



# DESTIN FORT WALTON BEACH FLORIDA

## Reach your customers before they arrive!

### The Destin-Fort Walton Beach Partner Program

Reach your potential customers by joining the Destin-Fort Walton Beach Partner Program! This program uses strategically placed, targeted marketing to reach our visitors before they get here. This enables you to gain a competitive advantage, attract more customers, increase sales and drive profits for your business.

From presenting your company at area Welcome Centers to featuring you on the destination website, the Destin-Fort Walton Beach Partner Program offers you thousands in media value for a minimal trade investment that will be fulfilled by the marketing initiatives available through the Gold and Platinum packages.



### Easy sign up

To sign up, visit [destinfbw.com](http://destinfbw.com) and choose PARTNERS from the top navigation. Then, click on the Destin-Fort Walton Beach Partner Program link to fill out a short form. After you submit your form, a member of the Destin-Fort Walton Beach team will follow up with you.

**DEADLINE IS AUGUST 30**

### Questions?

Have a question about the program or what each level includes? Just give us a call or send us an email!

**Contact:** Stacey Young, Community + Media Relations Strategist, [syoung@myokaloosa.com](mailto:syoung@myokaloosa.com) - 850.609.5389



	<b>Silver</b> (Bed-tax accommodations)	<b>Gold</b>	<b>Platinum</b> (25 slots)
<b>In-kind requirement - Accommodations</b>	<b>\$0</b>	<b>At least \$1,000</b>	<b>At least \$3,000</b>
<b>In-kind requirement - Dining + Attractions</b>	<b>—</b>	<b>5 experiences</b>	<b>10 experiences</b>
<b>Ad value</b>	<b>\$25,000</b>	<b>\$35,000</b>	<b>\$50,000</b>
<b>Website promotion</b> Listing with direct link, images, and customizable amenities Quarterly digital reports <b>Gold/Platinum</b> - Features to include blogs, body content, promoted listings, and one homepage feature	●	●	●
<b>Training</b> Courses may include hospitality, customer service, crowd control + safety Sales + media training for staff as available	●	●	●
<b>Advocacy</b> Documents, tools + assistance in event of crisis Florida Tourism Day participation assistance	●	●	●
<b>Welcome centers</b> Collateral/video presence Featured partner rotation In-person presence		●	●
<b>Visitor guide</b> Ad inclusion		●	●
<b>Email</b> One bundled featured email		●	●
<b>Public relations</b> Inclusion in media pitching Media/Influencer hosting as appropriate VIP pass opportunity		●	●
<b>Social media</b> Promotion on Destin-Fort Walton Beach social channels through live videos, story features + posts		●	●
<b>Shared assets</b> Select destination photography + b-roll Access to select research		●	●
<b>Destin-Fort Walton Beach Convention Center</b> Group leads Utilize touch-points at DFWBCC Room rental discounts		●	●
<b>Platinum exclusives (as available)</b> Regional promotions + in-market events Third party promotional opportunities Trade show discounts + partnerships First option in exclusive promotional PR/media First option in promotional for media + influencer hosting/FAMs One Facebook boosted post + additional live video Free inclusion of press materials at destination event Inclusion in one press pitch			●

While partners may turn down any presented opportunity, there is an expectation that platinum level will fulfill at least \$3000 and gold level will fulfill at least \$1000 in trade. Bed tax accommodations must opt into a level of the Destin-Fort Walton Beach Partner Program to be included on the website. Destin-Fort Walton Beach reserves the right to refuse assets or presented trade if it does not appropriately fulfill the presented opportunity. Collaborative efforts, such as earned media opportunities, regional promotions, and events, cannot be guaranteed. Opportunities will be presented equitably on a case by case basis. Dates of inclusion in opportunities such as newsletters, social media and PR pitching to be determined by Destin-Fort Walton Beach. Visitor Guide 2021 inclusion is limited to those partners who enroll in 2021 Partner Program before August 30, 2020 and who provide sufficient assets by presented deadline.