

STILLWATER

REGIONAL AIRPORT

FY '26 Semi-Annual Report



#FLYSWO



AIRPORT OVERVIEW

July 2025 - December 2025

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:

(21 total employees)

- Kellie Reed, Airport Director
- Brandon Ingham, Operations Supervisor
- Devon Shiplett, Security Coordinator
- Serge Walczak, Airport Operations Manager
- Duncan Craig, Airport Office Manager
- Doug Nichols, Senior Maintenance Lead

Visit Stillwater & SWO Marketing Team:

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

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

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

Two 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-December promo videos.

Plays on:

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



SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

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

(July 1-31 Radio Ad)



(Last Visual of :30 Commercial)

Visit Stillwater
Ring Registers in July & Crazy Daze
July 1-31, 2025
:15

Enter to win 1 of 5 \$500 American Airlines gift cards and fly through the Stillwater Regional Airport by Ringing Registers throughout July and earn double entries during Crazy Daze - July 16-20.
Go to VisitSillwater.org to plan your shop til you drop stops throughout America's Friendliest College Town!

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

Team Radio, Sports Profile, and Stillwater Radio

(Nov 22, 2025- Jan 4, 2026 Radio Ad)

Visit Stillwater

Fly Home for the Holidays

November 22, 2025 – January 4, 2026

:15

Fly Home for the Holidays!

Enter to win 1 of 5 \$500 American Airlines gift cards

while flying SWO – Stillwater Regional Airport.

You can enter once for every \$50 spent while shopping, dining, and staying locally through Sunday, January 4th

Go to VisitStillwater.org for all of the fun details!

(Dec 1-18 Radio Ad)

Visit Stillwater

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.

The Stillwegian

- *The Stillwegian's* newsletter links Visit Stillwater's monthly video, and is sent to 1,087 subscribers.

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*.

(Dec 19-31 Radio Ad)

Visit Stillwater

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.

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

College Coupon Book

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
- 24/7 Visitor Information Center

Fall '25

#FlySWO

Stillwater
REGIONAL AIRPORT

VisitStillwaterOK.org

America's Friendliest College Town!
The Original Home of Red Dirt Music

The advertisement features a large, colorful diagonal stripe in shades of orange, yellow, and blue. At the bottom, there are three circular icons: a guitar neck, a bed, and a set of cutlery. The background is white with a black footer.

Spring '26

Visit Stillwater

#Fly SWO

SWO Stillwater
REGIONAL AIRPORT

SHORT SECURITY LINES
QUICK BAGGAGE CLAIM
FREE PARKING

American

VisitStillwaterOK.org

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

The advertisement features a white background with a blue and orange wavy line. At the top, there is a blue airplane icon. At the bottom, there are three circular icons: a guitar neck, a bed, and a set of cutlery. The background is white with a black footer.

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

Cowboy Sports Properties

OSU Football & Winter Sports 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!**

SWO Stillwater | VisitStillwaterOK.org

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

VisitStillwaterOK.org | **SWO Stillwater REGIONAL AIRPORT** | ✓ **SHORT SECURITY LINES** | ✓ **QUICK BAGGAGE CLAIM** | ✓ **FREE PARKING**

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

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	OEBB	11	1,080,431	32,740	33,597	3.11%
Wheels Up	Stillwater Regional Airport	93	1,052,254	11,315	45,743	4.35%
Cowboy Golf	DOB Medicine	107	1,020,120	5,385	36,298	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%
Got 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%

MAXIMIZING EXPOSURE

NEW ELEMENTS:

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



SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

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



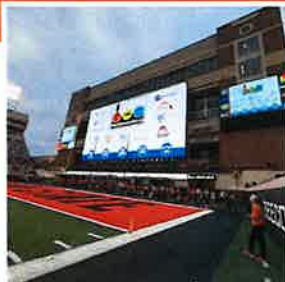
580,000

Email Blast



137,000

Social Media



The Beer from Oklahoma Concert Returns to Sooner Park Stadium
After meeting the bid for what Red Dirt Country Music is a season of 4 2025, The Beer from Oklahoma are returning to Sooner Park Stadium for round one in 2026.

Cross Country Regional and Tumble Troubadours to headline the April 11 event with special guests: Frank Parks, Shane Smith & The Serrano and The Great Shake at the historic home of the Oklahoma State Cowboys.

A limited number of tickets are available for purchase here.

[Buy Now](#)

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



SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

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







SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

Cowboy Sports Properties

BY THE NUMBERS

 599,271 ETW Impressions	 454,940 In-Venue Impressions (to date)	 2.36M Accounts Reached through Email Blast	 1.4M Social Media Impressions
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SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

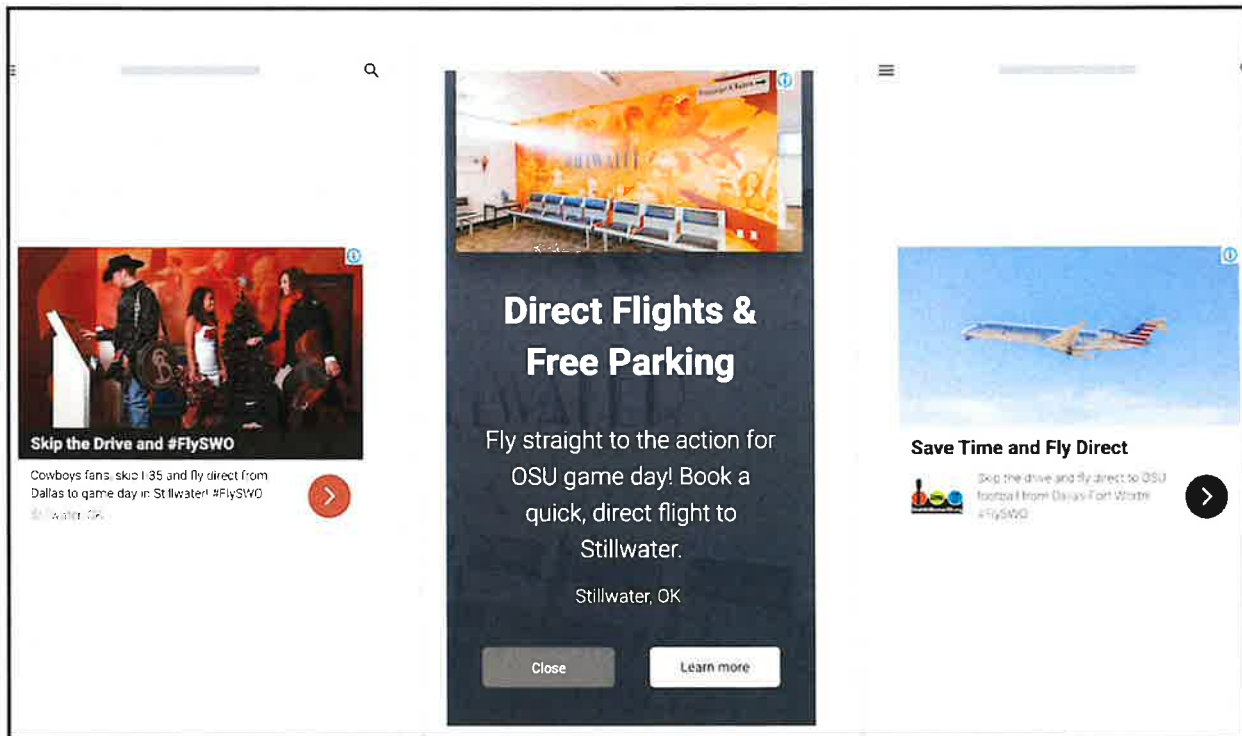
Madden Media

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%.



SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

STATE Magazine

2-page ad, inside back cover and facing page

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

Visit Stillwater **#FLY SWO**

FREE ROUND-TRIP SHUTTLE

GAMEDAY & RIDE Stillwater OKLAHOMA
OKLAHOMA STATE

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!**

POSSE Magazine

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)

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

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 ROUND-TRIP SHUTTLE

GAMEDAY PARK & RIDE

OKLAHOMA STATE

DOWNTOWN BONE 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!

Winter Ad

Stillwater Holidays

2025

ENTER THE Fly Home for the Holidays PROMOTION

WIN UP TO \$500

AMERICAN AIRLINES GIFT CARDS!

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!

GO TO VisitStillwater.org/Stillwater-Holidays

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

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

September USA Today - Go Escape Texas and the Southwest

1/2 page 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.

Town & Gown Theatre Season Playbill

75th Season Partner - B/W ad within Playbill

- 5,300 printed this year

2026 OK Travel Guide

1/4 page ad

- 150,000+ Print & Digital copies distributed each year

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

Green Country Tourism

- 1/2 page ad
- Full page editorial

Stillwater Chamber of Commerce

- Conference room sponsorship - displayed on TV 24/7

Visit Stillwater #Fly SWO

Want to know what's happening in Stillwater? Scan this and find out! **EVERYTHING STILLWATER**

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

#Fly SWO

Want to know what's happening in Stillwater? **SCAN HERE and find out!**

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

Commerce Magazine

- 2-page spread and back cover
- Distributed to all Stillwater Chamber membership holders

American

Terminal Size: 31,375 sq. ft.
Project Cost: \$30 million
Completion Date: August 2026
Partners: FAA, OGA, City of Stillwater
Commercial Airline: American Airlines to OPR
First Terminal Built: 1962

SWO Stillwater REGIONAL AIRPORT

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.

About the Project: The \$30 million terminal project is funded through partnerships with the Federal Aviation Administration, the Oklahoma Department of Aerospace and Aviation, and the City of Stillwater. The new terminal will include two gates, expanded amenities, a four-level parking area, a design center managed by Stillwater, and a new hangar and office building.

Growth by the Numbers: Since its opening in 2016, Stillwater Regional Airport has exceeded expectations. By the end of 2025, the airport is projected to reach 35,000 enplanements, surpassing the original 30,000 passenger goal. The new terminal will provide the capacity to handle the growth and support the future expansion, including the potential to host new routes for American Airlines.

Regional Impact: SWO is one of only four airports in Oklahoma offering scheduled commercial air service, providing direct daily routes to Dallas-Fort Worth through American Airlines. The new facility will enhance service for residents, businesses, and Oklahoma's status as a major aviation and economic development hub.

Future Vision: The new terminal is just a step in SWO's 20-year master plan, developed by Mead & Hunt. The plan includes additional hangars, such as a state-of-the-art general aviation hangar. The plans also include the creation of a new office building to support the growth of the city and aviation needs, ensuring that Stillwater remains the hub of innovation and connectivity that it is.

Designed for the Decades: Replacing a building originally constructed in 1962, the terminal is a reformation of decades of progress and partnership. From the modern amenities to the thoughtful design, the facility will ensure that travelers' experiences to come. Students, fans, and flyers of all kinds will be welcomed by the new terminal with the spirit and excitement they deserve.

Stay Connected: Follow #VisitStillwater and @StillwaterRegionalAirport for your favorite news. American Airlines gift cards to #FlySWO throughout the year!

VisitStillwaterOK.org

Visit Stillwater #Fly SWO

Want to know what's happening in Stillwater? **SCAN HERE and find out!**

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

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

Chamber Economic Summit and Agriculture Banquet

- PowerPoint slide shown throughout the event(s)
- Visit Stillwater is the premier sponsor of the Economic Summit



Mayoral State of the City Luncheon

- PowerPoint Slide shown throughout event
- Visit Stillwater is a premier sponsor of the event



SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

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.

Stillwater Magazine

Back inside 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

#FlySWO
Visit Stillwater
DOWNTOWN < > BOONE PICKENS STADIUM
FREE ROUND-TRIP SHUTTLE
GAMEDAY PARK & RIDE
OKLAHOMA STATE
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!

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!
EVERYTHING STILLWATER
ENTER THE Fly Home for the Holidays PROMOTION
WIN UP TO \$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.

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

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 •

SWO 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

Stillwater News Press Critter Chronicles

1/2 page ad plus 5K online impressions.

BOOK DAILY DIRECT FLIGHTS THRU STILLWATER! #FLYSWO

EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOOK DAILY DIRECT FLIGHTS THRU STILLWATER

SHORT SECURITY LINES
 QUICK BAGGAGE CLAIM
 FREE PARKING #FLYSWO

VisitStillwaterOK.org

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

Kelmar joins Saville Center as new therapy dog

SHOP DINE PLAY

Visit Stillwater

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

FLY STILLWATER #FlySWO

WIN \$500 American Airlines Gift Cards

PLUG REGISTER PROMOTION

EXPERIENCE AMERICA'S FRIENDLIEST COLLEGE TOWN!

BOOK DAILY DIRECT FLIGHTS THRU STILLWATER

SHORT SECURITY LINES
 QUICK BAGGAGE CLAIM
 FREE PARKING

VisitStillwaterOK.org #FLYSWO


SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

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

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

Krazy Daze

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

(Wrap)

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

FLY STILLWATER
#FlySWO

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

RING REGISTERS PROMOTION

Provide receipts, on copies of receipts for purchases from July 16-20 at Stillwater hospitality-related businesses including retailers, restaurants, and lodging. One entry may be submitted per \$50 spent.

SHOP DINE PLAY

(Sticky Note)

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

RING REGISTERS PROMOTION GIVEAWAY July 13-31

COLLECT DOUBLE ENTRIES DURING KRAZY DAZE
July 16-20

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

Free meals for all
Former Stillwater Pioneer Booster Club president charged with embezzlement

By Ashford Pullman
The Pioneer Booster Club president was charged with embezzlement from the club's fund-raising efforts. The charges were filed in District Court on Tuesday.

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

The Trump administration on Tuesday announced it is freezing \$6.8 billion in federal funding for K-12 school programs, a move that could significantly impact state education budgets.

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

Cover of the Game Day Guides

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

Hometown Welcome/Newcomers

#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 MUSIC
AMERICA'S FRIENDLIEST COLLEGE TOWN!

VisitStillwaterOK.org

Breast Cancer Awareness

- Digital tear sheet

Complete breast specialists take the breast so the X-ray can capture clear, detailed images from different angles. While most women describe the procedure 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

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-di-

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

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

walk 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/mammograms or call 405-712-5622 to request a mammogram today at the location of your choice.

GAME DAY

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

INSIDE:
Hudson Bakula IS EXPECTED TO START AT QB FOR THE COWBOYS

News Press
THURSDAY, AUGUST 28, 2025

ROONE BICKERS STADIUM
STILLWATER

THURS., AUG. 28
6:30 P.M.
TV: ESPN+

Scan to see other college football fields

VisitStillwaterOK.org

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 GAMEDAY PARK & RIDE

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

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

Fly Home For the Holidays

- News Press Column
- Last Minute Gift Guide

Downtown Stillwater Pocket Guide

- Full page ad back cover

(Last Minute Gift Guide)

SEMI-ANNUAL ADVERTISING

July 2025 - December 2025

News 9 Ads

- Fall Adventures - 2x :30 client message commercials in special
- Fall Getaways - Re-air on KSBI the Sat & Sun after initial viewing (Sept. 27 x 2)
- Fall getaways (Sept. 28 x 2)
- Mid-roll Run of Newscats (ALL)
- Holiday Happenings - 3 minute special aired on Thanksgiving night (11/27)



(Last Visual of :30 Commercial)



(Holiday Happenings Visual)

SEMI-ANNUAL PROMOTIONS

July 2025 - December 2025

Fall 2025 Football Rack Card

Park & Ride/Gameday Guide. 15,000 total, distributed to:

- Stillwater Hotels
- Regional Hotels
- City of Stillwater
- Stillwater Chamber
- Core Commercial Districts (Downtown, the Strip, & Campus Corner)
- SWO Airport information stands (inbound & outbound)
- Payne County Expo Center
- 12 OnCue locations in Stillwater and Perkins
- 24/7 Visitor Information Center
- All groups meeting in the Visit Stillwater conference room
- Event attendees
- Trade shows and speaking opportunities

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

SCAN FOR DETAILS
 LEARN MORE!

VISIT STILLWATER
 2617 West 6th Ave.
 Stillwater, OK 74074
 405-743-3697
 VisitStillwaterOK.org
 AMERICA'S FRIENDLIEST COLLEGE TOWN!

2025
OKLAHOMA STATE FOOTBALL SCHEDULE

Thu, Aug 28	vs UT Martin	THROWBACK
Sat, Sep 6	@ Oregon	
Fri, Sep 19	vs Tulsa	BLACKOUT
Sat, Sep 27	vs Baylor	BIG 12 TOUR
Sat, Oct 4	@ Arizona	
Sat, Oct 11	@ Houston	
Sat, Oct 18	vs Cincinnati	HOMECOMING
Sat, Oct 25	@ Texas Tech	
Sat, Nov 1	@ Kansas	
Sat, Nov 15	vs Kansas State	SALUTE TO SERVICE
Sat, Nov 22	@ UCF	
Sat, Nov 29	vs Iowa State	SENIOR DAY

The **ULTIMATE GAMEDAY GUIDE**
 GET IT HERE!

#FlySWO
 SHORT SECURITY LINES
 QUICK BAGGAGE CLAIM
 FREE PARKING

VisitStillwaterOK.org
 THE ORIGINAL HOME OF RED DIRT MUSIC

eNewsletter

Fly Safe, Fly SWO banner featured in July-December e-newsletters.

- Delivered monthly to 9,400 subscribers

Shorter Lines.
 Faster Baggage Claim.
 Free Parking.

American

#Fly SWO

SWO Stillwater REGIONAL AIRPORT

VisitStillwaterOK.org

SEMI-ANNUAL PROMOTIONS

July 2025 - December 2025

Winter 2025 Holidays Rack Card

Stillwater Holidays/Fly Home for the Holidays promotion. 15,000 total, distributed to:

- Stillwater Hotels
- Regional Hotels
- City of Stillwater
- Stillwater Chamber
- Core Commercial Districts (Downtown, the Strip, & Campus Corner)
- SWO Airport information stands (inbound & outbound)
- Payne County Expo Center
- 12 OnCue locations in Stillwater and Perkins
- 24/7 Visitor Information Center
- All groups meeting in the Visit Stillwater conference room
- Event attendees
- Trade shows and speaking opportunities

Still in the Know Postcard

Front cover feature on July-December SITK.

- Mailed monthly to 360 local businesses, restaurants, and hotels.

Stillwater Holidays 2025

Downtown Carriage Rides & Visits with Santa
Parade of Lights
Festive Skies Drone Shows & Holiday Heroes
Block 34 Ice Rink
Lights at the Lake
Town & Gown Theatre's "A Christmas Carol"

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

Go to:
VisitStillwater.org/Stillwater-Holidays

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

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

Visit Stillwater
#Fly 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

ENTER THE *Fly Home for the Holidays* PROMOTION

WIN 1-5 \$500 AMERICAN AIRLINES GIFT CARDS!

2617 W 6th Avenue
Stillwater, OK 74074
405-743-3697

Still working together ✓
#FLY SWO
Stillwater Regional Airport
Flexibility with American Airlines • Free Parking • Shorter Lines

Shop 'til you Drop
July 1-31
Krazy Daze: July 16-20
For details:
VisitStillwater.org

2617 W 6th Avenue
Stillwater, OK 74074
405-743-3697

Still working together ✓
#FLY SWO
Stillwater Regional Airport
Flexibility with American Airlines • Free Parking • Shorter Lines

Payne County Free Fair
August 26 - 31
Rides August 27 - 31

2617 W 6th Avenue
Stillwater, OK 74074
405-743-3697

Stillwater Holidays 2025

FLY HOME FOR THE HOLIDAYS!
#FlySWO

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

SEMI-ANNUAL PROMOTIONS

July 2025 - December 2025

Promotional Items

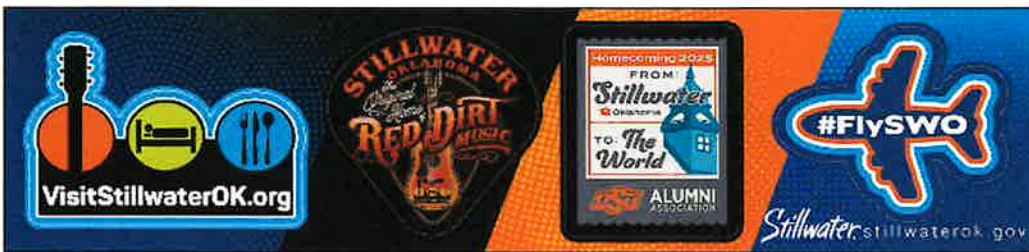
3x5 "FlySWO" magnet (5,000)

Distributed at:

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

Magnet Strip (1,000)

- Distributed to OSU Homecoming Exec & committee chairs



Airplane stickers (2,500)

Distributed at:

- Visit Stillwater
- SWO Airport



Airport Socks (1,000)

Distributed at:

- Visit Stillwater



SEMI-ANNUAL PUBLIC RELATIONS

July 2025 - December 2025

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:

- Participating in the College of Education and Human Sciences (CEHS) Trade Show (Aug. 20).
- Promoting the #FlySWO campaign to the OSU Homecoming Executive Committee and OSU Alumni staff members (Aug. 21).
- Welcoming incoming and outgoing passengers in celebration of the 9th Anniversary of American Airlines air service at Stillwater Regional Airport (Aug. 23).
- Hosting an outreach booth at the Payne County Free Fair (Aug. 27–30).
- Delivering presentations to civic organizations, such as the Payne County Health Department (Oct. 14).
- Supporting the SWO Home for the Holidays Airport event by providing on-site assistance and facilitating the drawing for five \$100 American Airlines gift cards (Dec. 18).

Stillwater Coffee Station at SWO

Visit Stillwater partnered with the Stillwater Regional Airport to provide a complimentary gourmet coffee station in the outbound terminal to further enhance hospitality and the use of our local American Airlines service.



(CEHS Trade Show)

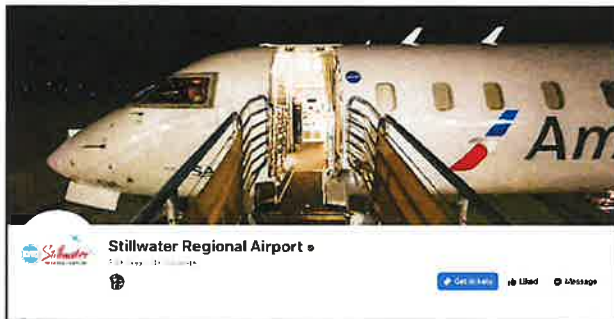


SEMI-ANNUAL WEBSITE & SOCIAL MEDIA

July 2025 - December 2025

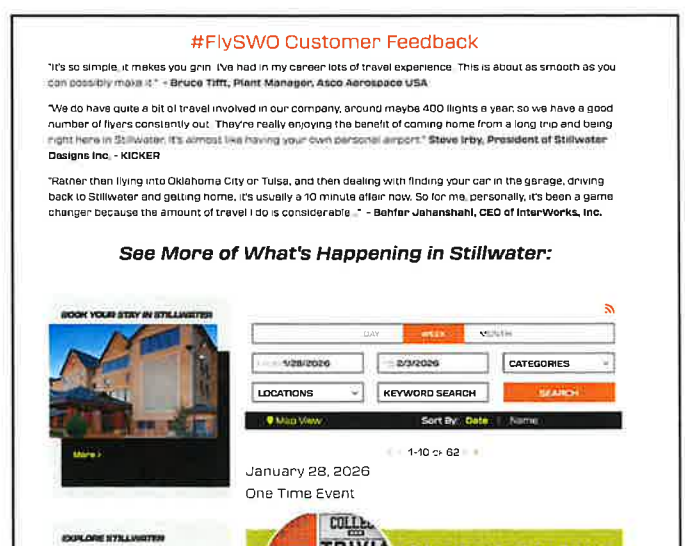
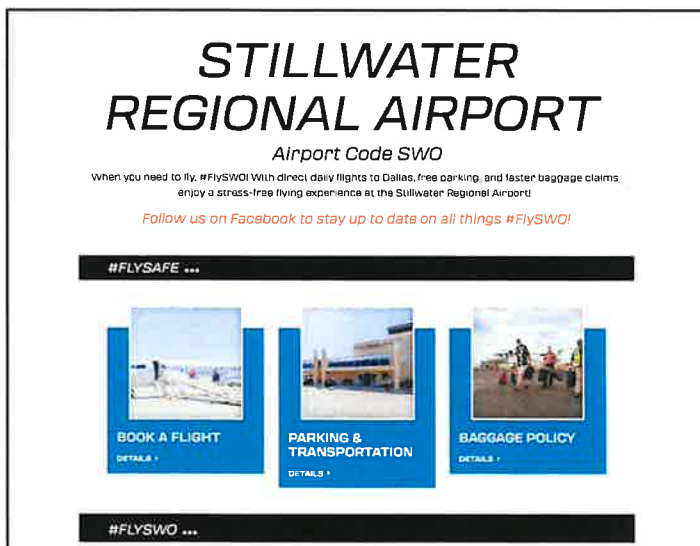
Social Media

As of July 1, 2025, Visit Stillwater manages the Stillwater Regional Airport's Facebook and Instagram accounts. Currently, Facebook has 11,000 followers and Instagram has 788 followers. Our posts consistently generate strong reach and engagement, even drawing the attention of other regional airports.



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.



SEMI-ANNUAL CAMPAIGNS

July 2025 - December 2025

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



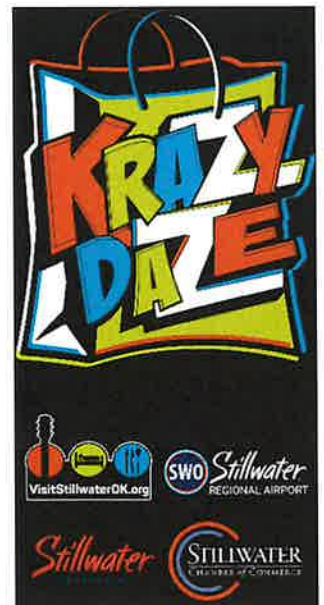
Flyer (Front)



Flyer (Back)



(Bag Art - 1,500 Produced)



T-Shirts



SEMI-ANNUAL CAMPAIGNS

July 2025 - December 2025

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 Corner, and Downtown Stillwater, there are shops and boutiques all over.

Tabletoppers



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



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!



Flyer (Front)




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 special 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 (2017 W. 6th Ave.).
- Wednesday, January 14, 2026: 5 winners will be randomly selected in the drawings.
 - Winners will be contacted by phone and/or 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)



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

Return your form to:
Visit Stillwater
2017 W. 6th Ave.
Stillwater, OK 74075
405-743-3697

OR

Online at: VisitStillwater.org



SEMI-ANNUAL CAMPAIGNS

July 2025 - December 2025

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 entries
National Travel and Tourism Week			
405 Day			





**Stillwater Regional Airport (SWO)
Marketing Services
July 1 - December 31, 2025**



ADVERTISING:	\$226,007	
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
FY 2026		Madden Media
		Google Responsive Display Ad campaigns
FY 2026		OSU STATE Magazine - 3 issues - 2-page - inside back cover & facing page - 35K distributed
		Fall (August), Winter (December), and Spring (April)
FY 2026		OSU POSSE Magazine - 3 issues - 2-page - inside front cover & facing page - 9.5K distributed
		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 25 & 26		Oklahoma Travel Guides (2025 & 2026) - Oklahoma Tourism & Recreation Department
		1/4 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
		Chamber Commerce:
Jan-Dec 2026		Commerce Magazine - 2026 calendar year - back cover
Jan-Dec 2026		Conference Room - Presenting Sponsorship
		Mayoral State of the City - Premier Sponsor
		Economic Summit - Premier Sponsor
		Leadership Stillwater - Economic Development Session Sponsor
		Stillwater News Press:
July		Krazy Daze Ads
7/3-31/25		Krazy Daze - Sticky Note - 7 issues
7/12/25		Krazy Daze - Wrap
7/24/25		Critter Chronicles Tabloid
FY 2026		Stillwater Magazine - 6 issues - full-page - 20K distributed
		August, October, December, February, April, June (FY 2027 August & October)
Aug-Nov		Gameday Guide - Cover - 13 issues
10/1/25-2/1/26		Hometown Welcome/Newcomers - 5 issues
9/20/25-1/16/26		Weather Strip (Alternating to run every 4 weeks - both print & digital)
10/7/25		Breast Cancer Awareness Tabloid
11/26/25		Holidays Gift Guide
November		Downtown Stillwater Pocket Guide
FY 2026		The Stillwegian
		eNewsletter & Calendar links

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
FY 2026		TEAM Radio
		Monthly commercials aired daily
FY 2026		Sports Profile
		Monthly commercials aired daily
		Griffin Media - KWTV News 9:
September		Fall Adventures Promo
		KWTV - :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
		KWTV - 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
PROMOTIONS:	\$82,269	
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
FY 2026		Rack Cards - produced/distributed at least quarterly:
July		Distributed 10,000 Krazy Daze and FlySWO rack cards to local partners and surrounding communities
Aug-Oct		Distributed 10,000 Football Schedule, Online Gameday Guide, Park & Ride, and FlySWO rack cards to local partners and surrounding communities
November		Produced 2,500 StillWonder Rack Cards - also featuring FlySWO - for distribution in VS 24/7 Info Center and StillWonder
Oct-Dec		Distributed 10,000 Holidays 2025, Events, Fly Home of the Holidays, and FlySWO rack cards to local partners and surrounding communities
July-Dec 2026		eNewsletter - emailed to almost 10K/month
July-Dec 2026		Featured in the footer of each issue
July		Krazy Daze Ring Registers Feature - promoting FlySWO & shop locally
Nov		Holiday Happenings/Fly Home for the Holidays Feature - promoting FlySWO & shop locally
Dec		Fly Home for the Holidays Feature - promoting FlySWO & shop locally
July-Dec 2026		Still In The Know (SITK) Postcard - mailed to almost 400/month
		Front Page Feature - July, August, September, November, December
FY 2026		Visit Stillwater Monthly : 60 Promo Video
FY 2026		Visit Stillwater Quarterly : 30 Video (produce for & split the cost with the City & Chamber)
		Banner Placement (spaces for 4 x 8'x3' banners)
July-Dec		13 Weeks - East Side
July-Dec		7 Weeks - West Side
		Window Painting
July		Boomer Blast, Krazy Daze, FlySWO, Joe's 50th Anniversary, OSU Big 3 Field Days
Sept-Oct		OSU Football, Orange Glow, Homecoming, OSU Rodeo, FlySWO
Nov-Jan		Holidays 2025, Fly Home for the Holidays, FlySWO
July-Dec		On-Hold Message
		Promotional Items:
July		FlySWO information/promo magnets
August		Homecoming Magnet Strip - VS logo, Red Dirt Music logo, Homecoming logo, FlySWO logo

October		Round FlySWO stickers
October		Airplane shaped stickers
October		FlySWO & VS logo SWAG Bags
		Stillwater Baskets, Bags, and/or Silent Auction 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
11/12/25		42 VS & FlySWO Gift Bags for OSU Cross Country - NCAA Regional
12/7/25		Stillwater Frontier Rotary - Wine Into Water - Silent Auction Item
October		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
		Industry Events:
5/6-8/25		AilevonPacific Airport Roundtable - Wilmington, NC
11/4/6/25		TakeOff North America/Routes - Tallahassee, FL
		Tv-31's The Morning Edition:
7/30/25		Mention of FlySWO during The Morning Edition (Tv-31) with the City Manager
8/4/25		Mention of FlySWO during The Morning Edition (Tv-31) with D. Bombarger/OSU Athletics
8/6/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
9/3/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
9/17/25		Mention of FlySWO during The Morning Edition (Tv-31) with Kevin Klintworth/OSU Athletics
9/29/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Dawn Dodson
10/1/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
10/13/25		Mention of FlySWO during The Morning Edition (Tv-31) with D. Bombarger/OSU Athletics
10/15/25		Mention of FlySWO during The Morning Edition (Tv-31) with Kevin Klintworth/OSU Athletics
10/29/25		Mention of FlySWO during The Morning Edition (Tv-31) with the City Manager
11/5/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
11/13/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Dawn Dodson
11/19/25		Mention of FlySWO during The Morning Edition (Tv-31) with Kevin Klintworth/OSU Athletics
12/3/25		Mention of FlySWO during The Morning Edition (Tv-31) with the Mayor
		Local Radio Stations:
7/7/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/9/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
7/9/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
7/10/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/14/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/16/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
7/16/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
7/17/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/21/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/23/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
7/23/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
7/24/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/28/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
7/30/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
7/30/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
7/31/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
8/4/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
8/6/25		Podcast with Bill VanNess with conversation about Krazy Daze Promo (Stillwater Radio)
8/6/25		Radio Extended Conversation about Krazy Daze Promo (Stillwater Radio)
8/7/25		Radio Extended Conversation about Krazy Daze Promo (TEAM Radio)
8/11/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
8/13/25		Podcast with Bill VanNess with a conversation about #FlySWO (Stillwater Radio)
8/13/25		Radio Extended Conversation about #FlySWO (Stillwater Radio)
8/14/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
8/13/25		Podcast with Bill VanNess with a conversation about 9th Anniversary (Stillwater Radio)
8/13/25		Radio Extended Conversation about 9th Anniversary (Stillwater Radio)
8/14/25		Radio Extended Conversation about 9th Anniversary (TEAM Radio)
8/25/25		Radio Extended Conversation about 9th Anniversary (TEAM Radio)
8/27/25		Podcast with Bill VanNess with a conversation about 9th Anniversary (Stillwater Radio)
8/27/25		Radio Extended Conversation about 9th Anniversary (Stillwater Radio)
8/28/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
		Podcast with Bill VanNess with a conversation about America's Greatest Homecoming (Stillwater Radio)
9/3/25		Radio Extended Conversation about America's Greatest Homecoming (Stillwater Radio)
9/4/25		Radio Extended Conversation about America's Greatest Homecoming (TEAM Radio)
9/10/25		Radio Extended Conversation about #FlySWO (Stillwater Radio)

9/11/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
9/15/25		Radio Extended Conversation about the 10th Anniversary with AA (TEAM Radio)
9/17/25		Podcast with Bill VanNess with a conversation about the 10th Anniversary (Stillwater Radio)
9/17/25		Radio Extended Conversation about the #FlySWO (Stillwater Radio)
9/22/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
9/24/25		Radio Extended Conversation about #FlySWO (Stillwater Radio)
9/25/25		Radio Extended Conversation about #FlySWO with Dawn Dodson (TEAM Radio)
9/29/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
10/2/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
10/6/25		Radio Extended Conversation about History & Homecoming - Terry Tush (TEAM Radio)
10/9/25		Radio Extended Conversation about OSU Homecoming (TEAM Radio)
10/13/25		Radio Extended Conversation about OSU Homecoming & History & Homecoming (TEAM Radio)
10/15/25		Podcast with Bill VanNess with a conversation about OSU Homecoming (Stillwater Radio)
10/15/25		Radio Extended Conversation about OSU Homecoming (Stillwater Radio)
10/16/25		Radio Extended Conversation about History and Homecoming (TEAM Radio)
11/3/25		Radio Extended Conversation about Holidays (TEAM Radio)
11/5/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
11/5/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
11/6/25		Radio Extended Conversation about #FlySWO (TEAM Radio)
11/10/25		Radio Extended Conversation about Holidays (TEAM Radio)
11/12/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
11/12/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
11/13/25		Radio Extended Conversation about Fly Home (TEAM Radio)
11/17/25		Radio Extended Conversation about Holidays (TEAM Radio)
11/19/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
11/19/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
11/20/25		Radio Extended Conversation about Fly Home (TEAM Radio)
11/24/25		Radio Extended Conversation about Holidays (TEAM Radio)
11/26/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
11/26/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
12/1/25		Radio Extended Conversation about Fly Holidays (TEAM Radio)
12/3/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
12/3/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
12/4/25		Radio Extended Conversation about Fly Home (TEAM Radio)
12/8/25		Radio Extended Conversation about Fly Holidays (TEAM Radio)
12/10/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
12/10/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
12/11/25		Radio Extended Conversation about Fly Home (TEAM Radio)
12/15/25		Radio Extended Conversation about Fly Holidays (TEAM Radio)
12/17/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
12/17/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
12/18/25		Radio Extended Conversation about Fly Home (TEAM Radio)
12/22/25		Radio Extended Conversation about Fly Holidays (TEAM Radio)
12/31/25		Podcast with Bill VanNess with a conversation about Fly Home (Stillwater Radio)
12/31/25		Radio Extended Conversation about Fly Home (Stillwater Radio)
PUBLIC RELATIONS:		\$11,699
FY 2026		Gourmet Coffee Station located in the outbound terminal at SWO for passengers to enjoy a free coffee/latte before departure (Imperial Coffee)
		Stillwater News Press - Monthly Column
June-July		June-July - "Ring Registers and win through July and Crazy Daze"
Oct-Nov		October-November - "Holidays 2025"
Nov-Dec		November-December - "Fly Home for the Holidays"
8/7/25		Rotary - Announcement about the importance to FlySWO and presented Dittmeyers with FlySWO gifts for recent challenging travel experience
8/20/25		OSU College of Education & 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 - Visit Stillwater/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 - Promoted Dec. 18 event and FlySWO as on-air emcee

SOCIAL MEDIA:	\$51,000	
7/1/25		Visit Stillwater Facebook Post: Catch some hot deals and cool fun this July here in America's Friendliest College Town!...
7/1/25		Visit Stillwater Instagram Post: Catch some hot deals and cool fun this July here in America's Friendliest College Town!...
7/4/25		Stillwater Regional Airport Facebook Post: Happy 4th of July from Stillwater Regional Airport!...
7/5/25		Visit Stillwater Facebook 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		Visit Stillwater Instagram 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		Stillwater Regional Airport Facebook Post: ✈️ Ready to celebrate a true Oklahoma icon? Fly into Stillwater for the 50th Anniversary of Eskimo Joe's...
7/9/25		Stillwater Regional Airport Facebook 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		Stillwater Regional Airport Facebook Post: ✈️ Summer Travel Hack: Fly Smart from SWO!...
7/11/25		Visit Stillwater Instagram 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		Stillwater Regional Airport Facebook Post: ✈️ Travel Tip #22: Plan smart, fly cheaper...
7/15/25		Stillwater Regional Airport Facebook 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		Visit Stillwater Facebook Post: If you've been waiting for some Krazy deals, wait no more!...
7/16/25		Visit Stillwater Instagram Post: If you've been waiting for some Krazy deals, wait no more!...
7/17/25		Stillwater Regional Airport Facebook Post: ✈️ TSA Gives Shoe Removal Policy the Boot!...
7/19/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: Reykjavik, Iceland...
7/19/25		Visit Stillwater Facebook Post: 🛒 CALLING ALL SHOPPERS! 🛒 Enjoy some crazy deals this weekend during Krazy Daze!...
7/19/25		Visit Stillwater Instagram Post: 🛒 CALLING ALL SHOPPERS! 🛒 Enjoy some crazy deals this weekend during Krazy Daze!...
7/22/25		Stillwater Regional Airport Facebook 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		Stillwater Regional Airport Facebook Post: ✈️ #NationalAmeliaEarhartDay On July 24, 1897, a legend was born. Today we honor Amelia Earhart...
7/26/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ From Cowboy country to the perfect vacation...
7/30/25		Stillwater Regional Airport Facebook Post: ✈️ Flying soon? Make your trip through the skies a little more comfortable with these travel-tested tips from Stillwater Regional Airport...
7/30/25		Visit Stillwater Facebook 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		Visit Stillwater Instagram 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		Stillwater Regional Airport Facebook 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		Stillwater Regional Airport Facebook 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		Stillwater Regional Airport Facebook Post: ✈️ Got travel plans but no REAL ID yet? Skip the daytime rush—Service Oklahoma is coming to Stillwater Regional Airport for a special after-hours "Backpacks & Boarding Passes" event, August 11–16...
8/12/25		Stillwater Regional Airport Facebook Post: ✈️ Travel Tip from Stillwater Regional Airport ✈️ 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		Stillwater Regional Airport Facebook Post: ✨ Golden Hour at SWO ✨ There's something special about this time of day at Stillwater Regional Airport...
8/15/25		Visit Stillwater Facebook Post: !!KRAZY DAZE GIVEAWAY WINNERS!! We're proud to announce the winners of our Krazy Daze Giveaway!...

8/15/25	Visit Stillwater Instagram Post: !!KRAZY DAZE GIVEAWAY WINNERS!! We're proud to announce the winners of our Krazy Daze Giveaway!...
8/17/25	Stillwater Regional Airport Facebook Post: ❤️ ✈️ Flying in for Cowboy Football? Make Stillwater Regional Airport (SWO) your gameday go to!...
8/19/25	Stillwater Regional Airport Facebook Post: ✈️ Happy National Aviation Day! August 19th marks the birthday of aviation pioneer Orville Wright!...
8/22/25	Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: Zurich, Switzerland!...
8/23/25	Stillwater Regional Airport Facebook Post: #OnThisDate — August 23, 2016 marked a milestone for us!...
8/23/25	Visit Stillwater Facebook Post: #OnThisDate: On August 23, 2016, Stillwater welcomed its first-ever commercial flight into Stillwater Regional Airport (SWO)!...
8/24/25	Visit Stillwater Instagram Post: #OnThisDate: On August 23, 2016, Stillwater welcomed its first-ever commercial flight @stillwater_regional_airport (SWO)!...
8/25/25	Stillwater Regional Airport Facebook Post: Fall is in the air here in Stillwater, and today's crisp weather has us dreaming of autumn adventures!...
8/27/25	Stillwater Regional Airport Facebook Post: The wait is almost over—OSU Football is back!...
8/29/25	Stillwater Regional Airport Facebook Post: Stillwater Regional Airport is family-friendly from the start!...
9/2/25	Stillwater Regional Airport Facebook Post: ✈️ Happy Labor Day from Stillwater Regional Airport!...
9/3/25	Stillwater Regional Airport Facebook Post: 🕒 The countdown is on! Boys From Oklahoma presale registration kicks off this Friday!...
9/5/25	Stillwater Regional Airport Facebook Post: ✈️ Mark your calendars — the Oklahoma State University Flying Aggies Fly-In is set for October 4th at Stillwater Regional Airport!...
9/8/25	Stillwater Regional Airport Facebook 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	Stillwater Regional Airport Instagram 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	Stillwater Regional Airport Facebook Post: ❤️ ❤️ 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	Stillwater Regional Airport Facebook Post: ✈️ Make your trip to OSU Homecoming hassle-free by flying straight into Stillwater Regional Airport!...
9/12/25	Stillwater Regional Airport Instagram Post: ✈️ Make your trip to OSU Homecoming hassle-free by flying straight into Stillwater Regional Airport!...
9/13/25	Stillwater Regional Airport Facebook 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	Stillwater Regional Airport Facebook Post: ✈️ ✈️ Travel Tip Time! ✈️ ✈️ Make your next trip smoother with these handy travel hacks!...
9/17/25	Stillwater Regional Airport Instagram 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	Stillwater Regional Airport Facebook 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	Stillwater Regional Airport Facebook Post: 🏈 It's game day in Stillwater, and you know what that means—Go Pokes!...
9/19/25	Stillwater Regional Airport Instagram Post: 🏈 It's game day in Stillwater, and you know what that means—Go Pokes!...
9/21/25	Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: San José, Costa Rica!...
9/23/25	Stillwater Regional Airport Facebook Post: Flying is better when it's simple. At Stillwater Regional Airport, you'll enjoy!...
9/24/25	Stillwater Regional Airport Instagram Post: Flying is better when it's simple. At Stillwater Regional Airport, you'll enjoy!...
9/25/25	Stillwater Regional Airport Facebook 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	Stillwater Regional Airport Facebook Post: ❤️ Go Pokes! ❤️ The Stillwater Regional Airport is cheering loud and proud for the Oklahoma State Cowboys as they hit the field today!...

9/29/25		Stillwater Regional Airport Facebook Post: ✈️ 🇺🇸 Don't forget - the Oklahoma State University Flying Aggies Fly-In is landing THIS Saturday!...
9/30/25		Visit Stillwater Facebook Post: Fly high this weekend at the Oklahoma State University Flying Aggies Fly-In! Just head to the Ray & Linda Booker Flight Center at Stillwater Regional Airport...
9/30/25		Visit Stillwater Instagram 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		Stillwater Regional Airport Facebook Post: ✈️ Sky's the limit, Stillwater! The 3rd Annual Model Aviation Day is happening...
10/3/25		Stillwater Regional Airport Facebook Post: ✈️ Take to the skies this Saturday at the Oklahoma State University Flying Aggies Fly-In!...
10/4/25		Stillwater Regional Airport Instagram Post: ✈️ Sky's the limit, Stillwater! The 3rd Annual Model Aviation Day is happening...
10/5/25		Stillwater Regional Airport Facebook Post: ✈️ 🌐 Headed to Stillwater for game day this season? Flying into Stillwater Regional Airport puts you just minutes from Boone Pickens Stadium and all the action...
10/7/25		Stillwater Regional Airport Facebook 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		Stillwater Regional Airport Instagram 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		Stillwater Regional Airport Facebook 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		Visit Stillwater Facebook 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		Visit Stillwater Instagram 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		Stillwater Regional Airport Instagram 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		Stillwater Regional Airport Facebook Post: ✈️ History Takes Flight! On this day in aviation history, President Theodore Roosevelt became the first U.S. president to fly...
10/12/25		Stillwater Regional Airport Facebook Post: ❤️ ✈️ Welcome Home, Cowboys! 🌐 It's that special time of year when Stillwater shines brightest — OSU Homecoming Week!...
10/14/25		Stillwater Regional Airport Instagram Post: ❤️ ✈️ Welcome Home, Cowboys! 🌐 It's that special time of year when Stillwater shines brightest — OSU Homecoming Week!...
10/15/25		Stillwater Regional Airport Facebook Post: ✈️ This Day in Aviation History – October 14, 1947...
10/16/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: Rome, Italy...
10/17/25		Stillwater Regional Airport Facebook Story: Don't miss History and Homecoming!
10/17/25		Visit Stillwater Facebook Story: Don't miss History and Homecoming!
10/17/25		Payne County Expo Center Facebook Post: ❤️ ❤️ History & Homecoming in Stillwater! ❤️ ❤️ ...
10/18/25		Stillwater Regional Airport Facebook Post: ❤️ ❤️ It's Homecoming Day in Stillwater — Go Pokes! ❤️ 🍷 ...
10/20/25		Stillwater Regional Airport Facebook Post: ✈️ 🌐 Happy International Air Traffic Controllers Day! 🌐 ✈️ ...
10/21/25		Stillwater Regional Airport Instagram Post: ❤️ ❤️ Start in Stillwater. Explore more. ❤️ ❤️ ✈️ Spotlight International Destination: Rome, Italy...
10/22/25		Stillwater Regional Airport Facebook 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		Stillwater Regional Airport Facebook Post: ✈️ ❤️ A big thank-you to the Perkins Girl Scouts for visiting Stillwater Regional Airport yesterday!...
10/25/25		Stillwater Regional Airport Instagram 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		Stillwater Regional Airport Instagram Post: ✈️ ❤️ A big thank-you to the Perkins Girl Scouts for visiting Stillwater Regional Airport on Thursday!...
10/26/25		Stillwater Regional Airport Facebook Post: ✈️ Start in Stillwater. Explore more. 🌐 ...

10/28/25	Stillwater Regional Airport Facebook Post: 📷 Golden hour in the fall is a beautiful sight at Stillwater Regional Airport. ✂️🌿...
10/31/25	Stillwater Regional Airport Facebook Post: 🎃 Happy Halloween from Stillwater Regional Airport! 🍩...
11/1/25	Visit Stillwater Facebook 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	Visit Stillwater Instagram 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	Stillwater Regional Airport Facebook 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	Stillwater Regional Airport Facebook Post: ✂️ IMPORTANT ANNOUNCEMENT ✂️ The Federal Aviation Administration (FAA) and Department of Transportation (DOT) announced that...
11/11/25	Stillwater Regional Airport Facebook Post: ✂️ Honoring Those Who've Served This Veterans Day, we salute the brave men and women who've served our nation...
11/11/25	Stillwater Regional Airport Instagram Post: ✂️ Honoring Those Who've Served This Veterans Day, we salute the brave men and women who've served our nation...
11/12/25	Stillwater Regional Airport Facebook Post: ✂️ This Day in Aviation History – November 12, 1921...
11/12/25	Stillwater Regional Airport Instagram Post: ✂️ This Day in Aviation History – November 12, 1921...
11/16/25	Stillwater Regional Airport Facebook Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ ✂️ Spotlight International Destination: Cancún, Mexico...
11/17/25	Stillwater Regional Airport Facebook Post: ✂️ Looking to get home for the holidays — or maybe plan a getaway straight after? Fly from Stillwater Regional Airport and keep an eye out for some great deals with American Airlines...
11/18/25	Stillwater Regional Airport Facebook 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	Stillwater Regional Airport Instagram 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!...
11/20/25	Stillwater Regional Airport Facebook Post: ✂️ Flying home for the holidays or visiting Stillwater this season? Land at Stillwater Regional Airport and step right into the festive charm of America's Friendliest College Town!...
11/22/25	Stillwater Regional Airport Facebook Post: ✂️ Traveling with kids this holiday season? Stillwater Regional Airport makes family travel easier — and a few simple tips can make your trip even smoother!...
11/22/25	Visit Stillwater Facebook Post: Find everything you'll need for those special names on your gift list with a holiday shopping trip to Stillwater!...
11/22/25	Visit Stillwater Instagram Post: Find everything you'll need for those special names on your gift list with a holiday shopping trip to Stillwater!...
11/24/25	Stillwater Regional Airport Facebook Post: ✂️ Traveling made easy starts at Stillwater Regional Airport!...
11/27/25	Stillwater Regional Airport Facebook Post: 🍂🌟 Happy Thanksgiving from Stillwater Regional Airport!...
11/29/25	Stillwater Regional Airport Facebook 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	Visit Stillwater Facebook Post: This December, celebrate the holidays in America's Friendliest College Town!...
12/1/25	Visit Stillwater Instagram Post: This December, celebrate the holidays in America's Friendliest College Town!...
12/4/25	Stillwater Regional Airport Facebook Post: 🚧 Temporary Road Closure Near SWO 🚧...
12/10/25	Stillwater Regional Airport Facebook 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	Stillwater Regional Airport Facebook Post: 🗺️🌟 December Destination Spotlight: New York City!...
12/13/25	Stillwater Regional Airport Facebook Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ How many hats does one cowgirl need for the National Finals Rodeo?...
12/15/25	Stillwater Regional Airport Facebook Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ Spotlight International Destination: Paris, France...
12/17/25	Stillwater Regional Airport Facebook Post: This Day in Aviation History ✂️ On December 17, 1903, Wilbur and Orville Wright made history...

12/18/25		Stillwater Regional Airport Instagram Post: ❤️❤️ Start in Stillwater. Explore more. ❤️❤️ How many hats does one cowgirl need for the National Finals Rodeo?...
12/18/25		Stillwater Regional Airport Facebook Post: Santa is landing at the Stillwater Regional Airport tonight!...
12/18/25		Visit Stillwater Facebook Post: Santa is landing at the @stillwater_regional_airport tonight!...
12/18/25		Visit Stillwater Instagram Post: Santa is landing at the @stillwater_regional_airport tonight!...
12/19/25		Stillwater Regional Airport Facebook Post: ❤️❤️ Start in Stillwater. Explore More. ❤️❤️ Did you know there's another Stillwater worth exploring?...
12/20/25		Visit Stillwater Facebook 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		Visit Stillwater Instagram 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		Stillwater Regional Airport Facebook Post: Lights, camera... Stillwater! 📷✈️ Did you know the movie Christmas in the Heartland features scenes with characters flying into Stillwater Regional Airport?...
12/22/25		Stillwater Regional Airport Instagram Post: ❤️❤️ Start in Stillwater. Explore More. ❤️❤️ Did you know there's another Stillwater worth exploring?...
12/23/25		Stillwater Regional Airport Facebook Post: 🛫 Parking Alert for Holiday Travelers at SWO 🛬 ...
12/25/25		Stillwater Regional Airport Facebook Post: May your holidays be merry, your travels smooth, and your season full of bright moments...
12/29/25		Stillwater Regional Airport Facebook Post: Starting February 1, 2026, travelers flying out of Stillwater Regional Airport who do not have a REAL ID or another acceptable form...
12/29/25		Stillwater Regional Airport Instagram Post: Starting February 1, 2026, travelers flying out of Stillwater Regional Airport who do not have a REAL ID or another acceptable form...
12/31/25		Stillwater Regional Airport Facebook Post: Soaring into the New Year with gratitude for our amazing travelers, partners, and community!...
WEBSITE:	\$15,500	
July-Dec		visitstillwater.org/tools/transportation - featured content and listing
July-Dec		Threshold 360 Feature Site Location
July-Dec		Featured on Visit Stillwater's website home page
July		Microsite created for Crazy Daze campaign, giving away 5 x \$500 American Airlines gift cards
Nov-Dec		Microsite created for Fly Home for the Holidays, gave away 5 x \$500 American Airlines gift cards
CAMPAIGNS:	\$6,840	
		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
April		405 Day - April 5, 2025
		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, 2025
		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
Total	\$393,315	Paid & Earned Marketing for FlySWO