, KOSN-FM, Triple Play Sports, WBBZ
FY 2026		Sports Profile on TEAM Radio
		Monthly commercials aired daily
		Griffin Media - KWTW News 9:
Sept		Fall Adventures Promo
		KWTW - :30 commercial aired on Sept 23
		KSBI - repeated the show twice the following weekend on KSBI
		Digital - News9.com mid-roll
Nov-Dec		Holiday Happenings Promo
		KWTW - 20 :30 commercials and a News 9 banner ad
		Aired during 30 minute show 11/27/25 at 9pm
		Recorded segment in Stillwater with Santa in Downtown Stillwater
		TV and mobile banner ads
		College Coupon Book:
July - Dec		Shipped to our offsite storage and distributed from 24/7 Info Center
Jan - June		Shipped to our offsite storage and distributed from 24/7 Info Center
Jan 25 - Dec 26		Payne County Sheriff's Office Magnet - Law Enforcement Partners
4/25/26		Langston Chamber of Commerce 2nd Annual Big Classic Spring Rodeo
		3' x 8' rodeo arena banner
PROMOTIONS:	\$136,254	
FY 2026		Stillwater Guide to the Local Scene
July-Dec		2025 Visitor Guide: Page 13 Feature, Page 26 Map, Page 45 Listing - 100,000 copies distributed and online version
Jan-June		2026 Visitor Guide: Page 13 Feature, Page 26 Map, Page 45 Listing - 100,000 copies distributed and online version
FY 2026		Rack Cards - produced/distributed to local partners & surrounding communities:
July		10,000 Krazy Daze and FlySWO
Aug-Oct		10,000 Football Schedule, Online Gameday Guide, Park & Ride, and FlySWO
Nov		2,000 StillWonder Rack Cards - also featuring FlySWO - VS 24/7 Info Center and StillWonder

Oct-Dec		10,000 Holidays 2025, Events, Fly Home of the Holidays, and FlySWO
Jan-June		10,000 SWO-specific rack cards spotlighting the new terminal
Jan-Mar		10,000 GeoTour, Stillwater Savings Pass, and FlySWO
April-June		10,000 Spring Events and FlySWO rack cards to local partners and surrounding communities
		eNewsletter - emailed to almost 10K/month
FY 2026		Featured in the footer of each issue
July		Krazy Daze Ring Registers Feature - promoting FlySWO & shop locally
Nov-Jan		Holiday Happenings/Fly Home for the Holidays Feature - promo FlySWO & shop locally
Dec		Fly Home for the Holidays Feature - promoting FlySWO & shop locally
Feb		Shop Local This Presidents' Day Week - Shop Local to Win a \$250 AA Gift Card
April		405 Day - Shop Local to Win a \$100 American Airlines Gift Card
May		National Travel & Tourism Week - Shop Local to Win a \$500 American Airlines Gift Card
FY 2026		Still In The Know (SITK) Postcard - mailed to almost 400/month
FY 2026		Front Page Feature - July, Aug, Sept, Nov, Dec, Jan, Feb, March, May
FY 2026		:60 Monthly Promo Video
FY 2026		:30 Quarterly Commercial (produce for & split cost with the City & Chamber also add SWO)
		Calendar of Events Listings (including FlySWO)
July		Krazy Daze
Nov-Jan		Fly Home for the Holidays
Dec		SWO Home for the Holidays
Feb		America250 - Presidents Day Week
Apr		405 Day
May		National Travel & Tourism Week
May		America250 - Memorial Day Weekend
FY 2026		Flyer Placement (24/7 Information Center)
		Campaign & Event Flyers throughout the year
FY 2026		Banner Production:
		3 x 3'x8' banners - FlySWO only - design 1
		2 x 3'x8' banners - FlySWO only - design 2
		Banner Placement:
FY 2026		38 Weeks - East Side
FY 2026		12 Weeks - West Side
		Window Painting
July		July - Boomer Blast, Krazy Daze, FlySWO, Joe's 50th Anniv, OSU Big 3 Field Days
Sept-Oct		October - OSU Football, Orange Glow, Homecoming, OSU Rodeo, FlySWO
Nov-Jan		November/December - Holidays 2025, Fly Home for the Holidays, FlySWO
		February/March - Presidents' Day/America250 FlySWO & Shop Local Campaign
		May - Calf Fry, OSU & SHS Graduations, Special Olympics Summer Games, FlySWO
FY 2026		On-Hold Message:
		" Stillwater is soaring! When you need to fly, #FlySWO! With direct daily flights . . . "
		Email Signature:
Jan-Feb		"#FlySWO"
Feb-Mar		"America250" FlySWO & ShopSWO promotion
5/5-10/26		"National Travel & Tourism Week"
5/11-16/26		"Special Olympics OK Summer Games" - theme was fly
5/16-29/26		"America250" FlySWO & ShopSWO promotion
FY 2026		Promotional Items:
		FlySWO information/promo magnets
		Homecoming Magnet Strip - VS logo, Red Dirt Music logo, Homecoming logo, FlySWO logo
		Round FlySWO stickers - 5,000
		Airplane shaped stickers - 5,000
		FlySWO & VS logo SWAG Bags
		Owala Water Bottles - Leadership OK Class Gifts
		Airplane shaped stickers - 5,000 (reorder)
		America250 FlySWO T-shirts
		Items:
7/10-13/25		24 Universal Tennis Rating Pro-Series - VS and FlySWO bags with SWAG
9/11/25		Town & Gown Theatre Diamonds are Forever Gala - Silent Auction Item
10/17/25		History and Homecoming - \$500 American Airlines gift card
		2 VS team members served as greeters at 2 doors of Gallagher-Iba for 4 hours each
11/7/25		Stillwater Frontier Rotary - Wine Into Water - Silent Auction Item
11/12/25		42 VS & FlySWO Gift Bags for OSU Cross Country - NCAA Regional

2/27/26		Washington School Heritage Foundation Gala - VS and FlySWO silent auction w/\$500 American Airlines gift card
2/28/26		Brighter Orange of North Texas Scholarship Gala - Dallas Country Club
		Donated by VS, SWO (SWO), and OSU Alumni Assoc.
3/12-15/26		Mid South - provided SWAG for goodie bags for 12 residents on Duck St
3/27-28/26		Big 12 Equestrian Championships - Banner, Team Baskets, Coaches/Officials Bags
4/11/26		The Boys From Oklahoma - Bus Signs, Bus Window Clings, Social Media, website, etc.
4/25/26		OSU POSSE Auction - VS and FlySWO silent auction w/\$500 AA gift card
5/6-12/26		Stillwater Medical - Nurses Week drawings
6/18/26		Washington Street Merchants Assoc/The Strip - Summer on the Strip - \$50 AA gift card
6/29/26		Lion's Meadows of Hope Golf Tournament - Silent Auction - Cup of goodies & AA gift card
4/26/26		Kalidascope @ Stonecloud - 500 FlySWO rack cards & magnets
		Industry Events:
5/6-8/25		AilevonPacific Airport Roundtable - Wilmington, NC
11/4/6/25		TakeOff North America/Routes - Tallahassee, FL
PUBLIC RELATIONS:	\$62,703	
FY 2026		Gourmet Coffee Station located in the outbound terminal at SWO for passengers to enjoy a free coffee/latte before departure (Imperial Coffee & Grimsley's)
		Stillwater News Press - Monthly Column:
June-July		"Ring Registers and win through July and Krazy Daze"
Oct-Nov		"Holidays 2025"
Nov-Dec		"Fly Home for the Holidays"
Jan-Feb		"Plan for Vacation Day and FlySWO" with SWO Logo
Feb-Mar		"Spring Events for the Whole Family" with SWO Logo
Mar-Apr		"405 Day in Stillwater"
Apr-May		"Win American Airlines gift cards during National Travel & Tourism Week"
May-June		"Oklahoma's Only Official GeoTour" with SWO Logo
June-July		"Ring Registers and win through July and Krazy Daze"
		News Release:
		TSA Certificate of Appreciation from the Transportation Security Administration
		Local Events:
12/6/25		Festive Skies: Holiday Heroes & Drone Shows - Fly SWO image with moving plane
2/21-26/26		Payne County Junior Livestock Show - Premium Sales Announcements
		Presentations/Tradeshows/Guest Speaker/Interviews:
8/20/25		OSU College of Ed & Human Sciences (CEHS) Fall Kickoff (campus & com partners)
8/21/25		OSU Homecoming Executive Team & Directors (messaging from the stage)
8/23/25		9th Anniversary with American Airlines - SWAG table at the inbound terminal
8/27-30/25		Payne County Free Fair - VS/FlySWO/Local Partner Table
10/2/25		P.E.O. Chapter - hosted in the conference room and provided a program
10/2/25		OSU Intro to Hospitality Class - guest lecturers for the class
10/14/25		Oklahoma State Department of Health - presentation in VS conference room
11/17/25		OK Travel Industry Association Lt. Gov's Travel & Tourism Summit
12/4/25		Downtown Holiday Parade of Lights - Promo Dec. 18 event & FlySWO as on-air emcee
1/8/26		American Legion - guest speaker for the monthly dinner meeting
2/10/26		Kiwanis - guest speaker for the lunch meeting
2/13/26		Library Lovers Readathon - co-hosted the event and reminded everyone to FlySWO
2/19/26		Daughters of the American Revolution - guest speaker for the monthly meeting
2/28/26		OSU Admitted Student Day - OSU Student Union - VS & SWO
3/18/26		Payne County Bar Association - guest speaker for the monthly lunch meeting
3/26/26		OK Department of Commerce - session at the Community Center with info at each seat
4/2/26		OSU Intro to Hospitality Class - guest lecturers for the class
4/25/26		OSU Junior Day - managed a "Welcome to Stillwater" table including SWO information
6/9/26		Interview & News Story in the Stillwater News Press - including marketing services
6/9/26		Kiwanis - guest speaker for the lunch meeting
6/10/26		Quarterly Hotel Education Luncheon - Kellie Reed, SWO Director, served as guest speaker
		Tv-31's The Morning Edition:
FY 2026		Mention/Discussion of FlySWO during co-host convos - first/last segments of the show
		Mention/Discussion of FlySWO with the morning guest:
7/16/25		Gavin Lang - OSU Athletics
7/30/25		Brady Moore - City Manager

8/4/25		Detrick Bombarger - OSU Athletics
8/6/25		Mayor Will Joyce
9/11/25		Town & Gown Theatre 75th Anniv Gala (mentioned FlySWO silent auction item)
9/3/25		Mayor Will Joyce
9/15/25		Detrick Bombarger - OSU Athletics
9/17/25		Kevin Klintworth - OSU Athletics
9/29/25		Dawn Dodson - City of Stillwater, Chief Public Affairs Officer
10/13/25		Detrick Bombarger - OSU Athletics
10/15/25		Kevin Klintworth - OSU Athletics
10/16/25		Mayor Will Joyce
10/29/25		Brady Moore - City Manager
11/5/25		Mayor Will Joyce
11/10/25		Detrick Bombarger - OSU Athletics
11/13/25		Dawn Dodson - City of Stillwater, Chief Public Affairs Officer
11/19/25		Kevin Klintworth - OSU Athletics
12/3/25		Mayor Will Joyce
1/7/26		Mayor Will Joyce
1/20/26		Frontier Rotary Trivia Fest Challenge (mentioned FlySWO silent auction item)
2/4/26		Mayor Will Joyce
2/16/26		Washington School Heritage Found Gala (mentioned FlySWO silent auction item)
3/18/26		Kevin Klintworth - OSU Athletics
4/29/26		Brady Moore - City Manager
4/30/26		Kellie Reed - SWO Director
5/14/26		Lions Meadows of Hope Golf Tournament (mentioned FlySWO silent auction item)
6/3/26		Mayor Will Joyce
6/9/26		Lions Meadows of Hope Golf Tournament (mentioned FlySWO silent auction item)
		Tv-31's Out of Bounds:
6/8/26		Mentioned FlySWO when filling in as co-host with Tom Dirato
FY 2026		TEAM Radio - The Morning Scramble with Steve Daniels:
		Mention/Discussion of FlySWO during conversation with Steve Daniels
		Mention/Discussion of FlySWO during convos with another guest on at the same time
		Extended Conversations about Krazy Daze, 9th Anniv. of Service with AA, OSU History & Homecoming (sponsored/donated AA gift card), Fly Home for the Holidays, SWO Home for the Holidays, America250 - Presidents' Day Week, 405 Day, National Travel & Tourism Week, America250 - Memorial Day Weekend, and new SWO terminal grand opening
FY 2026		Stillwater Radio - One-on-One Podcast with Bill VanNess:
		Extended Conversations about Krazy Daze, 9th Anniv. of Service with AA, OSU History & Homecoming (sponsored/donated AA gift card), Fly Home for the Holidays, SWO Home for the Holidays, America250 - Presidents' Day Week, 405 Day, National Travel & Tourism Week, America250 - Memorial Day Weekend, and new SWO terminal grand opening
FY 2026		Stillwater Radio - Live on air with Jay McRae on Cowboy Country 105.5FM:
		Extended Conversations about Krazy Daze, 9th Anniv. of Service with AA, OSU History & Homecoming (sponsored/donated AA gift card), Fly Home for the Holidays, SWO Home for the Holidays, America250 - Presidents' Day Week, 405 Day, National Travel & Tourism Week, America250 - Memorial Day Weekend, and new SWO terminal grand opening
8/7/25		Rotary - Announcement about the importance to FlySWO and presented Dittmeyers with FlySWO gifts for recent challenging travel experience
SOCIAL MEDIA:	\$97,000	
FY 2026		Social Media Management & FB Media/Advertising Buy (Digital Generator)
7/1/25		VS FB Post: Catch some hot deals and cool fun this July here in America's Friendliest College Town!...
7/1/25		VS Insta Post: Catch some hot deals and cool fun this July here in America's Friendliest College Town!...
7/4/25		SWO FB Post: Happy 4th of July from SWO!...
7/5/25		VS FB Post: Get your home or wardrobe in shape for the season and enter to win to make your summer vacation dreams come true during our Krazy Daze Ring Registers Giveaway!...
7/5/25		VS Insta Post: Get your home or wardrobe in shape for the season and enter to win to make your summer vacation dreams come true during our Krazy Daze Ring Registers Giveaway!...
7/8/25		SWO FB Post: 🦋 Ready to celebrate a true Oklahoma icon? Fly into Stillwater for the 50th Anniversary of Eskimo Joe's...

7/9/25		SWO FB Post: #OnThisDay – July 9, 1910 It was 115 years ago today that aviator Walter Brookins took to sky at the Atlantic City Aero Meet in a Wright Model A plane and did what no pilot had done before...
7/11/25		SWO FB Post: ✈ Summer Travel Hack: Fly Smart from SWO!...
7/11/25		VS Insta post: Head to the old OSU Flight Center @stillwater_regional_airport this Friday from 11am to 2pm for an unforgettable dining experience during Flyday Food Trucks!...
7/13/25		SWO FB Post: ✈ Travel Tip #22: Plan smart, fly cheaper...
7/15/25		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ With American Airlines offering nonstop flights from DFW Airport to Anchorage, it takes just one easy layover from Stillwater to reach the Last Frontier...
7/16/25		VS FB Post: If you've been waiting for some Krazy deals, wait no more!...
7/16/25		VS Insta Post: If you've been waiting for some Krazy deals, wait no more!...
7/17/25		SWO FB Post: ✈ TSA Gives Shoe Removal Policy the Boot!...
7/19/25		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ ✈ Spotlight International Destination: Reykjavik, Iceland...
7/19/25		VS FB Post: 🛒 CALLING ALL SHOPPERS! 🛒 Enjoy some krazy deals this weekend during Krazy Daze!...
7/19/25		VS Insta Post: 🛒 CALLING ALL SHOPPERS! 🛒 Enjoy some krazy deals this weekend during Krazy Daze!...
7/22/25		SWO FB Post: #OnThisDayinAviation ✈ On July 22, 1933, Oklahoma's own Wiley Post made history by becoming the first person to fly solo around the world...
7/24/25		SWO FB Post: ✈ #NationalAmeliaEarhartDay On July 24, 1897, a legend was born. Today we honor Amelia Earhart...
7/26/25		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ From Cowboy country to the perfect vacation...
7/30/25		SWO FB Post: ✈ Flying soon? Make your trip through the skies a little more comfortable with these travel-tested tips from SWO...
7/30/25		VS FB Post: 🛒 ATTN SHOPPERS! 🛒 It's nearly the end of the month, which means tomorrow is the last day of our Krazy Daze Ring Registers Giveaway...
7/30/25		VS Insta Post: 🛒 ATTN SHOPPERS! 🛒 It's nearly the end of the month, which means tomorrow is the last day of our Krazy Daze Ring Registers Giveaway...
8/3/25		SWO FB Post: ✈ The U.S. Army Takes Flight — August, 1909 The U.S. Army officially entered the age of aviation 116 years ago by purchasing its very first airplane from the Wright Brothers...
8/7/25		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ With American Airlines offering nonstop flights from DFW Airport to San Francisco, it takes just one easy layover from Stillwater to reach the City by the Bay...
8/8/25		SWO FB Post: ✈ Got travel plans but no REAL ID yet? Skip the daytime rush—Service Oklahoma is coming to SWO for a special after-hours "Backpacks & Boarding Passes" event, August 11–16...
8/12/25		SWO FB Post: ✈ Travel Tip from SWO ✈ Here's an easy way to make your next flight smoother — download your boarding pass to your phone before you leave home...
8/14/25		SWO FB Post: ⚡ Golden Hour at SWO ⚡ There's something special about this time of day at SWO...
8/15/25		VS FB Post: !!KRAZY DAZE GIVEAWAY WINNERS!! We're proud to announce the winners of our Krazy Daze Giveaway!...
8/15/25		VS Insta Post: !!KRAZY DAZE GIVEAWAY WINNERS!! We're proud to announce the winners of our Krazy Daze Giveaway!...
8/17/25		SWO FB Post: ❤️✈️❤️ Flying in for Cowboy Football? Make SWO (SWO) your gameday go to!...
8/19/25		SWO FB Post: ✈ Happy National Aviation Day! August 19th marks the birthday of aviation pioneer Orville Wright...
8/22/25		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ ✈ Spotlight International Destination: Zurich, Switzerland...
8/23/25		SWO FB Post: #OnThisDate — August 23, 2016 marked a milestone for us!...
8/23/25		VS FB Post: #OnThisDate: On August 23, 2016, Stillwater welcomed its first-ever commercial flight into SWO (SWO)!...
8/24/25		VS Insta Post: #OnThisDate: On August 23, 2016, Stillwater welcomed its first-ever commercial flight @stillwater_regional_airport (SWO)!...

8/25/25		SWO FB Post: Fall is in the air here in Stillwater, and today's crisp weather has us dreaming of autumn adventures...
8/27/25		SWO FB Post: The wait is almost over—OSU Football is back!...
8/29/25		SWO FB Post: SWO is family-friendly from the start...
9/2/25		SWO FB Post: 🇺🇸 Happy Labor Day from SWO!...
9/3/25		SWO FB Post: 🕒 The countdown is on! Boys From Oklahoma presale registration kicks off this Friday...
9/5/25		SWO FB Post: ✈️ Mark your calendars — the Oklahoma State University Flying Aggies Fly-In is set for October 4th at SWO!...
9/8/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to the Aspen Airport, it takes just one easy layover from Stillwater to reach Colorado's mountain magic...
9/9/25		SWO Insta Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to the Aspen Airport, it takes just one easy layover from Stillwater to reach Colorado's mountain magic...
9/10/25		SWO FBPost: ❤️ ❤️ Cowboy Country is glowing bright! ❤️ ❤️ Get ready for OSU home games by picking up a free orange light bulb at the Stillwater Visitors Center...
9/11/25		SWO FB Post: ✈️ Make your trip to OSU Homecoming hassle-free by flying straight into SWO!...
9/12/25		SWO Insta Post: ✈️ Make your trip to OSU Homecoming hassle-free by flying straight into SWO!...
9/13/25		SWO FB Post: 🌐 ✈️ Ready for the World's Game? The FIFA World Cup is coming to North America in 2026, and you can use your American Airlines AAdvantage® Miles to score your tickets!...
9/15/25		SWO FB Post: ✈️ ✈️ Travel Tip Time! ✈️ ✈️ Make your next trip smoother with these handy travel hacks:...
9/17/25		SWO Insta Post: 🌐 ✈️ Ready for the World's Game? The FIFA World Cup is coming to North America in 2026, and you can use your American Airlines AAdvantage® Miles to score your tickets!...
9/18/25		SWO FB Post: ✈️ On this day in aviation history: September 18, 1928, the legendary Zeppelin LZ-127 "Graf Zeppelin" took its very first flight in Germany...
9/19/25		SWO FB Post: 🎮 It's game day in Stillwater, and you know what that means—Go Pokes!...
9/19/25		SWO Insta Post: 🎮 It's game day in Stillwater, and you know what that means—Go Pokes!
9/21/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: San José, Costa Rica...
9/23/25		SWO FB Post: Flying is better when it's simple. At SWO, you'll enjoy:...
9/24/25		SWO Insta Post: Flying is better when it's simple. At SWO, you'll enjoy:...
9/25/25		SWO FB Post: ✈️ On this day in aviation history: September 25, 1903 — Orville and Wilbur Wright arrived in Kitty Hawk, NC with their 1902 Wright Glider to continue testing...
9/27/25		SWO FB Post: ❤️ Go Pokes! ❤️ The SWO is cheering loud and proud for the Oklahoma State Cowboys as they hit the field today!...
9/29/25		SWO FB Post: 🏆 ✈️ Don't forget - the Oklahoma State University Flying Aggies Fly-In is landing THIS Saturday!...
9/30/25		VS FB Post: Fly high this weekend at the Oklahoma State University Flying Aggies Fly-In! Just head to the Ray & Linda Booker Flight Center at SWO...
9/30/25		VS Insta Post: Fly high this weekend at the Oklahoma State University Flying Aggies Fly-In! Just head to the Ray & Linda Booker Flight Center @stillwater_regional_airport...
10/2/25		SWO FB Post: ✈️ Sky's the limit, Stillwater! The 3rd Annual Model Aviation Day is happening...
10/3/25		SWO FB Post: ✈️ Take to the skies this Saturday at the Oklahoma State University Flying Aggies Fly-In!...
10/4/25		SWO Insta Post: ✈️ Sky's the limit, Stillwater! The 3rd Annual Model Aviation Day is happening...
10/5/25		SWO FB Post: ✈️ 🎮 Headed to Stillwater for game day this season? Flying into SWO puts you just minutes from Boone Pickens Stadium and all the action...
10/7/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to Boston Logan International Airport, it takes just one easy layover from Stillwater to reach Salem...
10/8/25		SWO Insta Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ With American Airlines offering nonstop flights from DFW Airport to Boston Logan International Airport, it takes just one easy layover from Stillwater to reach Salem...

10/9/25		SWO FB Post: ✈️ Travel Smart from Stillwater! 🕒 Ready to plan your next trip? Here are a few Booking & Check-In Tips to help you save time and money:...
10/10/25		VS FB Post: Next Friday, October 17th, make your way to the Oklahoma State University campus in the hours before the homecoming tradition of Walkaround for the chance to win big!...
10/10/25		VS Insta Post: Next Friday, October 17th, make your way to the @okstate campus in the hours before the homecoming tradition of Walkaround for the chance to win big!...
10/11/25		SWO Insta Post: ✈️ Travel Smart from Stillwater! 🕒 Ready to plan your next trip? Here are a few Booking & Check-In Tips to help you save time and money:...
10/11/25		SWO FB Post: ✈️ History Takes Flight! On this day in aviation history, President Theodore Roosevelt became the first U.S. president to fly...
10/12/25		SWO FB Post: 💖 ✈️ Welcome Home, Cowboys! 🍷 It's that special time of year when Stillwater shines brightest — OSU Homecoming Week!...
10/14/25		SWO Insta Post: 💖 ✈️ Welcome Home, Cowboys! 🍷 It's that special time of year when Stillwater shines brightest — OSU Homecoming Week!...
10/15/25		SWO FB Post: ✈️ This Day in Aviation History – October 14, 1947...
10/16/25		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. 💖 💖 ✈️ Spotlight International Destination: Rome, Italy...
10/17/25		SWO FB Story: Don't miss History and Homecoming!
10/17/25		VS FB Story: Don't miss History and Homecoming!
10/17/25		Payne County Expo Center FB Post: 💖 💖 History & Homecoming in Stillwater! 💖 💖 ...
10/18/25		SWO FB Post: 💖 💖 It's Homecoming Day in Stillwater — Go Pokes! 💖 💖 ...
10/20/25		SWO FB Post: ✈️ 🌐 Happy International Air Traffic Controllers Day! 🌐 ✈️ ...
10/21/25		SWO Insta Post: 💖 💖 Start in Stillwater. Explore more. 💖 💖 ✈️ Spotlight International Destination: Rome, Italy...
10/22/25		SWO FB Post: ✈️ 🍷 Looking to score the best airfare deals for your next trip with American Airlines? Here are a few insider tips to help you save:...
10/24/25		SWO FB Post: ✈️ 💖 A big thank-you to the Perkins Girl Scouts for visiting SWO...
10/25/25		SWO Insta Post: ✈️ 🍷 Looking to score the best airfare deals for your next trip with American Airlines? Here are a few insider tips to help you save:...
10/26/25		SWO Insta Post: ✈️ 💖 A big thank-you to the Perkins Girl Scouts for visiting SWO on...
10/26/25		SWO FB Post: ✈️ Start in Stillwater. Explore more. 🌐 ...
10/28/25		SWO FB Post: 🌅 Golden hour in the fall is a beautiful sight at SWO. ✈️ 🍷 ...
10/31/25		SWO FB Post: 🎃 Happy Halloween from SWO! 🎃 ...
11/1/25		VS FB Post: 🎄 The holiday season is here, so check out all the ways to enjoy it this November here in America's Friendliest College Town!...
11/1/25		VS Insta Post: 🎄 The holiday season is here, so check out all the ways to enjoy it this November here in America's Friendliest College Town!...
11/4/25		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. 💖 💖 With American Airlines offering nonstop flights from DFW Airport to Charleston International Airport, it's just one easy layover from Stillwater to reach Charleston, South Carolina...
11/6/25		SWO FB Post: ✈️ IMPORTANT ANNOUNCEMENT ✈️ The Federal Aviation Administration (FAA) and Department of Transportation (DOT) announced that...
11/11/25		SWO FB Post: ✈️ Honoring Those Who've Served This Veterans Day, we salute the brave men and women who've served our nation...
11/11/25		SWO Insta Post: ✈️ Honoring Those Who've Served This Veterans Day, we salute the brave men and women who've served our nation...
11/12/25		SWO FB Post: ✈️ This Day in Aviation History – November 12, 1921...
11/12/25		SWO Insta Post: ✈️ This Day in Aviation History – November 12, 1921...
11/16/25		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. 💖 💖 ✈️ Spotlight International Destination: Cancún, Mexico...
11/17/25		SWO FB Post: ✈️ Looking to get home for the holidays — or maybe plan a getaway straight after? Fly from SWO and keep an eye out for some great deals with American...
11/18/25		SWO FB Post: ✈️ Flying into Stillwater for the holidays or planning a little festive shopping while you're in town? Make the most of your visit with the Stillwater Savings Pass!...
11/18/25		SWO Insta Post: ✈️ Flying into Stillwater for the holidays or planning a little festive shopping while you're in town? Make the most of your visit with the Stillwater Savings...
11/20/25		SWO FB Post: ✈️ Flying home for the holidays or visiting Stillwater this season? Land at SWO and step right into the festive charm of America's Friendliest College Town!...

11/22/25		SWO FB Post: ✈️ Traveling with kids this holiday season? SWO makes family travel easier — and a few simple tips can make your trip even smoother!...
11/22/25		VS FB Post: Find everything you'll need for those special names on your gift list with a holiday shopping trip to Stillwater!...
11/22/25		VS Insta Post: Find everything you'll need for those special names on your gift list with a holiday shopping trip to Stillwater!...
11/24/25		SWO FB Post: ✈️ Traveling made easy starts at SWO!...
11/27/25		SWO FB Post: 🍷 🍷 Happy Thanksgiving from SWO!...
11/29/25		SWO FB Post: ✈️ This Day in Aviation History On November 28-29 1929, Richard E. Byrd (with pilot Bernt Balchen and two other crew members) achieved the first flight over the South Pole in their Ford Tri-Motor aircraft...
12/1/25		VS FB Post: This December, celebrate the holidays in America's Friendliest College Town!...
12/1/25		VS Insta Post: This December, celebrate the holidays in America's Friendliest College...
12/4/25		SWO FB Post: 🚧 Temporary Road Closure Near SWO 🚧 ...
12/10/25		SWO FB Post: ✈️ The Heart of Tourism in Oklahoma When Oklahoma's Lt. Governor Matt Pinnell says he's traveling right, he means it...
12/12/25		SWO FB Post: 🗺️ 🌟 December Destination Spotlight: New York City!...
12/13/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ How many hats does one cowgirl need for the National Finals Rodeo?...
12/15/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ Spotlight International Destination: Paris, France...
12/17/25		SWO FB Post: This Day in Aviation History ✈️ On December 17, 1903, Wilbur and Orville Wright made history...
12/18/25		SWO Insta Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ How many hats does one cowgirl need for the National Finals Rodeo?...
12/18/25		SWO FB Post: Santa is landing at the SWO tonight!...
12/18/25		VS FB Post: Santa is landing at the @stillwater_regional_airport tonight!...
12/18/25		VS Insta Post: Santa is landing at the @stillwater_regional_airport tonight!...
12/19/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore More. ❤️ ❤️ Did you know there's another Stillwater worth exploring?...
12/20/25		VS FB Post: If you're in search of some great last-minute finds for a few names on your holiday gift list, make a shopping trip to Stillwater!...
12/20/25		VS Insta Post: If you're in search of some great last-minute finds for a few names on your holiday gift list, make a shopping trip to Stillwater!...
12/21/25		SWO FB Post: Lights, camera... Stillwater! 🎬 ✈️ Did you know the movie Christmas in the Heartland features scenes with characters flying into SWO?...
12/22/25		SWO Insta Post: ❤️ ❤️ Start in Stillwater. Explore More. ❤️ ❤️ Did you know there's another Stillwater worth exploring?...
12/23/25		SWO FB Post: 🚗 Parking Alert for Holiday Travelers at SWO 🚗 ...
12/25/25		SWO FB Post: May your holidays be merry, your travels smooth, and your season full of bright moments...
12/29/25		SWO FB Post: Starting February 1, 2026, travelers flying out of SWO who do not have a REAL ID or another acceptable form...
12/29/25		SWO Insta Post: Starting February 1, 2026, travelers flying out of SWO who do not have a REAL ID or another acceptable form...
12/31/25		SWO FB Post: Soaring into the New Year with gratitude for our amazing travelers, partners, and community!...
1/4/26		SWO Insta Post: Winter adventures are calling — and a little prep goes a long way when traveling this time of year!...
1/9/25		SWO FB Post: SWO is proud to offer convenient commercial air service—but we're also a great destination for general aviation...
1/9/25		SWO Insta Post: SWO is proud to offer convenient commercial air service—but we're also a great destination for general aviation...
1/12/25		SWO FB Post: ❤️ ❤️ Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Buenos Aires, Argentina...
1/13/25		SWO FB Post: From work to entertainment, technology has become an essential part of how we travel today...
1/14/25		SWO Insta Post: ❤️ ❤️ Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Buenos Aires, Argentina...
1/15/25		SWO FB Post: One layover. A world of destinations...

1/17/25		SWO FB Post: Beginning February 1, 2026, passengers without a REAL ID or another TSA-accepted form of identification will need to complete the TSA Confirm ID process before going through security...
1/19/25		SWO FB Post: ✈️ On This Date in Aviation History ✈️ January 19, 1784 marks a pivotal moment in the story of flight...
1/19/25		SWO Insta Post: ✈️ On This Date in Aviation History ✈️ January 19, 1784 marks a pivotal moment in the story of flight...
1/21/25		SWO FB Post: ✈️ On This Date in Aviation History ✈️ January 21, 1976 marked a groundbreaking moment in air travel with the first commercial flight of the Concorde...
1/23/25		SWO FB Post: We're proud to be recognized in OMAG's City Spotlight, showcasing the role SWO plays in connecting our community...
1/23/25		SWO FB Post: American Airlines has preemptively cancelled all SWO flights beginning with the 10:30pm arrival Friday, January 23rd, through Sunday morning, January 25th...
1/25/25		SWO FB Post: American Airlines is cancelling all SWO commercial flights until Monday afternoon, January 26th...
1/26/25		SWO FB Post: While this afternoon's American flight out of SWO has been cancelled, the SWO remains open and commercial flight schedules are expected to resume on Tuesday...
1/29/25		SWO FB Post: ✈️ On This Date in Aviation History ✈️ January 29, 1959 marked a major milestone in air travel when American Airlines launched the first jet passenger service across the United States using Boeing 707 jetliners...
1/31/25		SWO FB Post: ✈️ Window Seat Photo Drop! ✈️ There's nothing quite like the view from a window seat...
2/2/26		SWO FB Post: 🌐 Domestic Destination Spotlight: Scottsdale, Arizona...
2/4/26		SWO FB Post: ✈️ Travel Day Checklist (Worth Saving) Before you head to SWO, double-check these:
2/9/26		SWO FB Post: Domestic Destination Spotlight: New Orleans, Louisiana 🍷🍸 ...
2/14/26		SWO FB Post: Love is in the air! 💕 ✈️ This Valentine's Day, we're feeling grateful for every departure, every arrival, and ...
2/14/26		SWO Insta: Love is in the air! 💕 ✈️ This Valentine's Day, we're feeling grateful for every departure ...
2/15/26		VS FB Post: Help us congratulate Bill Barnes, who just won tickets to Oklahoma State Wrestling's final home match of the season – next Sunday's SOLD OUT ...
2/15/26		VS Insta Post: Help us congratulate Bill Barnes, who just won tickets to @cowboywrestling's final home match of the season...
2/16/26		VS FB Post: Happy Presidents' Day! Celebrate America's 250th birthday in 2026 during our America250 promotion! Just shop, dine, and stay in...
2/16/26		VS Insta Post: Happy Presidents' Day! Celebrate America's 250th birthday in 2026 during our America250 promotion! Just shop...
2/17/26		SWO FB Post: There's nothing quite like golden hour on the ramp. 🌅 ✈️ General aviation is a big part of what makes SWO so special...
2/17/26		SWO Insta: There's nothing quite like golden hour on the ramp. 🌅 ✈️ General aviation is a big part of what makes Stillwater...
2/20/26		VS FB Post: AMERICA250 GIVEAWAY - FINAL WEEKEND! Celebrate 250 years of America in America's Friendliest College...
2/20/26		SWO FB Post: 💕💕 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Dublin, Ireland...
2/20/26		SWO Insta Post: 💕💕 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Dublin, Ireland...
2/22/26		SWO FB Post: ✈️ Spring break travel starts easy at SWO!...
2/25/26		SWO FB Post: It was a pleasure and an honor to welcome Lyle Lovett to Stillwater for the recent Jimmy Webb special performance at The McKnight Center.
2/25/26		SWO FB Post: You never know who you might bump into at SWO 🤝 ✈️ We loved seeing the Oklahoma State Cowgirl Basketball team heading out for their recent...
2/25/26		SWO Insta Post: You never know who you might bump into at SWO 🤝 ✈️ We loved seeing the Oklahoma State Cowgirl Basketball team heading out for their recent matchup! It's always exciting to watch hometown talent take off...
3/1/26		VS FB Post: March is packed with things to see, do and experience in Stillwater! From live performances and events at the Payne County Expo Center, to local shopping...
3/2/26		SWO FB Post: Skip the long lines, crowded terminals, and big-city airport stress. Traveling through Stillwater...

3/4/26		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ✈️ Spotlight Domestic Destination: Savannah, Georgia...
3/6/26		SWO FB Post: Gravel. Grit. And a whole lot of heart. 🐾♀️💧 The Mid South Endurance Festival is rolling back into Stillwater, March...
3/9/26		SWO FB Post: You may notice some additional aircraft at SWO — and they're here for an important reason...
3/9/26		SWO Insta Post: You may notice some additional aircraft at SWO — and they're here for...
3/10/26		SWO FB Post: 🐾 Big 12 competition is coming to Stillwater! The Big 12 Equestrian Championship is set to take...
3/10/26		SWO Insta Post: 🐾 Big 12 competition is coming to Stillwater! The Big 12 Equestrian Championship is set to take place...
3/12/26		SWO FB Post: Big music is coming to Stillwater! Fans from across the country will soon be heading to town for The Boys From Oklahoma, taking...
3/14/26		SWO FB Post: 🌩️ Did you know SWO played a role in the early days of tornado research? In the 1950s, Dr. Herbert "Cyclone" Jones from Oklahoma State University...
3/16/26		SWO Post: 🐄 Calf Fry is almost here... have you made your travel plans yet? The 34th Annual Calf Fry returns to...
3/16/26		SWO Post: 🚗 Parking Alert for Spring Break Travelers at SWO 🏠 ✈️ The SWO terminal...
3/17/26		SWO FB Post: ❤️❤️🏀 The Cowgirls are headed to California for March Madness! ✈️🏀 The Oklahoma State Cowgirl Basketball team is back...
3/18/26		SWO Insta Post: ❤️❤️🏀 The Cowgirls are headed to California for March Madness! ✈️🏀 The Oklahoma State Cowgirl Basketball team...
3/19/26		SWO Post: ✈️ Travel Tip: Don't Forget the Snacks! Every traveler has their go-to snack for the journey. Whether...
3/19/26		SWO Insta Post: ✈️ Travel Tip: Don't Forget the Snacks! Every traveler has their go-to snack for the journey. Whether...
3/21/26		SWO Post: ✈️ Flying into Stillwater for spring or summer travel plans? Make the most of your visit with the Stillwater Savings Pass! 📱 This free mobile pass gives you...
3/20/26		SWO Insta Post: ✈️ Travel Tip: Don't Forget the Snacks! Every traveler has their go-to snack for the journey. Whether it's trail mix...
3/23/26		SWO FB Post: ❤️❤️ Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Tokyo, Japan. Dreaming of a spring getaway filled with beauty and wonder? Set...
3/27/26		SWO Insta Post: ✈️ Spotlight International Destination: Tokyo, Japan Dreaming of a spring getaway filled with beauty and...
3/27/26		SWO Post: ❤️❤️ Start in Stillwater. Experience more. Stillwater's music scene comes alive on April 12 with Bob...
3/28/26		SWO Insta Post: ❤️❤️ Start in Stillwater. Experience more. Stillwater's music scene comes alive on April 12...
3/28/26		SWO FB Post: There's something special about watching the day wind down on the runway at SWO. As the sun sets and the skies...
3/30/26		SWO Insta Post: There's something special about watching the day wind down on the runway at Stillwater Regional...
3/31/26		SWO FB Post: ❤️❤️ Start in Stillwater. Feel the music. The countdown is on for one of the biggest Red Dirt music events...
4/1/26		VS Insta Post: April is Arts Month here in Stillwater, so don't miss out on all the amazing concerts, arts events...
4/3/26		SWO FB Post: ❤️❤️ It's almost time to celebrate 405 Day in Stillwater! This Sunday, April 5, visitors and locals alike are invited to experience the best of...
4/4/26		SWO Insta Post: ❤️❤️ It's almost time to celebrate 405 Day in Stillwater! This Sunday, April 5, visitors and locals alike are invited to experience the best of America's Friendliest...
4/5/26		SWO Insta Post: Wishing you a sky full of sunshine, smooth travels, and a very Happy Easter! Whether...
4/5/26		SWO FB Post: Wishing you a sky full of sunshine, smooth travels, and a very Happy Easter! Whether you're heading out for...
4/8/26		SWO FB Post: Big moments and inspiring stories are on the way to Stillwater ❤️🏆 From May 13–15, Stillwater will welcome thousands of athletes, coaches...
4/9/26		SWO FB Post: The wait is almost over—The Boys From Oklahoma takes over Boone Pickens Stadium this weekend 🐾💧 Fans from across the...

4/9/26		VS Insta Post: !!405 Day Reminder: Turn In Those Receipts!! Thanks to everyone who shopped, dined or stayed in Stillwater on April 5th for 405 Day! Just a ...
4/9/26		SWO FB Post: The wait is almost over—The Boys From Oklahoma takes over Boone Pickens Stadium this weekend 🎸 🍷 Fans from across the region...
4/13/26		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Barcelona, Spain...
4/13/26		SWO Insta Post: 💖 💖 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Barcelona, Spain...
4/14/26		SWO FB Post: 💖 💖 The music doesn't stop in Stillwater... 🎸 Now that The Boys From...
4/16/26		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. ✈️ One layover. Endless possibilities...
4/18/26		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. ✈️ Spotlight Domestic Destination: San Diego, California...
4/19/26		SWO Insta Post: 💖 💖 Start in Stillwater. Explore more. ✈️ One layover. Endless possibilities...
4/21/26		SWO FB Post: Spring days at SWO are hard to beat! ✈️ General aviation plays a big role at SWO, with student pilots, private aircraft, and...
4/21/26		SWO Insta Post: Spring days at SWO are hard to beat! ✈️ Gen aviation plays a big role...
4/25/26		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. ✈️ Travel Tip: Pack smarter for a smoother trip...
4/25/26		SWO Insta Post: 💖 💖 Start in Stillwater. Explore more. ✈️ Travel Tip: Pack smarter for a smoother trip...
4/27/26		SWO FB Post: Flying doesn't have to be complicated. ✈️ At SWO, getting from curb to gate...
4/27/26		SWO Insta Post: Flying doesn't have to be complicated. ✈️ At SWO, getting from curb to gate...
5/1/26		SWO FB Post: There's nothing better than seeing that Cowboy and Cowgirl spirit in action ✈️ 💖 💖 SWO is proud...
5/1/26		SWO Insta Post: There's nothing better than seeing that Cowboy and Cowgirl spirit in action ✈️ 💖 💖 SWO is proud to play...
5/4/26		VS Airport FB Post: !!National Travel & Tourism Week Ring Registers Giveaway!! Join VS in celebrating the power of travel...
5/4/26		VS Insta Post: Join VS in celebrating the power of travel and tourism to stimulate economic growth, cultivate vibrant communities, and improve...
5/4/26		SWO FB Post: Parking just got easier at SWO ✈️ Our newly opened parking area is now ready for travelers, giving...
5/4/26		SWO Insta Post: Parking just got easier at SWO ✈️ Our newly opened parking area
5/5/26		SWO FB Post: Mom called... and she wants a vacation for Mother's Day ✈️ 🗺️ Good news—you can make it happen with one easy flight out of Stillwater...
5/5/26		SWO Insta Post: Mom called... and she wants a vacation for Mother's Day ✈️ 🗺️ Good news—you can make...
5/7/26		SWO FB Post: 🏠 Welcome to Stillwater! 💖 💖 We're excited to welcome the family...
5/7/26		SWO Insta Post: 🏠 Welcome to Stillwater! 💖 💖 We're excited to welcome the family and friends of the Oklahoma ...
5/10/26		SWO FB Post: Happy Mother's Day to all the moms and mother figures who lift us up, guide us, and show up with love every...
5/10/26		SWO Insta Post: Happy Mother's Day to all the moms and mother figures who lift us up, guide us, and show...
5/12/26		SWO Insta Post: 💖 💖 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Lima, Peru Dreaming of a getaway with fewer crowds...
5/12/26		SWO FB Post: 💖 💖 Start in Stillwater. Explore more. ✈️ Spotlight International Destination: Lima, Peru -- Dreaming of a getaway with...
5/13/26		SWO FB Post: SWO is proud to welcome the athletes, coaches, families, volunteers, and supporters traveling...
5/13/26		SWO Insta Post: SWO is proud to welcome the athletes, coaches, families, volunteers, and supporters...
5/15/26		SWO FB Post: Big things are on the horizon at SWO ✈️ Our new terminal is coming soon, bringing a fresh, modern space designed...
5/15/26		SWO Insta Post: Big things are on the horizon at SWO ✈️ Our new terminal is coming soon, bringing a fresh...

5/20/226		SWO FB Post: ❤️❤️ This day in aviation history ✈️ Charles Lindbergh completed the first solo nonstop flight across...
5/20/26		VS FB Post: usAMERICA250 GIVEAWAY!us Celebrate America's 250th birthday in America's Friendliest College...
5/20/26		SWO Insta Post: ❤️❤️ This day in aviation history ✈️ Charles Lindbergh completed the first solo nonstop flight across...
5/22/26		SWO FB Post: Some views never lose their magic. ✈️ Waiting on the runway with the panels lit up and clear skies...
5/22/26		SWO Insta Post: Some views never lose their magic. ✈️ Waiting on the runway with the panels lit up and clear skies ahead...
5/24/26		SWO FB Post: What was once a blank stucco wall is now a colorful welcome to Oklahoma aviation. ✈️👁️ Artist Haley Spradlin...
5/25/26		SWO FB Post: This Memorial Day, SWO honors and remembers the brave men and women who gave their lives in service to our country...
5/25/26		SWO Insta Post: This Memorial Day, SWO honors and remembers the brave men and women who...
5/26/26		SWO FB Post: This Day in Aviation History ✈️ On May 26, 1909, Count Ferdinand von Zeppelin's rigid airship...
6/3/26		SWO FB Post: SWO is proud to recognize VS President & CEO Cristy Morrison for recently receiving...
6/3/26		SWO Insta Post: SWO is proud to recognize VS President & CEO, Cristy Morrison...
6/5/26		Stillwater Regionals Airport Post: Looking for a summer getaway with coastal charm? Portland, Maine, is especially magical this time of year as lobster season begins and the city comes alive...
6/5/26		SWO Insta Post: Looking for a summer getaway with coastal charm? Portland, Maine is especially magical this time of year as lobster season begins and the city ...
6/10/26		SWO FB Post: One flight from Stillwater can open the door to the world ✈️🌐 When you fly out of SWO and connect through DFW Airport, you're...
6/10/26		SWO Insta Post: One flight from Stillwater can open the door to the world ✈️🌐 When you fly out of SWO and connect through DFW...
6/11/26		SWO FB Post: For pilots, it's more than getting from point A to point B — it's about the freedom to go where the day takes you ✈️...
6/11/26		SWO Insta Post: For pilots, it's more than getting from point A to point B — it's about the freedom to go where the day takes you ✈️...
6/12/26		SWO FB Post: Dad doesn't want another tie... he wants a vacation ✈️🌐 This Father's Day, skip the guesswork and give Dad what he really wants — a getaway...
6/12/26		SWO Insta Post: Dad doesn't want another tie... he wants a vacation ✈️🌐 This Father's Day, skip the guesswork and give Dad...
6/14/26		SWO Post: Congratulations to these students on successfully passing their checkrides and reaching an exciting milestone in their aviation journey ✈️👏...
6/14/26		SWO Post: Congratulations to these students on successfully passing their checkrides and reaching an exciting milestone in their aviation journey ✈️👏...
6/16/26		SWO FB Post: ✈️ This Day in Aviation ✈️ On July 16, 1957, Marine Corps Major John H. Glenn, Jr. made aviation history by setting...
6/16/26		SWO Insta Post: ✈️ This Day in Aviation ✈️ On July 16, 1957, Marine Corps Major John H. Glenn, Jr. made...
6/18/26		SWO FB Post: Big things are taking off at SWO ✈️ We're excited to share that our brand-new terminal is set to open this August—just in time to...
6/18/26		SWO Insta Post: Big things are taking off at SWO ✈️ We're excited to share that our brand-new terminal...
6/21/26		SWO FB Post: Today, we're celebrating the dads who make the journey worth it. ✈️❤️ Whether they're the ones planning the trip, carrying the bags, teaching life...
6/21/26		SWO Insta Post: Today, we're celebrating the dads who make the journey worth it. ✈️❤️...
6/25/26		SWO FB Post: ❤️❤️ Today we're celebrating the people who help make travel possible every day. Happy Airport Workers Day from SWO! ✈️...
6/25/26		SWO Insta Post: ❤️❤️ Today we're celebrating the people who help make travel possible every day. Happy Airport Workers Day from SWO! ✈️...
6/26/26		SWO FB Post: ✈️ Save the Date! A new chapter for air travel in Stillwater, Oklahoma, is about to take flight...
6/26/26		VS FB Post: ✈️ Save the Date! A new chapter for air travel in Stillwater is about to take flight and you're invited to the grand opening celebration...

6/30/26		SWO FB Post: ✨ Spotlight International Destination: Montego Bay, Jamaica Dreaming of turquoise water, warm sunshine, and a laid-back Caribbean escape?...
6/30/26		SWO Insta Post: ✨ Spotlight International Destination: Montego Bay, Jamaica Dreaming of turquoise water, warm sunshine, and...
WEBSITE:	\$32,589	
FY 2026		visitstillwater.org/tools/transportation - featured content and listing
FY 2026		Threshold 360 Feature Site Location
FY 2026		Featured on VS's website home page
July		Microsite created for Krazy Daze campaign - win one of 5 x \$500 American Airlines gift cards
Nov-Jan		Microsite created for Fly Home for the Holidays - win one of 5 x \$500 American Airlines gift cards
Jan-June		Microsite for Win Your Wins / Ticket to Win It
Feb		Microsite for America250 Presidents Day Week - win one of 5 x \$250 American Airlines gift cards
April		Microsite for 405 Day campaign - win one of 5 x \$100 American Airlines gift cards
May		Microsite for National Travel & Tourism Week - win one of 3 x \$500 American Airlines gift cards
May		Microsite for America250 Memorial Day Weekend - win one of 5 x \$250 American Airlines gift cards
CAMPAIGNS:	\$13,663	
		Annual Fly SWO & Sales Tax Generating Promotions:
July		Krazy Daze
		July 1-31, 2025 - Entered 1x for every \$50 spent during the month
		July 16-20, 2025 - Entered 2x for every \$50 spent during the month
		Winners = 5 x \$500 American Airlines Gift Card
		Krazy Daze Reusable Bags with FlySWO Logo
		Krazy Daze T-Shirts for Business to wear
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
Nov-Jan		Fly Home for the Holidays - November 22, 2025 - January 4, 2026
		Entered 1x for every \$50 spent during the promotion
		Winners = 5 x \$500 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
Dec		SWO Home for the Holidays - December 18, 2025
		Adults attending the event enter on prepared forms
		Winners = 5 x \$100 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
Feb		America250 Presidents Day - February 16-22, 2026
		Entered 1x for every \$50 spent during the promotion - 2x entries for Furniture Showcase
		Winners = 5 x \$250 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
April		405 Day - April 5, 2026
		Entered 1x for every \$50 spent during the 24 hours
		Winners = 5 x \$100 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
May		National Travel & Tourism Week - May 4-10, 2026
		Entered 1x for every \$50 spent during the week
		Winners = 3 x \$500 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
May		America250 Memorial Day Week - May 23-25, 2026
		Entered 1x for every \$50 spent during the promotion - 2x entries for Furniture Showcase
		Winners = 5 x \$250 American Airlines Gift Card
		Advertising/Promotions/Public Relations/Social Media/Website outlined above
FY 2026		Win Your Wings - Ticket to Win It - January - June 2026 - Regional Chamber Partners
		Cushing, Enid, Guthrie, Sand Springs, Stillwater
Total	\$665,359	Paid & Earned Marketing for FlySWO FY 2026