

2025 CLIENT CASE STUDY

TULSA OFFICE OF FILM, MUSIC, ARTS & CULTURE

PHOTO CREDIT: DYLAN JOHNSON



"[SXSW] continues to be invaluable, not only for generating exciting new prospects but also for deepening connections within the industry."
Meg Gould, Executive Director & Film Commissioner, Tulsa Office of Film, Music, Arts & Culture





AT A GLANCE

- Location: Headquartered in Tulsa, OK
- Industry: Film & TV, Hospitality
- SXSW Product Featured:
 - Industry Happy Hour

The Tulsa Office of Film, Music, Arts & Culture is committed to attracting, supporting, and promoting film, music, and arts projects that highlight NE Oklahoma's dynamic talent and diverse locations.

THE TARGET

Tulsa's Film & TV Industry Happy Hour aimed to host a space dedicated to Filmmakers & Industry Professionals, while also promoting Tulsa as a premier filming destination. Tulsa's main goal was to foster relationships and amplify their presence within the SXSW Film Festival.

THE APPROACH

The Industry Happy Hour provided networking opportunities for the brand to engage with their target audience, establish connections and showcase Tulsa's potential. By including promotional gifts, look books and marketing materials, Tulsa ensured that they remained top of mind to the film community.

THE IMPACT

From mix and mingling to scheduling meetings, Tulsa has received many inquiries that have resulted in booked business. As independent and studio filmmakers prepare their projects, many hope to film in Oklahoma.

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“Tulsa always leaves SXSW with fresh opportunities and meaningful relationships, while also reconnecting with familiar faces and strengthening past collaborations. The energy, creativity, and networking at SXSW make it a must-attend event for keeping Tulsa top of mind in the film industry.”

Meg Gould, Executive Director & Film Commissioner, Tulsa Office of Film, Music, Arts & Culture

