



Tulsa
International Airport

Request for Qualifications

Marketing and Advertising Services

May 2026

Request for Qualifications

Tulsa International Airport (“Airport”) is soliciting RFQs (Request for Qualifications) from professional firms to provide Marketing and Advertising Services for the Airport for the next two (2) years, commencing on November 10, 2026, with an option for one (1) additional one (1) year terms. The Airport has several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize a mix of mediums to support and promote airline routes, parking products, concession offerings, and general airport services and nonstop destinations. Services relating to consultation in other areas of marketing, advertising, promotions, social media, web applications, and branding may be solicited from other Proposers at the airport’s discretion.

Background Information

Tulsa International Airport continues to experience historic growth and momentum in both passenger traffic and air service development. In 2025, the airport served more than 3 million passengers, reflecting the continued strength of Tulsa’s business community, growing leisure demand, and airline investment in the market. Today, seven air carriers provide nonstop service from TUL to 26 destinations across the country, offering travelers more connectivity and convenience than ever before.

In 2026, Tulsa International Airport welcomed several significant additions to its nonstop route network. In March, Alaska Airlines launched new nonstop service to Seattle and San Diego, further expanding TUL’s West Coast connectivity and providing travelers with additional access to major business and leisure markets. In May, Sun Country Airlines introduced new nonstop service to Minneapolis and Cancun, creating new opportunities for both domestic and international leisure travel. These additions reflect the airport’s continued focus on strategic air service growth and expanding travel options for the region.

A transformational milestone for the airport was reached in May 2026 with the opening of Tulsa International Airport’s first-ever international customs facility. The new facility officially allows for commercial international arrivals at TUL for the first time in the airport’s history and positions Tulsa for future global connectivity opportunities. Connected to Concourse A, the facility includes dedicated passenger screening areas, baggage processing systems, expanded gate infrastructure, and a new international arrivals corridor designed to support international operations for years to come.

Major infrastructure investments also continue through Propel TUL, the airport’s multi-year growth initiative focused on modernization and long-term development. One of the most significant projects currently underway is the new Senator James M. Inhofe Air Traffic Control Tower Complex, a \$110 million project that will replace Tulsa’s existing control tower, which is one of the oldest operating towers in the FAA system. The new tower will stand approximately 255 feet tall, more than 100 feet taller than the current structure, and

will include a modern base building with TRACON operations to support the safe and efficient movement of air traffic throughout the region. Construction is expected to continue through 2026 and be completed in 2027.

Throughout the terminal, TUL has continued investing in accessibility and passenger-focused amenities. New guest service areas and functional needs spaces provide enhanced accommodation for travelers, including sensory rooms, mother's rooms, family restrooms, and service animal relief areas. These improvements are designed to create a more welcoming and inclusive experience for all passengers and visitors navigating the airport.

In April 2026, the airport also celebrated the opening of Fuel & Fly, the first-ever convenience store located on airport property. The addition provides travelers, employees, rental car customers, and visitors with quick access to snacks, beverages, travel essentials, and fuel services directly at the airport. Other customer-focused enhancements include continued terminal amenities such as a new Starbucks location, expanded EV charging infrastructure in the parking garage, public art installations including the suspended "Sunrising" artwork above the security checkpoint, and the TUL Visitor Pass program, which allows non-ticketed guests access beyond security to shop, dine, and spend time with travelers inside the terminal.

At Tulsa International Airport, we remain committed to providing first-class facilities, exceptional customer service, and a travel experience that reflects the growth and momentum of our region. As Tulsa continues to evolve as a destination for business, tourism, and opportunity, the airport is proud to serve as the community's gateway to the world.

Scope of Work

The Airport has used several platforms for marketing and advertising services and the expectation is for the successful proposer to utilize their expertise to suggest what mediums should be used to maximize the individual budget allocation or needs of the project.

TUL is seeking to develop a minimum of two marketing campaigns per year, starting in 2027, for the airport:

1. An air service campaign that increases awareness of current TUL nonstop destinations.
2. A parking campaign to promote TUL's onsite parking and its parking rewards program.
3. Other marketing projects as needed, with additional budget allocated outside of the two campaigns listed above, not-to-exceed \$50,000.

Campaign Background and Strategic Direction

In August 2025, Tulsa International Airport launched the “TUL Us About It” campaign, a customer-focused storytelling initiative centered around authentic traveler experiences. The campaign featured real Tulsa International Airport passengers sharing their favorite things about flying through TUL, highlighting the airport’s customer experience, convenience, amenities, and community connection through video and digital storytelling.

This campaign represented a significant investment by the Airport and resulted in a robust library of professionally produced video footage and creative assets. The Airport believes there is continued value and longevity in these materials and intends to explore opportunities to refresh, reimagine, and extend the campaign in new and innovative ways rather than fully replacing the existing creative platform.

In May 2026, the Airport launched Phase 2 of the campaign: “We Want You to TUL Us About It.” This extension invites travelers and community members to share their own airport experiences through a submission form hosted on the Airport’s website. Selected submissions may be featured in future marketing efforts, and monthly participants are eligible to receive promotional items and prizes.

The Airport is seeking an agency partner that can strategically evolve this campaign while maintaining continuity with the established brand identity and creative direction.

Respondents should consider ways to:

- Repurpose and maximize existing video footage and creative assets
- Introduce fresh storytelling concepts and audience engagement opportunities
- Expand the campaign across digital, social, advertising, and experiential channels
- Encourage ongoing user-generated content and community participation
- Develop creative approaches that continue to position Tulsa International Airport as a welcoming, customer-focused airport experience

Existing campaign videos and creative assets can be viewed on the Airport’s YouTube channel: [TulsaAirports - YouTube](#)

2025 Passenger Research & Focus Group Insights

In early 2025, Tulsa International Airport conducted a comprehensive passenger perception and stakeholder study that included quantitative research and qualitative focus group feedback among Tulsa-area travelers who had used the airport within the previous two years. The study included 303 respondents and explored traveler preferences, brand perception, communication effectiveness, airport experience, and future opportunities.

Key findings included:

- Travelers expressed exceptionally high satisfaction with the overall airport experience, particularly regarding cleanliness, ease of access, parking convenience, security efficiency, and overall customer experience.
- Nonstop flights were identified as one of the most important factors in travel decision-making, with more than 65% of respondents rating nonstop service as very or extremely important.
- The airport brand was most commonly described using words such as “clean,” “friendly,” “efficient,” and “nice,” reflecting strong positive community sentiment and emotional connection to the airport.
- Communication effectiveness received positive marks overall, though the study identified opportunities to better engage infrequent travelers and broaden awareness of airport offerings and updates.
- Focus group participants and survey respondents expressed interest in expanded amenities, including additional dining options, charging stations, and enhanced shopping experiences.
- More than 75% of respondents indicated they were very or extremely likely to recommend Tulsa International Airport to friends and family, underscoring strong regional loyalty and brand advocacy.

The research also highlighted opportunities to further align airport branding and storytelling with the values, culture, and personality of the Tulsa region.

Insights from this research should inform agency recommendations related to branding, messaging, audience engagement, campaign development, customer communications, and long-term strategic marketing initiatives.

Approach

Describe how you will develop the messaging to reach the target audience (see Attachment 1).

1. What media will you use to reach the target audience(s)?
2. How will you measure the effectiveness of your strategy, based upon the goals listed below?

When considering the approach, airport-owned assets should be considered, but you are not limited to those assets (see Attachment 2).

Creative examples (ad designs, overall campaign theme) are NOT required in this proposal. We will be scoring based on the Evaluation Criteria listed on page 9.

Measurement of Success & Performance Metrics

The Airport understands that measurement methodologies may vary between campaign initiatives and service lines.

For Air Service campaigns, it can be difficult to directly attribute specific route performance, bookings, or revenue generation solely to marketing efforts. As a result, campaign success will primarily be evaluated through awareness, engagement, and behavioral indicators that support long-term air service growth and customer retention.

Key performance indicators may include:

- Digital advertising interaction and engagement rates
- Website traffic and campaign landing page activity
- Video views and completion rates
- Social media engagement and audience growth
- Brand awareness and community participation
- Performance of creative concepts that generate memorable and positive audience interaction

The Airport is particularly interested in creative campaigns that are engaging, community-driven, and reinforce Tulsa International Airport as travelers' preferred hometown airport.

The Airport currently utilizes FlyMyAirport™, a branded booking and traveler intelligence platform integrated into the Airport's website at flytulsa.com. FlyMyAirport™ allows the Airport to:

- Promote a seamless branded booking experience
- Increase traveler awareness and loyalty
- Encourage passengers to book travel from their hometown airport
- Reduce passenger leakage to competing regional airports
- Track traveler search behavior, destination interest, and booking activity
- Access reporting and analytics related to customer travel intent and conversions

Current marketing campaigns actively direct users to the FlyMyAirport™ platform, and the Airport anticipates continued integration of this tool into future campaign strategies and performance reporting.

For Parking campaigns, success metrics will be more directly tied to revenue and customer participation goals. Desired outcomes include:

- Increasing parking revenue by 6%
- Increasing Parking Perks program sign-ups by 10%

Respondents are encouraged to propose additional measurement strategies, reporting tools, and performance indicators that align with campaign objectives and provide meaningful insights into customer engagement and conversion behavior.

Budget

The anticipated annual budget for campaign development, media placement, and related agency services for Fiscal Years 2027 and 2028 is outlined below:

2027 / 2028 Campaign Budgets

- **Air Service Campaign**
 - Media Spend: \$100,000 annually
 - Agency Services: \$30,000 annually
- **Parking Campaign**
 - Media Spend: \$75,000 annually
 - Agency Services: \$15,000 annually

In addition to the campaigns listed above, the Airport may engage the selected agency for supplemental marketing, creative, branding, communications, or advertising projects on an as-needed basis. Additional project work shall not exceed \$50,000 annually without prior written approval from the Airport.

The Airport reserves the right to modify campaign scopes, redistribute budget allocations between campaigns or tactics, and adjust annual spending based on operational priorities, market conditions, available funding, or strategic opportunities.

Project Timeline

The Airport anticipates initiating the first phase of campaign implementation in February 2027.

Prior to launch, the selected agency will participate in project kick-off meetings beginning in November 2026. These meetings will serve as collaborative working sessions to:

- Review existing campaign performance and creative assets
- Discuss strategic goals and target audiences
- Evaluate opportunities to evolve and expand current campaigns
- Brainstorm creative concepts and messaging direction
- Develop recommended media strategies and implementation timelines

The Airport intends for this process to be collaborative and strategic, with an emphasis on identifying the most effective and innovative path forward for each campaign while maintaining continuity with existing branding and marketing efforts.

Background of Previous Campaigns

Air Service

The primary target audience was adults 25-54 who are looking to book a getaway or vacation for themselves, and for their families. Ad placement was focused on potential travelers within the Tulsa and NW Arkansas DMAs.

Preview Air Service Campaign Slogans:

- 2026: TUL Us About It
- 2025: TUL Us About It
- 2024: Only 1 Stop Away
- 2023: What has you going nonstop?
- 2022: Nonstop [blank]. (Nonstop Awe, Nonstop Adventure, etc.)
- 2021: Travel is back.
- 2020: On pause for the pandemic.
- 2019: TUL Takes U There
- 2018: What's Non-Stopping You?

Parking

Parking generates the most non-airline revenue for Tulsa International Airport, making it essential for funding airport operations and improvements. Other large non-airline revenue generators for TUL include the terminal's restaurants, retail shops and advertising sales.

Current Parking Branding:

Tulsa International Airport's current parking tagline is "One Spot Closer," which reinforces the convenience of parking onsite and positions travelers as being one step closer to their final destination from the moment they arrive at the airport.

Originally developed in 2016, the tagline continues to be utilized across various parking-related marketing materials, including parking shuttles, promotional coupons, signage, and digital assets.

While "One Spot Closer" remains the Airport's current parking brand platform, the Airport marketing team is open to evaluating new creative concepts, messaging strategies, and potential tagline recommendations proposed by the selected agency.

One of the Airport's most recent parking campaigns focused on promoting TUL Parking Perks, the airport's parking rewards program, and utilized the tagline "Airport Perking."

Future parking campaigns may continue to support Parking Perks enrollment and customer retention efforts while also promoting the overall convenience, value, accessibility, and customer experience associated with parking at Tulsa International Airport.

Evaluation Criteria

The Airport will evaluate RFQs received based on the following evaluation criteria and will score RFQs up to the maximum number of points as noted for each evaluation criterion.

The Proposer must include in its RFQ the information noted in the evaluation criteria and must demonstrate how the firm meets the evaluation criteria.

Evaluation Criteria	Maximum Points
<p>Qualification Information: You must include the name and contact information of the individual in your firm that the Airport should contact regarding questions about your RFQ and scheduling a potential interview. The contact information should include the following: name of individual, title, firm name, address (city, state, zip code), telephone number, e-mail address.</p>	5
<p>Cover Letter: A cover letter expressing interest, addressing, at a minimum, the following:</p> <ul style="list-style-type: none"> • Executive Summary: A high level, executive summary of your firm’s relevant qualifications and experiences, as well as the relevant experiences of key staff proposed for this project in performing similar services. • Firm Size and Workload: Outline the size of your firm and discuss your capability to manage a project of this size and scope within the identified time frame, relative to your current workload. • Finances: Discuss your firm’s financial and organizational stability. 	10
<p>Relevant Experience of the Firm: Identify past projects, what they included, the staff, including subcontractors, who will be assigned to the potential contract, indicating the responsibilities and qualifications of such personnel, and include the amount of time each will be assigned to the project. The Proposer shall commit that staff identified in its Proposal will perform the assigned work.</p>	30
<p>Staff Experience and Availability: A description of the staff proposed and discussion of their availability for performing the work as outlined in this RFQ that demonstrates relevant experience from other projects.</p>	15

Experience should include projects of similar, or larger, size and scope including work involving large corporations; working under tight time schedules; media placement and analytical evaluation; ability to monitor, evaluate, and modify advertising schedules and messages; and graphic arts. Discuss their experience in developing and implementing successful creative concepts.	
<p>Proposed Implementation Plan: Provide, in as much detail as possible, how your team’s relevant work experience will allow you to accomplish items outlined in the Scope of Work, Approach, and Goals section.</p> <p>Include in your proposal a tentative work-plan, examples of similar work, anticipated time requirement to complete the tasks and deliverables in order to achieve the goals of this RFQ.</p>	40
Total Points	100

Submission Requirements

Please submit one (1) electronic copy and three (3) hard copies by COB on Friday, July 31, 2026.

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Late Submittals: Submissions will not be accepted by the Airport after the date and time specified in this RFQ. In the event that a Submission is delivered after the submission deadline, the Submission will not be accepted or considered and will be returned to the Proposer unopened. Proposers are responsible for ensuring that the Airport receives Submission at the designated location by the deadline stated in this RFQ.

Selection Timeline

The anticipated procurement and selection timeline for this RFQ is as follows:

- July 31, 2026 – RFQ Responses Due
- August 3–31, 2026 – Internal Review and Evaluation Period
- September 14–16, 2026 – Agency Interviews/Presentations (if deemed necessary)

- October 8, 2026 – Recommended Agency Selection Presented for Approval at the TAIT Board Meeting

The Airport reserves the right to modify the schedule as necessary to accommodate the evaluation process or operational needs.

Title VI Solicitation Notice: As a condition of a grant award, the Sponsor shall demonstrate that it complies with the provisions of Title VI of the Civil Rights Act of 1964 (42 U.S.C. §§ 2000d et seq) and implementing regulations (49 CFR part 21) including amendments thereto, the Airport and Airway Improvement Act of 1982 (49 U.S.C. § 47123), the Age Discrimination Act of 1975 (42 U.S.C. 6101 et seq.), Section 504 of the Rehabilitation Act of 1973 (29 U.S.C. § 794 et seq.), the Americans with Disabilities Act of 1990 (42 U.S.C. § 12101, et seq.), U.S. Department of Transportation and Federal Aviation Administration (FAA) Assurances, and other relevant civil rights statutes, regulations, or authorities, including any amendments or updates thereto. This may include, as applicable, providing a current Title VI Program Plan to the FAA for approval, in the format and according to the timeline required by the FAA, and other information about the communities that will be benefited and impacted by the project. A completed FAA Title VI Pre-Grant Award Checklist is required for every grant application, unless excused by the FAA. The Sponsor shall affirmatively ensure that when carrying out any project supported by this grant that it complies with all federal nondiscrimination and civil rights laws based on race, color, national origin, sex, creed, age, disability, genetic information, in consideration for federal financial assistance. The Department’s and FAA’s Office of Civil Rights may provide resources and technical assistance to recipients to ensure full and sustainable compliance with Federal civil rights requirements. Failure to comply with civil rights requirements will be considered a violation of the agreement or contract and be subject to any enforcement action as authorized by law.

Respondents shall comply with all applicable nondiscrimination requirements set forth in 49 CFR Part 21, the Airport and Airway Improvement Act of 1982, 49 U.S.C. § 47123, the Age Discrimination Act of 1975, Section 504 of the Rehabilitation Act of 1973, the Americans with Disabilities Act, and all other applicable federal nondiscrimination authorities.

Attachment 1 – Target Audience

The demographics below represent a snapshot of people living in the Tulsa DMA who have flown out of Tulsa International Airport within the last year.

Gender:

Female: 51%

Male: 49%

Household Income:

\$30,000 - 49,000: 20%

\$50,000 - 74,999: 17%

\$75,000 - 99,999: 13%

\$100,000 - 149,999: 16%

\$150,000 - 249,999: 7%

\$250,000+: 2%

Mean Household Income: \$95,896

Education Level:

High School Graduate: 36%

Some College: 33%

College Graduate: 12%

Some Postgraduate: 2%

Post Graduate Degree: 9%

Age:

Gen Z: 5.8%

Millennials: 22.7%

Gen X: 23.2%

Boomers: 31.5%

Silent Generation: 16.7%

Median Age: 49

Occupation:

Retired: 21%

Management: 8%

Business and Financial: 2.5%

Healthcare: 5%

Sales: 5%

Office and Admin Support: 5%

Attachment 2 – Airport Assets

- 1. Terminal Banners (located post security between the A and B concourse)**
 - a. Quantity: 15 banners (we typically repeat the images, so 7 columns would have the same image rotating with a message on 8 other columns)
 - b. Size: 22 inches wide x 84 inches height

- 2. Chamber Report Ad – Distributed monthly to the Tulsa Regional Chamber membership.**
 - a. Size: 8 inches wide x 5 inches height

- 3. BIDS Graphic (these are the screens that are above the baggage carousels – images rotate whenever there is not a flight operating)**
 - a. Quantity: 1 design
 - b. Size: Monitors are installed landscape/horizontal: 1920 pixels width by 1084 height

- 4. Terminal Sign Holders (These are located in the hallways leading to baggage claim)**
 - a. Quantity: 1 design
 - b. Size: 22 inches wide x 28 inches height with a 1” bleed

- 5. Elevator Sign Holders (These are located in the elevators, both pre-and post-security.)**
 - a. Quantity: 1 design
 - b. Size: 11 inches wide x 17 inches height

- 6. Digital Graphic on LCD Towers (located in the gate areas)**
 - a. Quantity: 1 design
 - b. Size: Monitors are installed portrait/vertical: 1080 pixels width by 1920 height

- 7. Website Header Image (visit our website flytulsa.com to see an example)**
 - a. Quantity: 1 design

- 8. :15 Second Ad on Fox23**
 - a. We currently have a trade agreement with Fox23 and have a :15 second ad video spot that can be used.