



# GULF COAST JAM

COUNTRY ON THE COAST

**September 3<sup>rd</sup>-5<sup>th</sup>, 2021**

**Old Dominion | Chris Stapleton | Brooks & Dunn**





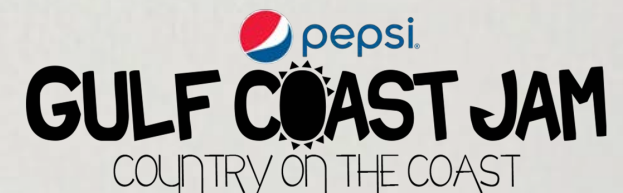


**Panama City  
Beach, FL**

**Frank Brown  
Park**

**September 3rd, 2021 – September 5th,  
2021**

- **Friday 2:00 pm – Midnight**
- **Saturday 2:00 pm – Midnight**
- **Sunday 2:00 pm – Midnight**
- **Early Entry is 30 mins prior to above start times**



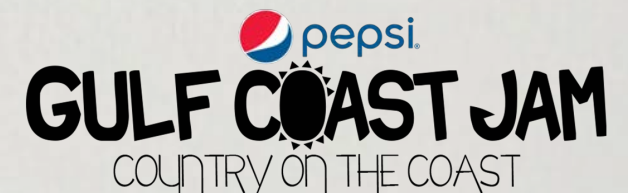


# 2021 Labor Day Headliners



The poster features a central circular logo with the Pepsi logo at the top, "GULF COAST JAM" in the center, and "PANAMA CITY BEACH, FLORIDA" at the bottom. The left side of the circle says "LABOR DAY WEEKEND" and the right side says "#COUNTRYONTHECOAST". To the left of the circle is the Panama City Beach logo, and to the right is the PCB Entertainment logo. Below the circle, the names of the headliners are listed in large, bold, black letters: "CHRIS STAPLETON", "BROOKS & DUNN", and "OLD DOMINION". Below these names, it says "IN BEAUTIFUL PANAMA CITY BEACH, FL" and "SEPTEMBER 3RD-5TH, 2021". At the bottom, the website "WWW.GULFCOASTJAM.COM" is listed, followed by "A PCB ENTERTAINMENT, LLC PRODUCTION".

**CHRIS STAPLETON**  
**BROOKS & DUNN**  
**OLD DOMINION**  
IN BEAUTIFUL  
**PANAMA CITY BEACH, FL**  
**SEPTEMBER 3RD-5TH, 2021**  
[WWW.GULFCOASTJAM.COM](http://WWW.GULFCOASTJAM.COM)  
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

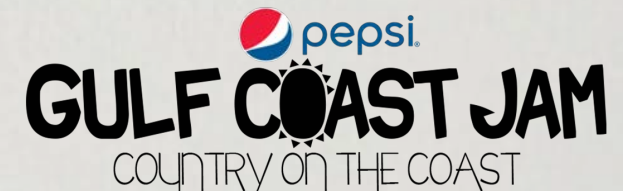




# 2021 Marketing/Advertising

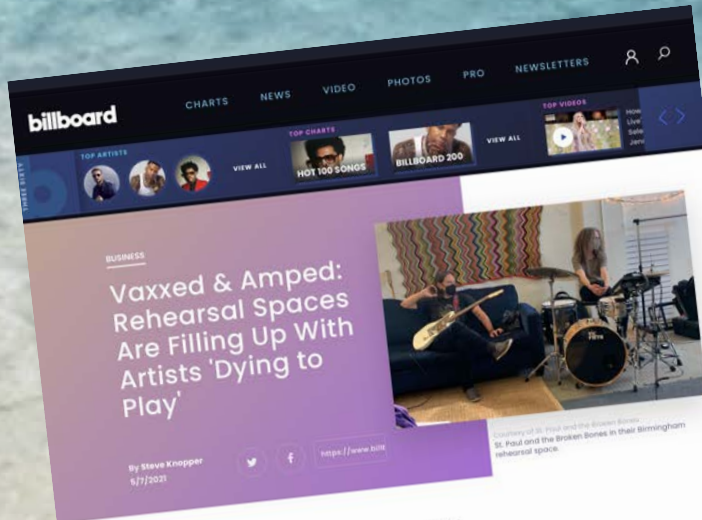


- 400 mile radius
  - Radio, TV, Billboards, Online
- National TV w/ CMT
  - Hot 20 Countdown from the Event
  - (2) 3-Hour Specials on National TV
- National Radio
  - w/ iHeart Media
- Military Programs
- Lodging Partner Co-Marketing





# 2021 Media Exposure

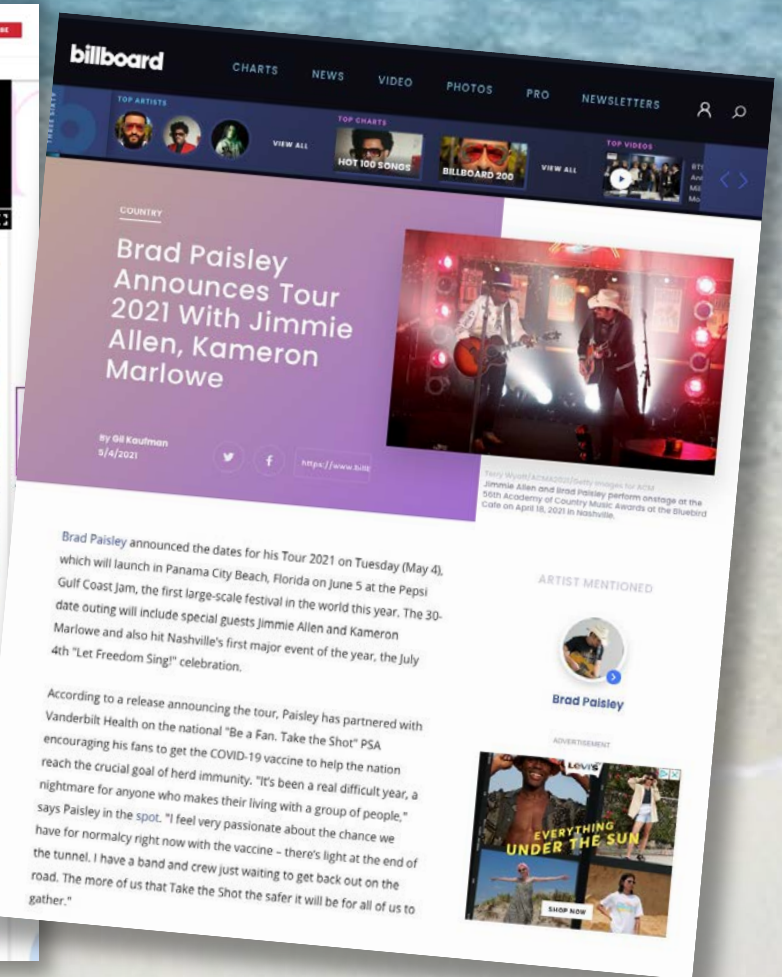
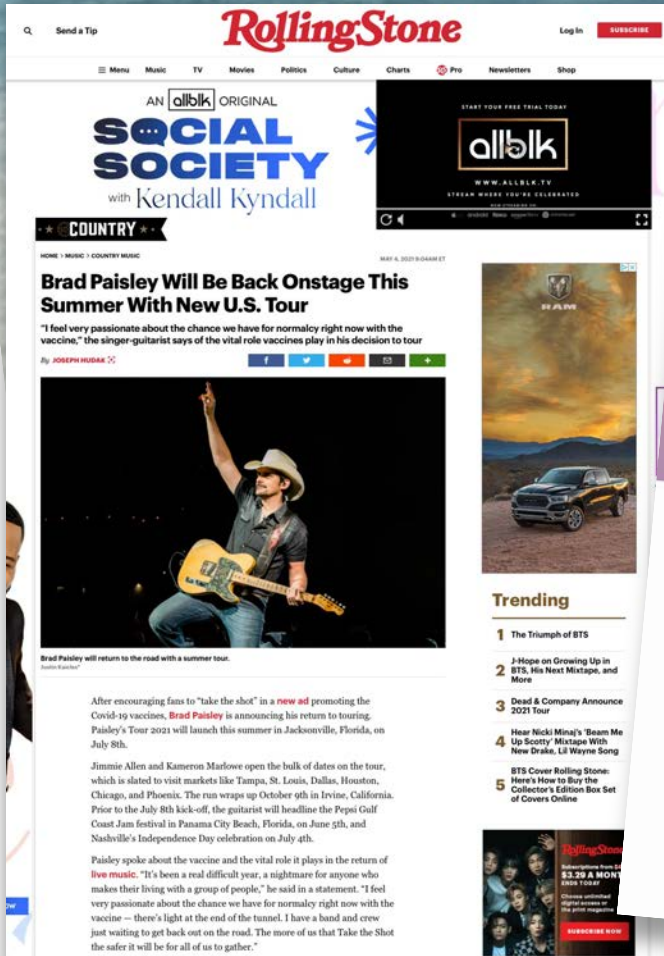


With so many musicians of all ages able to get vaccinations, business has returned almost to 2019 levels for some studios.

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 the 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.

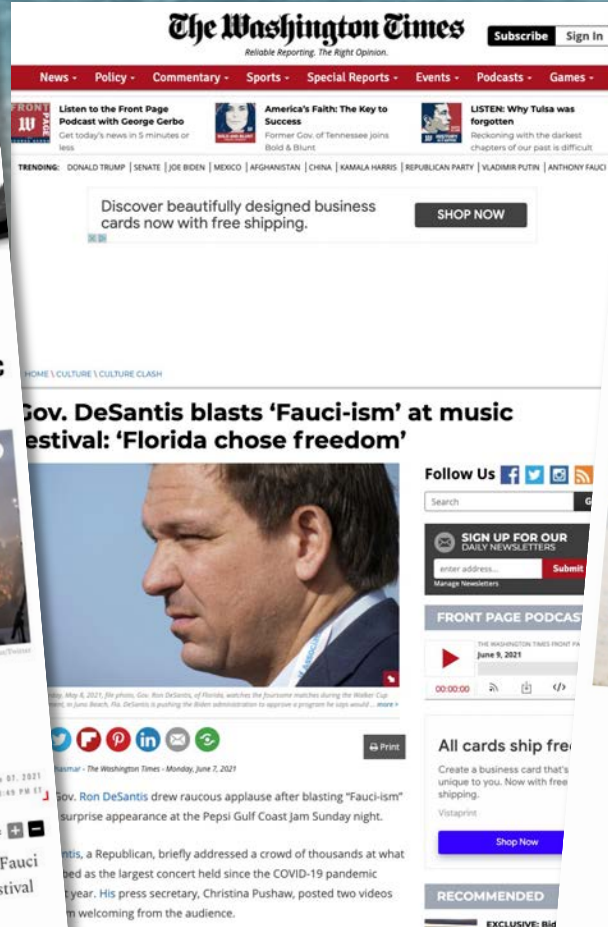
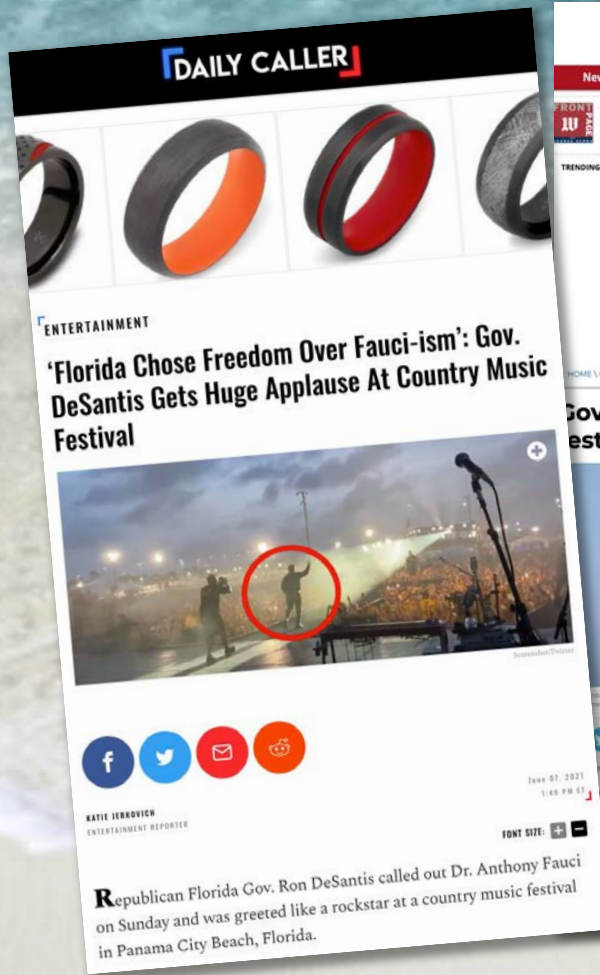
"You get a little teary eyed," says singer **Paul Janeway**. "Nobody was rusty. Everybody kept their skills sharp."

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., starting **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.



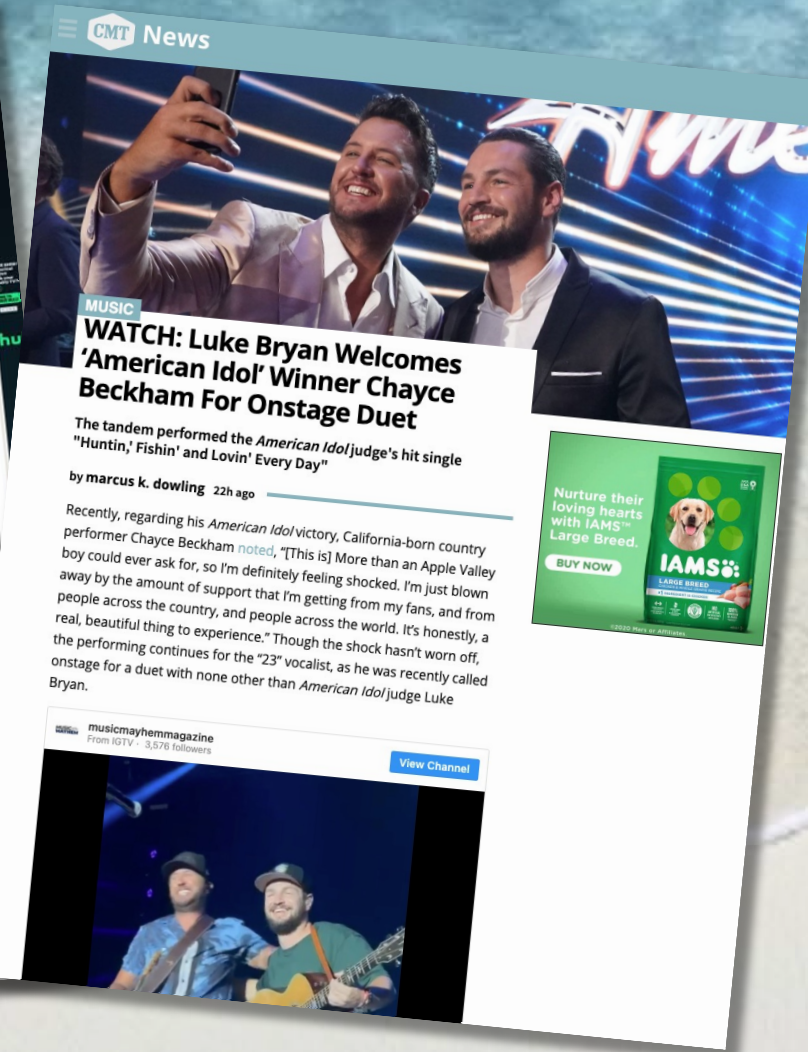
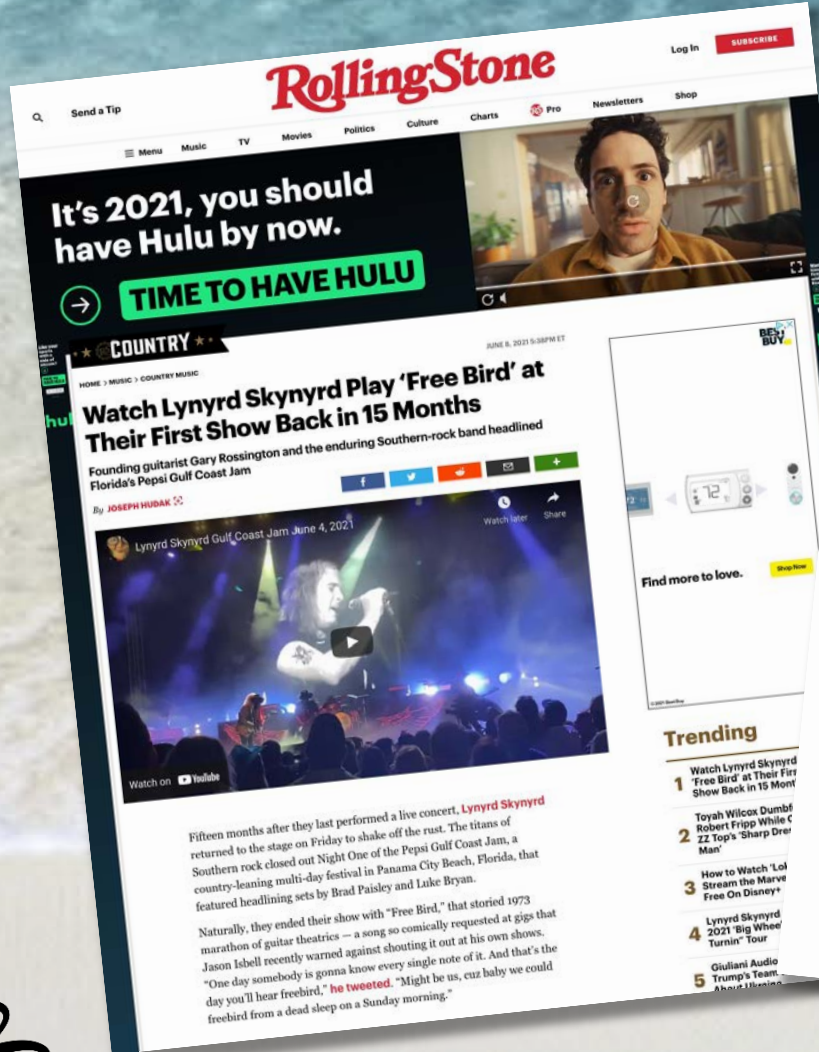


# 2021 Media Exposure





# 2021 Media Exposure





# Quick Facts



- **Facebook = 144,088 Followers**

(the last 28 days)

- People Reached = 1,083,411
- Post Engagements = 309,246
- Video Views = 189,244



- **Instagram = 29,300**



- **Twitter**

- @GulfCoastJam = 7,805
- @ProducerJam = 4,842

- **Email Marketing = 67,304**

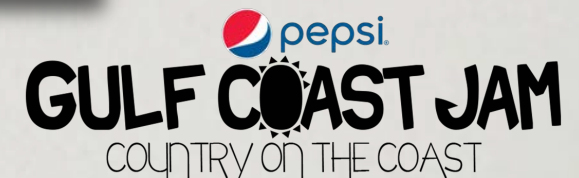
- **Mobile App**

- Users = 22,242
- Page Views = 3,367,123

- **www.gulfcoastjam.com**

- Visits = 753,012

ALOOMPA





# Viral Social Posts

**3,690,780 People Reached**

**42K Shares**

**29K Comments**

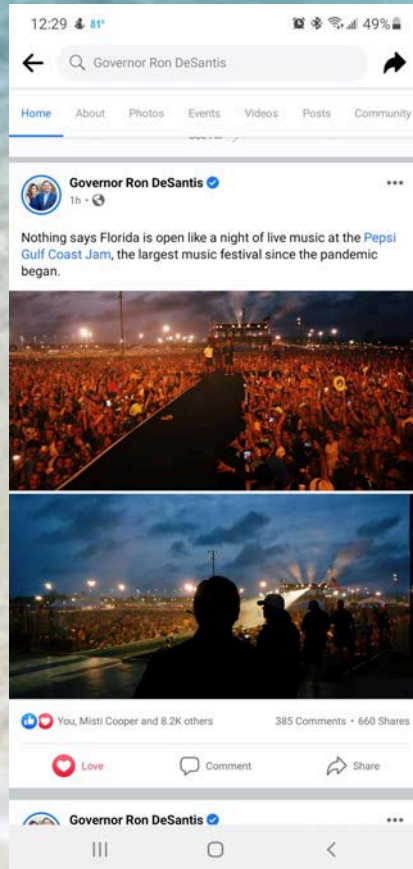
**2,319,142 People Reached**

**164,912 Engagements**





# Social Posts



GOVERNOR DESANTIS  
FACEBOOK  
FOLLOWERS: 1.4M



COLE SWINDELL  
INSTAGRAM  
FOLLOWERS: 1.4M



GOVERNOR DESANTIS  
TWITTER  
FOLLOWERS: 412K



COLE SWINDELL  
INSTAGRAM  
FOLLOWERS: 1.4M



# Social Posts



**COLE SWINDELL  
INSTAGRAM  
FOLLOWERS: 1.4M**



**GOVERNOR DESANTIS  
INSTAGRAM  
FOLLOWERS: 574K**



**BROTHERS OSBORNE  
INSTAGRAM  
FOLLOWERS: 353K**



**LYNYRD SKYNYRD  
FACEBOOK  
FOLLOWERS: 5.3M**



**SHY CARTER  
INSTAGRAM  
FOLLOWERS: 10K**





# 3-DAY Attendance

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





# Guest Appearance



**Governor Ron DeSantis**



# Partners



## Food Partners



pepsi.  
**GULF COAST JAM**  
COUNTRY ON THE COAST

**RCB**  
ENTERTAINMENT



# On Site Activation



**PCB**  
ENTERTAINMENT

**pepsi.**  
**GULF COAST JAM**  
COUNTRY ON THE COAST



# Military Program

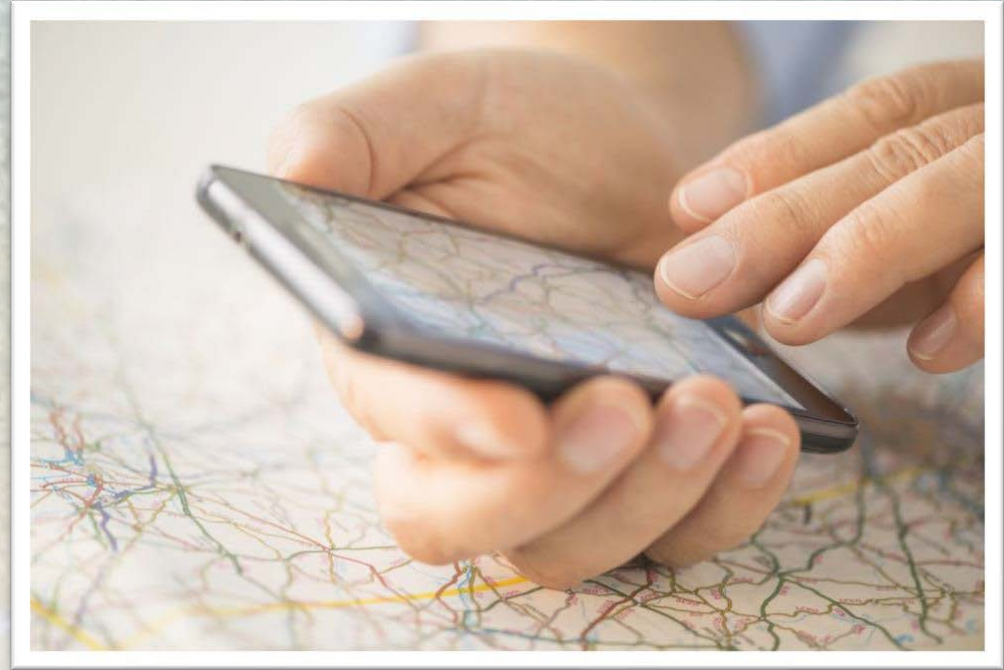
- **Military Programs**
  - **Military Appreciation Tent Presented by Jim Beam Black**
  - **Continually work with 8 Military Locations**
- **Discounted tickets for military, veterans and immediate family**
- **Site presence at various military facilities throughout the region**
- **NSA Panama City Beach, 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  
equal 50%***





# 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**

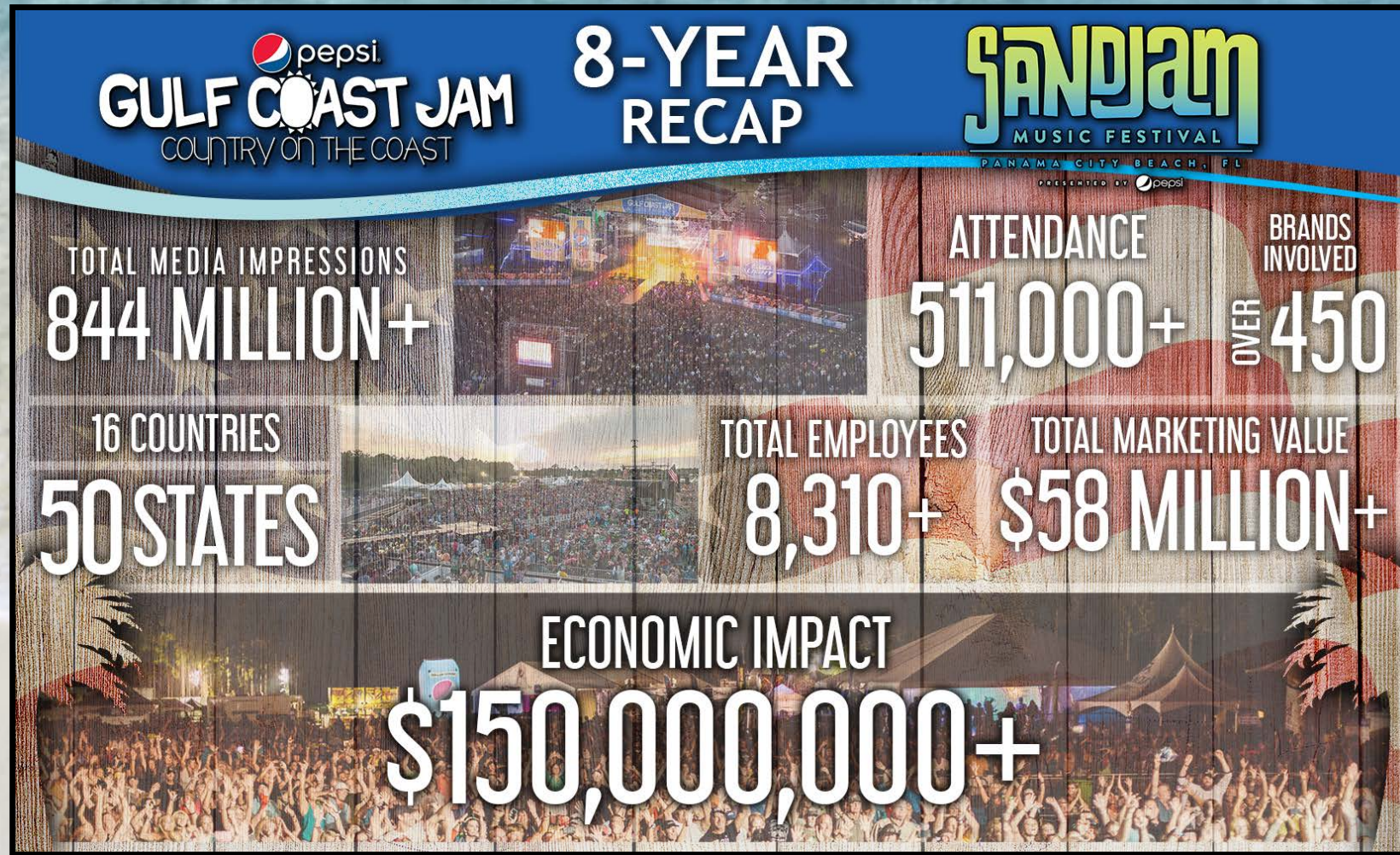
Overall Economic  
Impact  
**\$24,259,958**

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!



**RCB**  
ENTERTAINMENT

 **GULF COAST JAM**  
COUNTRY ON THE COAST