

MIDTOWN WALKABOUT

OCTOBER 24, 2026



With the generous support of our valued sponsors and partners,
Midtown proudly hosts two Midtown Walkabout events each year.

Midtown Walkabout is a district-wide celebration designed to attract visitors and guests to enjoy free pop-up activities, exclusive specials, and discounts at Midtown shops and restaurants, along with a vibrant vendor market on Walker Avenue. There are numerous opportunities for involvement, including event sponsorships and program support.

All proceeds directly benefit Midtown OKC, a 501(c)3 nonprofit dedicated to urban place management.

Midtown is renowned for its historic charm, independent local businesses, and diverse, welcoming community. In addition to special events like Midtown Walkabout, Midtown OKC provides support for the district through marketing & promotion, public art, advocacy for community issues, and essential street-level services such as cleaning, graffiti removal, and trash collection.

With your help, we can make the October 2026 Midtown Walkabout the best one yet!



Saturday, October 24, 2026
11am-5pm

Data from 2025 October Walkabout

Source: *Placer.ai*

- Midtown District Wide Visitors: 24.1K
- Average Dwell Time: 128 minutes

MIDTOWN WALKABOUT SPONSORSHIP LEVELS

Sponsor Benefits	\$500	\$1,000	\$2,500	\$5,000
Logo on event poster (50+ distributed)				●
Logo on event maps (750+ distributed)				●
Logo on event signage by info tent				●
Name mentioned on Downtown OKC social media channels (522K+ followers)				●
Logo with link on event webpage			●	●
Name mentioned on Midtown OKC social media channels (97K+ followers)			●	●
Name listed in event press release			●	●
Name listed on Facebook event		●	●	●
Name listed in What's Up Downtown e-newsletter (8,100+ subscribers)		●	●	●
Name with link on event webpage	●	●	●	●
Ability to have on-site presence at event	●	●	●	●
Desired support level	☐	☐	☐	☐

Customized and program-specific sponsorships are also available upon request.
Contact Apryl Awbrey, Midtown District Manager, at aawbrey@downtownokc.com.



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MIDTOWN WALKABOUT ADDITIONAL SPONSORSHIP OPPORTUNITIES

One available of each

VENDOR MARKET

\$5,000

Market with 35+ vendors featuring local artists, makers and small businesses

- Name listed as “Midtown Walkabout Vendor Market presented by ____” in the first instance on all PR and marketing materials
- Logo listed on event poster, maps, and signage
- Name mentioned on Downtown OKC social media channels (522K+ followers)



Sponsorship also includes \$2,500 level Midtown Walkabout benefits

POP-UP ACTIVATION SPONSORSHIP

Programming provided free for attendees from 11am to 5pm (or while supplies last)

- Logo or name listed on signage next to programming
- Name listed with programming on event map

Sponsorship also includes \$1,000 level Midtown Walkabout benefits

FLOWERS
\$2,000



CARICATURES
\$2,000



FACE PAINTING
\$2,000



Yes, I will sponsor Midtown Walkabout - October 24, 2026

Sponsorship Selection & Amount:

Sponsor Name (to be listed):

Contact Name:

Mailing Address:

Email Address:

Phone Number:

PAYMENT INFORMATION

☐ Check enclosed

☐ Invoice me at email address

Return this form by email to aawbrey@downtownokc.com or by mail:

**Downtown OKC Partnership
Attn: Apryl Awbrey
211 N. Robinson Ave., Ste. 225,
Oklahoma City, OK 73102**

Sponsorships Due: August 17, 2026

To receive all marketing benefits, sponsorship must be received by August 17, 2026.



Apryl Awbrey
Midtown District Manager
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405.461.8301

Midtown OKC 501(c)3 EIN: 70-1489699

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