GULF COAST JAM COUNTRY ON THE COAST

September 3rd-5th, 2021

Old Dominion | Chris Stapleton | Brooks & Dunn







Panama City Beach, FL Frank Brown Park September 3rd, 2021 – September 5th, 2021

- Friday 2:00 pm Midnight
- Saturday 2:00 pm Midnight
- Sunday 2:00 pm Midnight

Panama City Beach

REAL, FUN, BEACH,

• Early Entry is 30 mins prior to above start times





2021 Labor Day Headliners



CHRIS STAPLETON BROOKS & DUNN

OLD DOMINION

IN BEAUTIFUL PANAMA CITY BEACH, FL

SEPTEMBER 3RD-5TH, 2021

A PCB ENTERTAINMENT, LLC PRODUCTION





Past Performers INCLUDE

LUKE BRYAN = JASON ALDEAN = ERIC CHURCH = FLORIDA GEORGIA LINE = THOMAS RHETT TIM MCGRAW = KID ROCK = KEITH URBAN = SAM HUNT = BLAKE SHELTON CARRIE UNDERWOOD • MIRANDA LAMBERT • DUSTIN LYNCH • LUKE COMBS LITTLE BIG TOWN • BRETT ELDREDGE • DIERKS BENTLEY • GRETCHEN WILSON JUSTIN MOORE BRAD PAISLEY = JAKE OWEN = THE BAND PERRY GRETCHEN WILSON • TOBY KEITH • LADY ANTEBELLUM • HUNTER HAYES LEE BRICE • TRACE ADKINS • BRANTLEY GILBERT • KIP MOORE • DARRYL WORLEY TYLER FARR • DWIGHT YOAKAM • MARTINA MCBRIDE • GARY ALLAN CHARLIE DANIELS BAND = BIG & RICH = RANDY HOUSER = DAN + SHAY CHRIS JANSON • GRANGER SMITH • LYNRYD SKYNYRD





2021 Marketing/Advertising

- 400 mile radius
 - Radio, TV, Billboards, Online
- National TV w/ CMT
 - Hot 20 Countdown from the Event
 - (2) 3-Hour Specials on National TV

WiHeartRADIO • National Radio

- w/ iHeart Media
- Military Programs
- Lodging Partner Co-Marketing







2021 Media Exposure



With so many musicians of all ages able to get vaccinations, business has returned almost to 2019 levels for some studios.

In their tiny rehearsal space in an old Birmingham, Ala., shopping center, where a mystery critter nibbled inside the walls, all eight members of the soul band St. Paul and the Broken Bones spent three-plus hours in mid-April playing their songs -- without masks or social distancing. The band members are fully vaccinated, and with outdoor tour dates planned throughout the summer, they needed to get back to business.

"You get a little teary eyed," says singer Paul Janeway. "Nobody was

rusty. Everybody kept their skills sharp."

After a year of surreal isolation, concerts are trickling back, from

25%-capacity shows at Red Rocks Amphitheatre, in Morrison, Colo., to outdoor festivals like the Gulf Coast Jam in Panama City Beach, Fla. starring Luke Bryan and Brad Paisley in early June. And that means rehearsals. Some bands spent quarantine writing new material, and they have to learn it together; others lost members who liked staying home more than being on the road, so they have to try out replacements; and others need to play for plain old catharsis.



billboard







Covid-19 vaccines, Brad Paisley is announcing his return to touring. Paisley's Tour 2021 will launch this summer in Jacksonville, Florida, on July 8th

Jimmie Allen and Kameron Marlowe open the bulk of dates on the tour, which is slated to visit markets like Tampa, St. Louis, Dallas, Houston, Chicago, and Phoenix. The run wraps up October 9th in Irvine, California. Prior to the July 8th kick-off, the guitarist will headline the Pepsi Gulf Coast Jam festival in Panama City Beach, Florida, on June 5th, and Nashville's Independence Day celebration on July 4th.

Paisley spoke about the vaccine and the vital role it plays in the return of live music. "It's been a real difficult year, a nightmare for anyone who makes their living with a group of people," he said in a statement, "I feel very passionate about the chance we have for normalcy right now with the vaccine - there's light at the end of the tunnel. I have a band and crew just waiting to get back out on the road. The more of us that Take the Shot the safer it will be for all of us to gather.

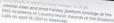




4 Hear Nicki Minaj's 'Beam Up Scotty' Mixtape With New Drake, Lil Wayne Sor



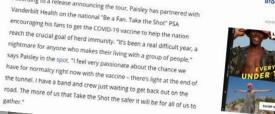




80

date outing will include special guests Jimmie Allen and Kameron Marlowe and also hit Nashville's first major event of the year, the July

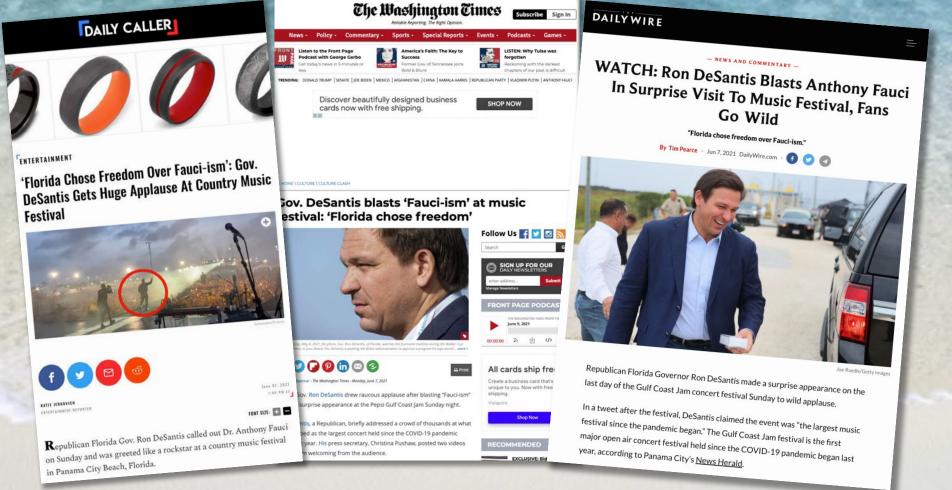
4th "Let Freedom Sing!" celebration. According to a release announcing the tour, Paisley has partnered with







2021 Media Exposure







2021 Media Exposure

4 2021 Big When Turnin" Tour

Giuliani Audi



Naturally, they ended their show with "Free Bird," that storied 1973 marathon of guitar theatries – a song so comically requested at gigs that Jason Isbell recently warned against shouting it out at his own shows. "One day somebody is gonna know every single note of it. And that's the day you'll hear freebird, "he tweeted. "Might be us, cuz haby we could freebird from a dead sleep on a Sunday morning."



The tandem performed the American Idol judge's hit single "Huntin,' Fishin' and Lovin' Every Day" by marcus k. dowling 22h ago

CMT News

Recently, regarding his American Idol victory, California-born country performer Chayce Beckham noted, "[This is] More than an Apple Valley boy could ever ask for, so I'm definitely feeling shocked. I'm just blown away by the amount of support that I'm getting from my fans, and from people across the country, and people across the world. It's honestly, a real, beautiful thing to experience." Though the shock hasn't worn off, the performing continues for the "23" vocalist, as he was recently called onstage for a duet with none other than American Idol judge Luke

musicmayhemmagazine



GULF COAST JAM

COUNTRY ON THE COAST

112

IAMS:

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BUY NOW

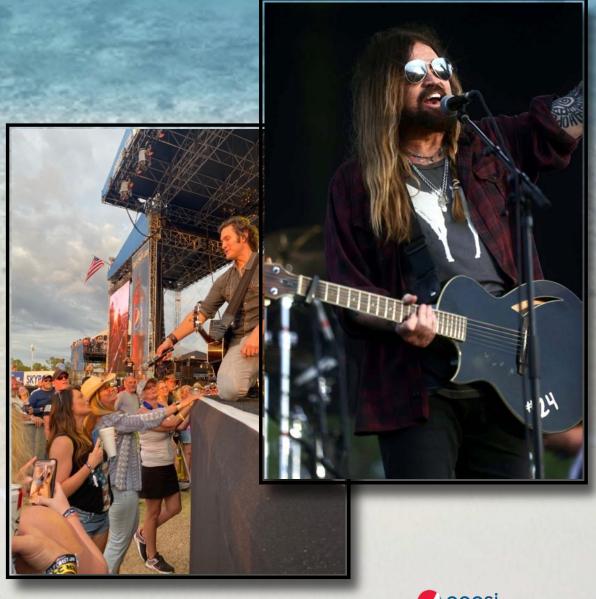


Quick Facts



<u>Facebook</u> = 144,088 Followers

- (the last 28 days)
- People Reached = 1,083,411
- Post Engagements = 309,246
- Video Views = 189,244
- <u>Instagram</u> = 29,300
- <u>Twitter</u>
 - @GulfCoastJam = 7,805
 - @ProducerJam = 4,842
- Email Marketing = 67,304
- Mobile App
 - Users = 22,242
 - Page Views = 3,367,123
- www.gulfcoastjam.com
 - Visits = 753,012







,\LOOMPA

Viral Social Posts



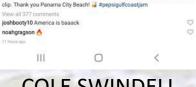
Gulf Coast Jam 🥝 Published by Jarrad Trythall 🛛 · January 28 · 🔇 ... ANNOUNCEMENT Pepsi Gulf Coast Jam has been rescheduled for June 4th-6th, 2021. The full lineup remains with the exception of Jordan Davis. We welcome Rodney Atkins to our lineup for the new dates! We look forward to seeing everyone at Pepsi #GulfCoastJam in beautiful Visit Panama City Beach!... See More 🕖 pepsi. GULF COAST JAM LYNYRD BRAD LUKE SKYNYRD PAI CODY JINKS COLE SWINDELL BROTHERS OSBORNE RILEY GREEN BILLY RAY CYRUS JOE NICHOLS LINDSAY ELL BODNEY ATKINS WALKER HAYES 2,319,142 People Reached FRANK RAY ALEY ALL PEPSI SOUTHERN OR 164,912 Engagements In Beautiful NAMA CITY BEACH. FL NE 4TH-6TH, 2021 RANK BROWN PARK | 2PM-MIDNIGHT CKETS & LODGING PACKAGES V W.PEPSIGULFCOASTJAM. FOI PCB ENTERTAINMENT, LLC PRODUCTI 2,319,142 164,912 Boost Post People Reached Engagements 😳💟 You and 1.8K others 2.9K Comments 8.3K Shares Like C Comment ⇔ Share Most Relevant 0 0 0 Comment as Gulf Coast Jam Ethan Rumble Also whoever goes to this and doesn't know Cody Jinks. You are in for a treat 🕌 his sound is pretty sweet and he's one of my favorites. 00 16 Like · Reply · Message · 14w ⇒ 2 Replies 1 of 1,618 View more comments



Social Posts







FACEBOOK FOLLOWERS: 1.4M

COLE SWINDELL
INSTAGRAM
OLLOWERS: 1.4M

11:29 🛛 🕹 💵 🗤		10 🕸 🖘 🗐 57% 🛢
4	Tweet	

Ron DeSantis @GovRonDeSantis

Nothing says Florida is open like a night of live music at the @Pepsi @GulfCoastJam, the largest music festival since the pandemic began.



▲ Panama City Beach - Government
 10:52 PM · 06 Jun 21 from Panama City Beach, FL ·
 Twitter for iPhone



GOVERNOR DESANTIS TWITTER FOLLOWERS: 412K

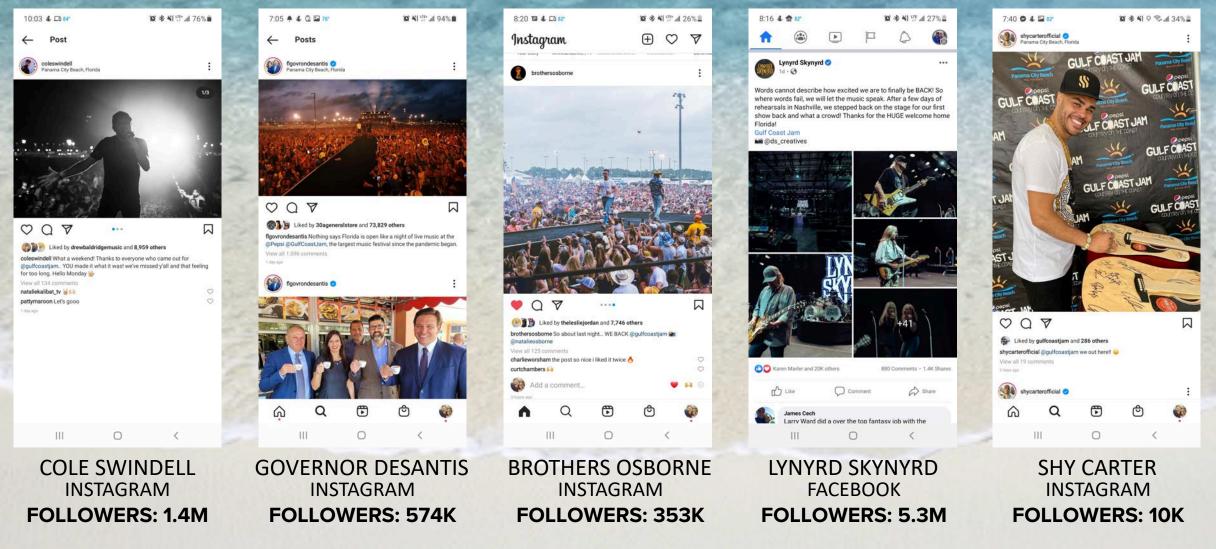


COLE SWINDELL INSTAGRAM FOLLOWERS: 1.4M





Social Posts







3-DAY Attendance

- 70,000 in Attendance
 Travelers from 50 states
- Travelers from 14 countries







Guest Appearance





Governor Ron DeSantis







golden corra

uffet & Grill

Food

Partners





Domino's





PERRY YOUNG COM

GULF COAST JAM

GULF COAST JAM

SHERIF





GULF COAST JAM

Military Program

- Military Programs
 - Military Appreciation Tent Presented by Jim Beam Black
 - Continually work with 8 Military Locations
- Discounted tickets for military, veterans and immediate family
- Site presence at various military facilities throughout the region
- NSA Panama City Beach, Tyndall Air Force Base, Eglin Air Force Base, Hurlburt Field, Fort Rucker, Maxwell Air Force Base, Fort Benning
- We proudly welcomed 2,000 members of our Military and their family members to our Jim Beam Black Military Appreciation Tent



Where Our Patrons Come From?

- Florida: 26%
- Alabama: 10%
- Georgia: 9%
- Tennessee: 3%
- Texas: 2%
- All Other States



ENTERTAINMEN





Other Operations

Shuttle System

16 Coaches and 4 Shuttles
Moved all patrons from event In 45 minutes maximum each day

Pepsi Southern Original

Thursday Night Finals at Ms. Newby's
Over 500 applicants

• 2021 Winner opened for Luke Bryan

Expand Festival Grounds

- Increased attendance
- Anticipate 75,000 in 2021









Economic Impact

Out of Market Value **\$14,450,744**

 Out of Market defined as outside of 50-miles from Panama City Beach, FL Bed Tax Revenue **\$404,759**

Overall Economic Impact \$24,259,958 City Fee Revenue **\$225,459**





Festival Impact



The figures in this graphic display the reach and impact that Pepsi Gulf Coast Jam and SandJam combined have achieved in the last 7 years.





See you Labor Day Weekend in 2021!





