

# Press Release

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## ***The Sponsorship Guy™ Partners with OKANA Resort & Indoor Waterpark to Secure Strategic Sponsorships***

November 22, 2024

The Sponsorship Guy, a leading expert in sponsorship transactions with over \$200,000,000 in transactions, is pleased to announce its partnership with OKANA Resort & Indoor Waterpark. The collaboration aims to secure significant sponsorships for OKANA's innovative resort and waterparks, slated to open in Spring 2025.

OKANA Resort & Indoor Waterpark, situated in Oklahoma City's Horizons District, is a \$400 million tourist destination that continues the momentum of economic development in Oklahoma City. The resort features an 11-story, 404-room hotel with modern accommodations, riverfront and lagoon views, and proximity to downtown Oklahoma City and the Boathouse District. The centerpiece of the property is a 4.5-acre outdoor adventure lagoon. The resort also includes a conference center, an indoor waterpark, a family entertainment center, an amphitheater and event lawn, retail shops, and multiple dining establishments. Next to the First Americans Museum, OKANA will extend the museum's programming and events, celebrating the heritage of First Americans with art displayed throughout the property.

"OKANA Resort & Indoor Waterpark is thrilled to partner with The Sponsorship Guy to further enhance our brand's visibility as we prepare to open in spring 2025," said Ken Leone, Managing Director at OKANA Resort & Waterpark. "Their ability to secure high-value sponsorships aligns with our ambition to create a world-class destination that celebrates Oklahoma's rich cultural heritage while offering unparalleled entertainment experiences."

The Sponsorship Guy has been at the crossroads of sponsors and events for more than 20 years, helping clients achieve their sponsorship objectives through viability analysis and turnkey campaigns. From the Super Bowl to Monster Trucks, Tech Conferences to BBQ Festivals, The Sponsorship Guy has seen and executed nearly every kind of sponsorship tactic and activation. They are at the forefront of moving clients into digital features, ensuring their sponsorship strategies remain relevant and effective in the evolving market.



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“With OKANA Resort & Indoor Waterpark set to be a premier destination, we are excited to leverage our expertise to secure lucrative sponsorships that will enhance the visitor experience and contribute to the resort’s success,” said Larry Weil, Founder of The Sponsorship Guy. “We look forward to working closely with the OKANA team to achieve their revenue objectives.”

Key sponsorship opportunities at OKANA include naming rights or “presented by” attribution for the waterpark, waterslides, lagoon, amphitheaters, and various facilities, as well as branding on large LED screens, innertubes, fitness centers, and more. These sponsorships provide brands with a unique opportunity to align with a destination that offers a memorable experience for guests of all ages.

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