DREAM LAND FESTIVAL

PARTNERSHIP OPPURTUNITIES

TULSA, OKLAHOMA | GREENWOOD DISTRICT

NOVEMBER 28TH, 2026

THE LEGACY OF DREAMLAND

Before there was Dreamland Festival...
There was The Williams Dreamland Theatre.

Opened in 1914, the Dreamland Theatre stood at the heart of Tulsa's Greenwood District Black Wall Street.

More than a place for entertainment, it was a gathering place where Black artists, entrepreneurs, and families celebrated creativity, culture, and community.

When the theatre was destroyed during the 1921 Tulsa Race Massacre, the building was lost but the spirit of Dreamland was not.

Today, Dreamland Festival exists to carry that legacy forward by creating opportunities for today's artists, entrepreneurs, and the next generation of creative leaders.

WHAT WOULD DREAMLAND LOOK LIKE IF IT HAD NEVER DISAPPEARED?









Dreamland Festival 2026

November 28 | Tulsa, Oklahoma | Tulsa Theater

Dreamland Festival returns for its 10th year with a celebration of music, culture, food, art, and community inspired by the creative spirit of Black Wall Street. This year, Dreamland unfolds in two experiences in one day,

A Taste of Dreamland

10 AM–4 PM | FREE Entry | Tulsa Theater Parking lot

The day begins with a free community block party outside Tulsa Theater, bringing together the sounds, flavors, creativity, and entrepreneurial spirit of Tulsa.

Guests can experience local vendors, live performances, community activations, and a Taste of Dreamland dining experience, featuring small bites presented by local restaurants.

It's an opportunity for everyone to experience the people and culture that make Dreamland—and Tulsa—special.

Dreamland Again

6 pm – 11 pm | Ticketed Concert | Tulsa Theater

Dreamland Again reimagines the spirit of the historic Dreamland Theatre for a new generation through a fully curated concert experience featuring local and regional talent and special performances, headlined by Bun B.

For one night, we invite Tulsa to imagine what it feels like to walk into Dreamland again. a room filled with Black music, creativity, community, and possibility.

BUILT BY COMMUNITY

Date = 2018
Attendance =
500+ Performers =
10 Speakers = 6
Men = 62%
Women = 38%



Date = 2019
Attendance =
1,000+ Performers =
15 Speakers = 10
Men = 65%
Women = 35%



Date = 2021
Attendance =
2,000+ Performers =
20 Speakers = 10
Men = 55%
Women = 45%



Date = 2022-2024
Attendance =
2,500+ Performers =
25 Speakers = 15
Men = 60%
Women = 40%



For nearly a decade, Dreamland Festival has grown through word-of-mouth, grassroots partnerships, and community support without a large-scale marketing campaign.

As Dreamland enters its next chapter, strategic investment will allow us to expand our reach, attract new audiences, and transform a proven community event into a regional cultural destination.

FLEXIBLE BY DESIGN

Dreamland was intentionally built with a percentage-based funding model that allows the festival to grow without compromising quality, artist investment, or the attendee experience.

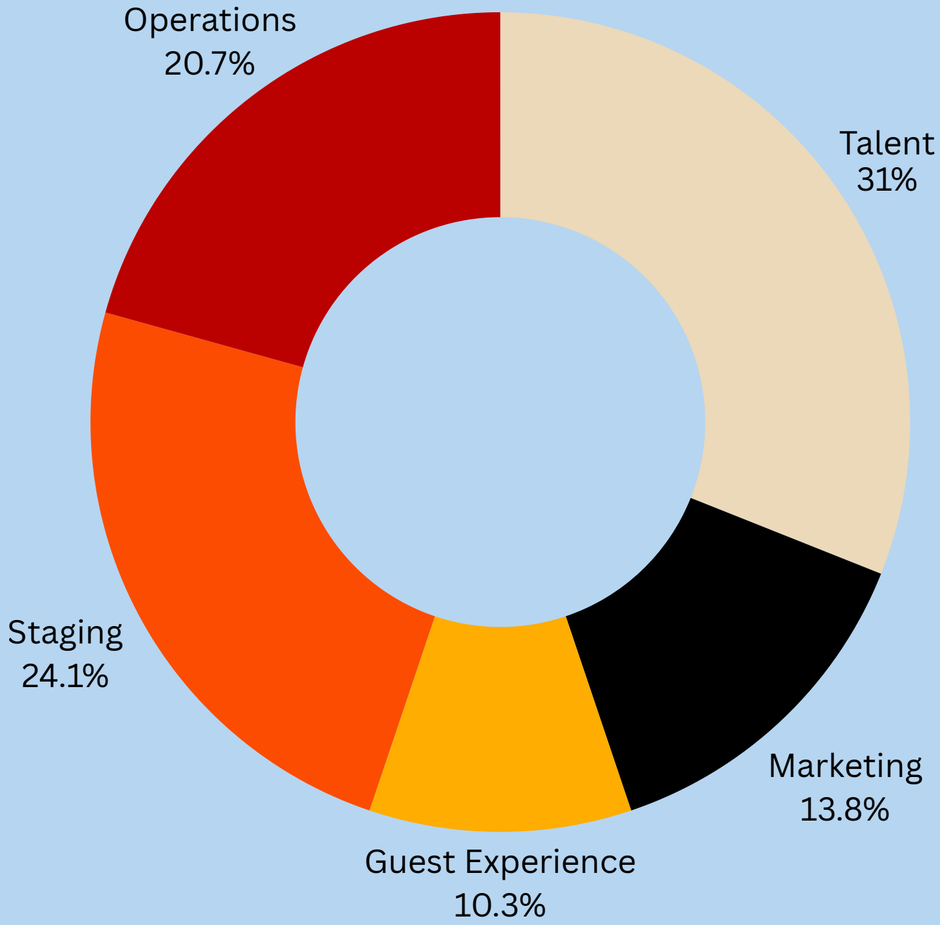
PROVEN OVER TIME

For nearly a decade, Dreamland has successfully operated at multiple funding levels while continuing to grow its audience, partnerships, and community impact.

READY TO SCALE

As investment grows, the same model allows Dreamland to expand talent, marketing, production, and community programming while maintaining financial sustainability.

DREAMLAND MODEL



Additional investment allows Dreamland to scale talent, production, marketing, and guest experience while maintaining the same funding model.

FROM FESTIVAL TO FOUNDATION

Every investment creates a cycle of impact.

Investment & Partnerships
↓
Dreamland Festival
↓
Earned Revenue
(Tickets · Merchandise · Vendors · Sponsorships)
↓
Mission Reinvestment
↓
Artist Development
Creative entrepreneur support
Monthly activations
Dreamland Festival
↓
A Self-Sustaining Creative Economy



"2026 Financial Snapshot."

Sponsorship Goal
$100,000
Sellable Ticket Capacity & Merchandise
$60 x 2500 Tickets
Merchandise Revenue (historical average)

- Merch conversion: 60%
- Buyers: 2,500 × 60% = 1,500
- Average spend: $50
- Merch Revenue: $75,000

Projected Earned Revenue
$225,000



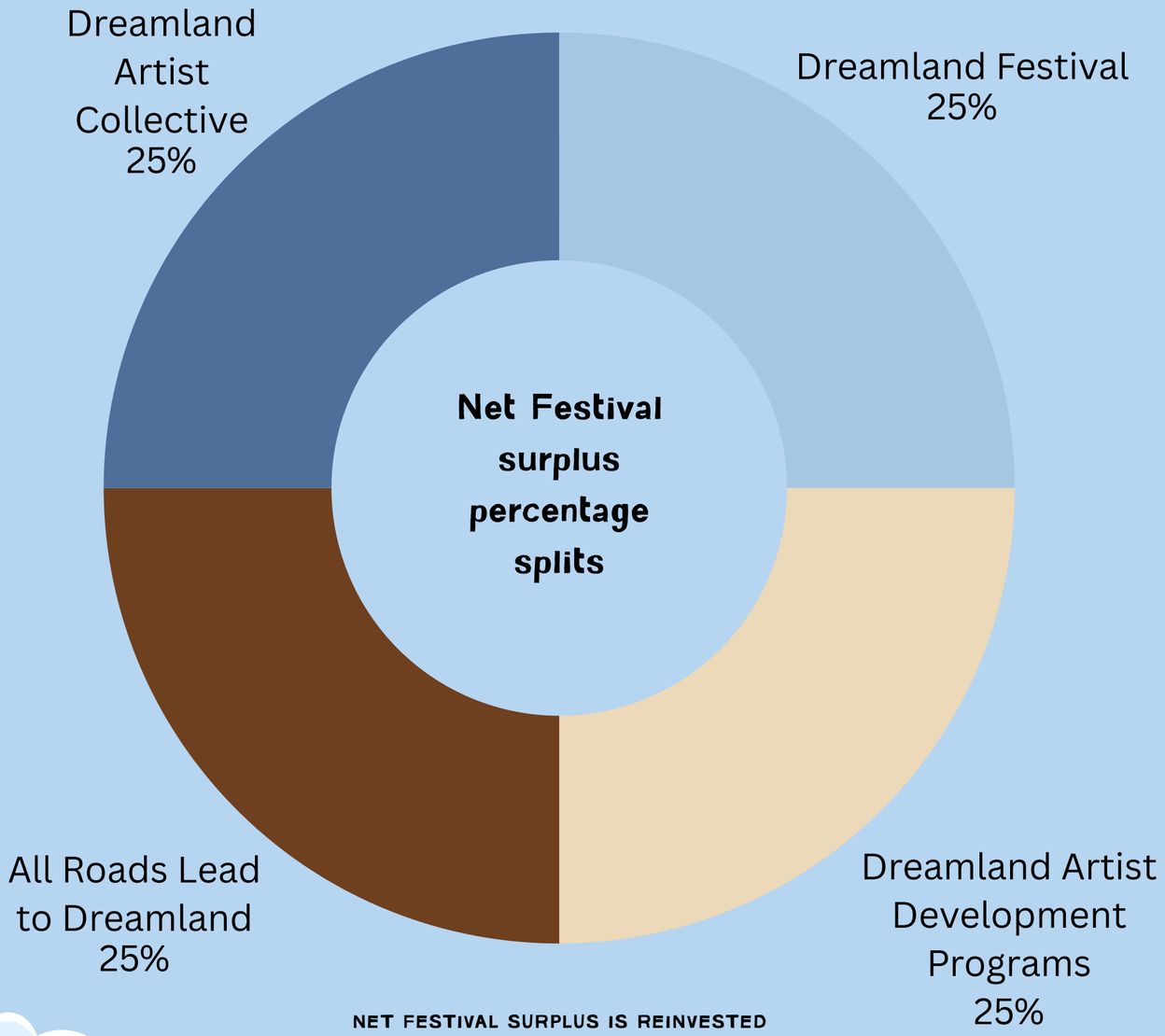
Every dollar invested helps Dreamland:

- Produce an exceptional festival.
- Generate earned revenue.
- Reinvest in year-round programming.
- Expand opportunities for artists and entrepreneurs.
- Strengthen Tulsa's creative economy.

Dreamland Festival isn't the destination. It's the engine.

HOW WE GROW

As Dreamland's programs mature, financial responsibility is shared across the ecosystem.



NET FESTIVAL SURPLUS IS REINVESTED INTO DREAMLAND'S YEAR-ROUND PROGRAMS FOLLOWING FINAL EVENT RECONCILIATION.

Build What's Next

100% of Net Festival Surplus is Reinvested into Dreamland Programs

Grow From Within

As Dreamland Artist Development Program and All Roads Lead to Dreamland monthly events grow their own earned revenue, their share of reinvestment increases allowing Dreamland Festival to remain an anchor rather than the sole financial engine.

SPONSORSHIP LEVELS

YOUR SPONSORSHIP DOESN'T JUST PRODUCE A FESTIVAL. IT BUILDS A PLATFORM THAT AMPLIFIES ARTISTS, ATTRACTS NEW AUDIENCES, AND CREATES SUSTAINABLE FUNDING FOR DREAMLAND'S YEAR-ROUND IMPACT.

20k

The Soil Sponsor
Build Local Impact

- Showcase Oklahoma's top local artists
- Expand local and statewide media coverage
- Strengthen community engagement by celebrating Oklahoma's creative talent and culture.
- Increase attendance by reaching audiences across Tulsa and surrounding communities.
- Create meaningful performance opportunities that help artists build their careers and grow their audiences.
- Generate sustainable support for Dreamland Foundation's year-round artist development.

- 5 VIP Tickets
- Brand Sponsor (Activation)
- Logo Placement on Website, Merchandise, Printed Materials, Stage LED Screens
- Presenting Sponsor 30secs Brand Presentation during festival
- Special "thank you" on radio ads
- Sponsor Booth
- 2 Personalized social media posts

50k

The Dream Sponsor
Expand Regional Reach

- Secure a regional recording artist to elevate the festival experience and attract new audiences.
- Launch a regional media and public relations campaign.
- Showcase Tulsa's top local artists for Taste of Dreamland Block Party.
- Expand marketing efforts to drive ticket sales and increase community engagement.
- Position Dreamland as the premier music and cultural festival in the region.
- Generate additional support for Dreamland Foundation's year-round artist development, education programs.

- 15 VIP Tickets
- Brand Sponsor (Festival)
- Yearly Impact Report
- Logo Placement on Website, Merchandise, Printed Materials, Stage LED Screens
- Special "thank you" on radio ads
- Presenting Sponsor 1min Brand Presentation during festival
- Promotional rights
- Sponsor Booth
- 5 Personalized social media posts

100k

The Diamond Sponsor
Create National Visibility

- Secure a nationally recognized recording artist.
- Attract a regional recording artist.
- Launch a national public relations campaign and press release to increase awareness and drive ticket sales.
- Showcase Tulsa's top local artists for Taste of Dreamland Block Party.
- Produce a high-quality festival livestream.
- Elevate the overall festival experience, creating a destination event that attracts new visitors, partners, and media attention.
- Increase revenue that directly supports Dreamland Foundation's year-round artist development.

- 25 VIP Tickets
- Brand Sponsor (All Season)
- Yearly Impact & Funding Distribution Report
- Logo Placement on Website, Merchandise, Printed Materials, Stage LED Screens
- Special "thank you" on radio ads
- Presenting Sponsor for Festival Headliner: 3min Brand Presentation before performance
- Promotional rights
- Sponsor Booth
- 10 Personalized social media posts

SPONSORSHIP LEVELS

Your sponsorship doesn't just produce a festival. It builds a platform that amplifies artists, attracts new audiences, and creates sustainable funding for Dreamland's year-round impact.

1k

Everything is Us

Become a founding member

- Join the Everything Is Us Society, a community of supporters committed to investing in Tulsa's creative future.
- Preserve and celebrate Black Wall Street's legacy by investing in the next generation of creators.
- Demonstrate a commitment to building a sustainable creative ecosystem that benefits artists and the community alike.
- Become part of a collective effort to ensure Dreamland continues creating opportunities for generations to come.

- 1 Vip Ticket
- Special Entry
- EIU Society Merch
- 1 Personalized social media post to all EIU Society Members

5k

The Seed Sponsor

Help Build the Experience

- Enhance the overall festival experience through engaging activations and guest amenities.
- Support festival production, including staging, signage, décor, and event infrastructure.
- Increase opportunities for community engagement through interactive programming and family-friendly activities.
- Strengthen Dreamland's ability to deliver a safe, welcoming, and professionally produced event for all guests.
- Support the continued growth of Dreamland Festival as a signature cultural celebration for Tulsa.

- 5 VIP Tickets
- Logo Placement on Website, Merchandise, Printed Materials,
- Sponsor Booth
- 1 Personalized social media post

10k

The Planting Sponsor

Grow the Movement

- Launch a targeted digital marketing campaign to increase festival awareness and attendance.
- Expand advertising across social media, digital platforms, and community outreach.
- Produce high-quality promotional content that highlights the festival, artists, and sponsor partners.
- Strengthen the Dreamland brand through consistent marketing and community engagement leading up to the festival.
- Maximize the impact of every artist, sponsor, and activation by ensuring the community knows about the event.

- 10 VIP Tickets
- Logo Placement on Website, Merchandise, Printed Materials, Stage LED Screens
- Promotional rights
- Sponsor Booth
- 1 Personalized social media post

POWERED BY PARTNERS

InvestNorth
EXPANDING PATHWAYS TO PROSPERITY

GEORGE KAISER FAMILY FOUNDATION
A supporting organization of Tulsa Community Foundation

BELIEF ATTITUDE DETERMINATION
TERENCE CRUTCHER FOUNDATION

CORETZ FAMILY FOUNDATION
CFF

KC
KIA COLE EVENTS

BUILD IN TULSA

1765
Hennessy

TULSA CREATIVE ENGINE

tulsa remote

ARTHOUSE

OASIS
Fresh Market

TEAM DREAMLAND



Steph Simon

- Founder of Dreamland Tulsa Foundation
- Executive Producer, Fire in Little Africa (Motown Records)
- Founder of Dreamland Festival
- 2024 Tulsa World Tulsan of the Year
- Nationally recognized artist, producer, and cultural strategist



Chief Operating Officer

- Founder & CEO, Kia Cole Events
- Event strategist specializing in large-scale festivals, corporate convenings, and community experiences
- Leads operations, partnerships, and execution for Dreamland Festival
- Oversees festival logistics, sponsor fulfillment, and year-round programming



Chris Davis
Executive Producer

- Executive Producer of Fire in Little Africa (Motown Records)
- Creator of Pop House Music Firm
- Music executive and creative strategist specializing in artist development, music production, and cultural programming.
- Provides executive leadership for Dreamland's creative direction, artist relations, and music programming.

Led by artists, operators, and community leaders with over a decade of experience producing cultural programming in Tulsa.

HELP US BECOME

DREAM LAND

AGAIN

Join us as a funding partner to restore, reimagine, and rebuild Tulsa's creative ecosystem!

Dreamland Tulsa Foundation is a 501(c)(3) nonprofit organization through the Tulsa Community Foundation. Sponsorship contributions are tax-deductible as allowed by law, less the fair market value of any goods or services received.

CONTACT US

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