

best creative events—best public event

Devon Energy presents Saturdays with Santa



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Saturdays with Santa was a free event offered each weekend for four weekends between Thanksgiving and Christmas. This event was open to the public; featuring the chance to visit with and get your picture taken with Santa Claus, storytime with Mrs. Claus, holiday arts and crafts creations, community Christmas performances and the opportunity to write your wish list to Santa! This event was an expanded version of a smaller event that had been offered in years past that only featured photos with Santa Claus. Our company was tasked with reinventing an event that would provide activities for families with children of all ages to enjoy throughout the holiday season getting the community into the holiday spirit. Hosted in the newly opened Devon Energy Center, each weekend of Saturdays with Santa featured a different holiday theme, showcased through holiday décor, live entertainment, and arts & craft stations. The event themes included the Gingerbread Village, The North Pole, Whoville, and Winter Wonderland. Each theme was designed to be lively and energetic, encouraging the public to participate and enjoy the holiday festivities.

rejoice.

Our company worked to create unique experiences for the guests each weekend that included designing, producing and executing each weekend's theme.

- **Entertainment.** Each weekend was intended to provide a different excitement for the holiday season. Entertainers dressed as different characters including Santa's elves, Whoville characters such as Cindy Lou Who, and snowmen. The princesses from Frozen also joined the festivities with live sign-a-longs. These characters greeted children as they entered the event, posed for photos, helped them create their crafts and guided them to meet the one and only Santa Claus. Local musicians and community groups auditioned and were hired to perform on the event's candy cane-lined main stage.
- **Storytime with Mrs. Claus.** Mrs. Claus greeted children and invited them to her story time. Children selected the holiday book of their choosing and were treated to an engaging and interactive reading of the classic holiday children's books.
- **Live Reindeer.** Reindeer made appearances two weekends to determine Santa's flight path over Oklahoma City with the newly constructed Devon Energy Center. Children were able to meet the reindeer and have their pictures taken.
- **Polar Express.** Two trains ran each weekend from the Devon Energy Center to the Myriad Botanical Gardens.
- **Santa's Workshop.** The arts and crafts stations featured a craft that was focused around the theme of the weekend. These included ornaments, Christmas stockings, Santa beards, letters to Santa, and gingerbread houses.
- **Give-A-Bear.** Devon Energy also wanted to include an aspect of this event that gave attendees an opportunity to give back to the community. Partnering with four nonprofit agencies, Devon purchased 2,000 materials to stuff bears onsite and donate them to children in need.

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The Devon Energy Center featured some of the most spectacular Christmas decorations anyone had ever experienced in downtown Oklahoma City. Guests came to the Devon Energy Center public space in the evenings to have their photos taken with the installed decorations, which became a concern during our event load in each Friday evening. Security and safety of everyone in the building, as well as our own employees was our first priority, and our team worked closely with the Devon Energy Center security team to overcome the hurdles in this process, creating a seamless setup experience for everyone involved.

This four-weekend holiday community program served as the centerpiece for downtown Oklahoma City's Downtown in December series of attractions, providing free family entertainment and activities for over 20,000 Oklahomans and visitors during the holiday season.

