



**JUNE 1-4,
2023**

MORGAN WALLEN





JUNE 1ST, 2023 – JUNE 4TH, 2023
IN BEAUTIFUL
PANAMA CITY BEACH, FLORIDA
FRANK BROWN PARK

**GATE
HOURS**

THURSDAY // 3:00 PM – 10:00 PM

FRIDAY // 2:00 PM – 12:00 AM

SATURDAY // 2:00 PM – 12:00 AM

SUNDAY // 12:00 PM – 10:00 PM

**EARLY ENTRY IS 30 MINS PRIOR
TO ABOVE START TIMES**



2023 HEADLINER
JUNE 1-4, 2023

MORGAN WALLEN

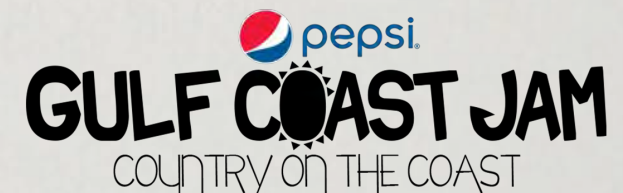


PCB
ENTERTAINMENT


Panama City Beach
REAL FUN BEACH

PAST PERFORMERS INCLUDE

BROOKS & DUNN ▪ OLD DOMINION ▪ BRETT YOUNG ▪ 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



2023 MARKETING/ADVERTISING



- **300 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**



QUICK FACTS



- **FACEBOOK = 154,781 Followers**

(the last 28 days)

- People Reached = 1,770,087
- Post Engagements = 723,897
- Video Views = 602,308



- **INSTAGRAM = 35,100**



- **TWITTER = 7,849**

- **EMAIL MARKETING = 71,226**

ALLOOMPA

- **MOBILE APP**

- Users = 9,600



- **WWW.GULFCOASTJAM.COM**

- Visits = 778,089
- Page Views = 1,633,927



PCB
ENTERTAINMENT

CMT HOT 20 COUNTDOWN

2-HOUR SPECIAL SATURDAY & SUNDAY

Shot on-location in Panama City Beach. The CMT Hot 20 Countdown team documented Pepsi Gulf Coast Jam and the city of Panama City Beach. Cody Alan, CMT Hot 20 Countdown's host, can be seen in hundreds-of-thousands of households across the US & Canada.



CODY ALAN
INSTAGRAM
FOLLOWERS: 387K



CMT
INSTAGRAM
FOLLOWERS: 688K

SOCIAL REACH

FACEBOOK: 835,119
INSTAGRAM: 689,000
TWITTER: 78,000



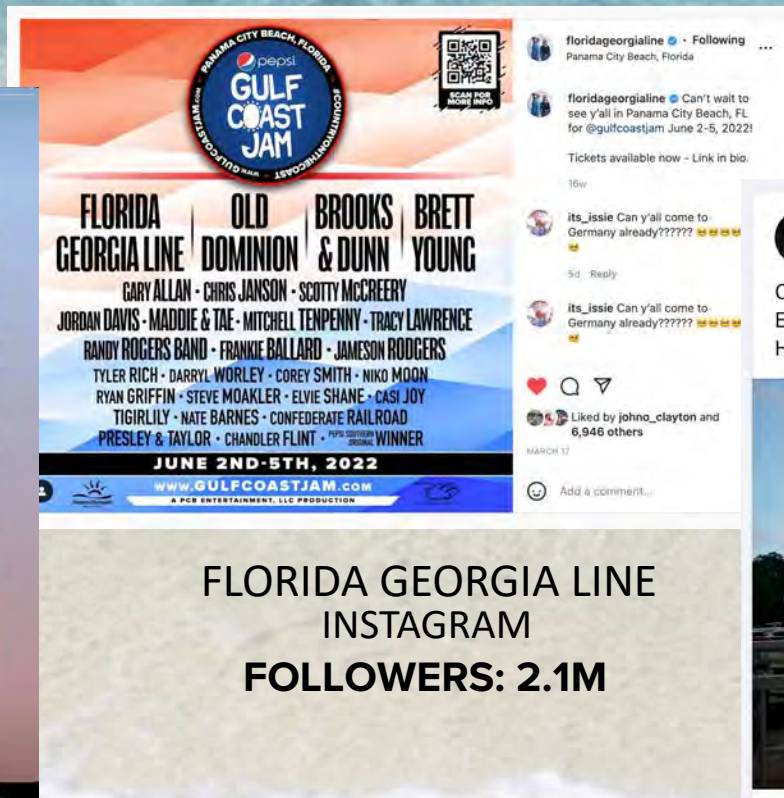
SOCIAL POSTS



FLORIDA GEORGIA LINE
FACEBOOK
FOLLOWERS: 4.6M



BRIAN KELLEY
FACEBOOK
FOLLOWERS: 467K



SCOTTY McCREERY
FACEBOOK
FOLLOWERS: 2.5M



SOCIAL POSTS



JORDAN DAVIS
FACEBOOK
FOLLOWERS: 121K



MADDIE & TAE
FACEBOOK
FOLLOWERS: 978K



Tyler Hubbard
INSTAGRAM
FOLLOWERS: 725K



MITCHELL TENPENNY
INSTAGRAM
FOLLOWERS: 382K

2023 TICKET SALES

ON SALE 12 DAYS...

SUPER VIP
SOLD OUT!

SIDE STAGE
SOLD OUT!

SKYBOXES
SOLD OUT!

PLATINUM PARKING
SOLD OUT!

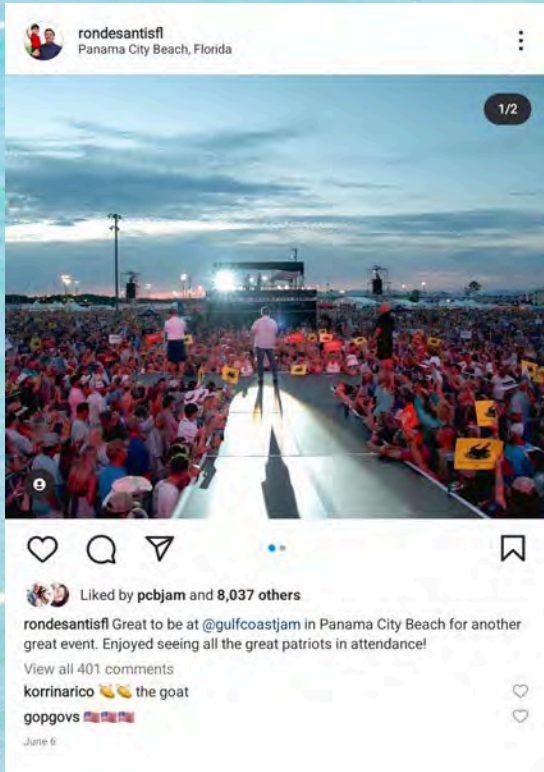
4-DAY ATTENDANCE

80,000 in Attendance

**Travelers from
All 50 states**



GUEST APPEARANCE



GOVERNOR DESANTIS
INSTAGRAM

FOLLOWERS: 382K

RCB
ENTERTAINMENT



**FLORIDA GOVERNOR
RON DESANTIS**

pepsi.
GULF COAST JAM
COUNTRY ON THE COAST

PARTNERS



FOOD PARTNERS



ON SITE ACTIVATION

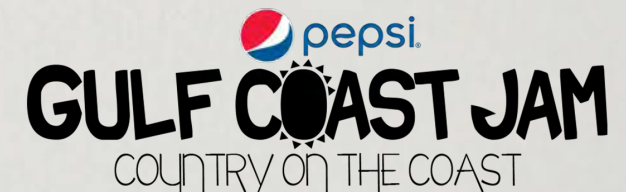


RCB
ENTERTAINMENT

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

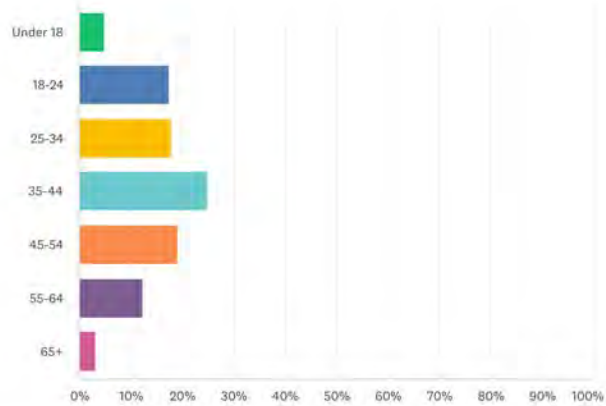


2022 SURVEY RESULTS

AGE \\\

Q2

Age

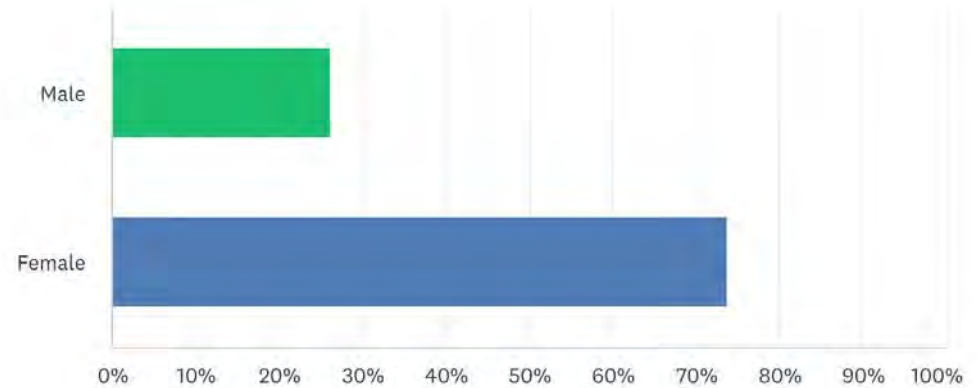


ANSWER CHOICES	RESPONSES
Under 18	4.86%
18-24	17.42%
25-34	17.87%
35-44	25.02%
45-54	19.16%
55-64	12.37%
65+	3.30%

GENDER \\\

Q3

Gender



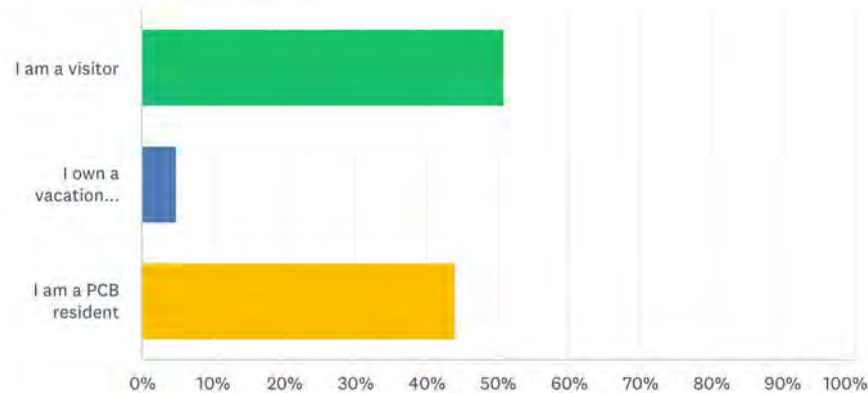
ANSWER CHOICES	RESPONSES
Male	26.16%
Female	73.84%

2022 SURVEY RESULTS

ARE YOU A VISITOR \\\

Q9

Are you a visitor to PCB?



ANSWER CHOICES

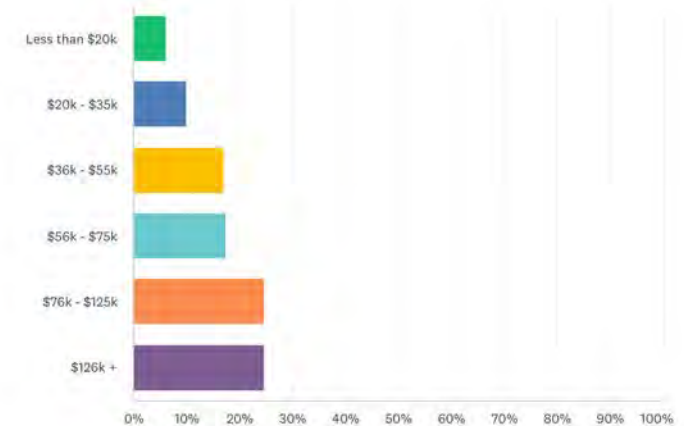
RESPONSES

I am a visitor	50.98%
I own a vacation property in PCB	4.93%
I am a PCB resident	44.09%

YEARLY INCOME \\\

Q12

Household Yearly Income?



ANSWER CHOICES

RESPONSES

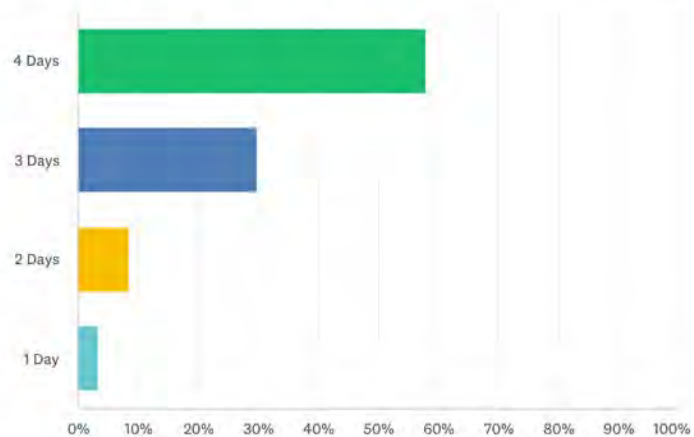
Less than \$20k	6.19%
\$20k - \$35k	10.05%
\$36k - \$55k	16.95%
\$56k - \$75k	17.46%
\$76k - \$125k	24.67%
\$126k +	24.67%

2022 SURVEY RESULTS

DAYS ATTENDED \\\

Q15

How many times did you or your group attend the festival this week?



ANSWER CHOICES

RESPONSES

4 Days

58.07%

3 Days

29.82%

2 Days

8.62%

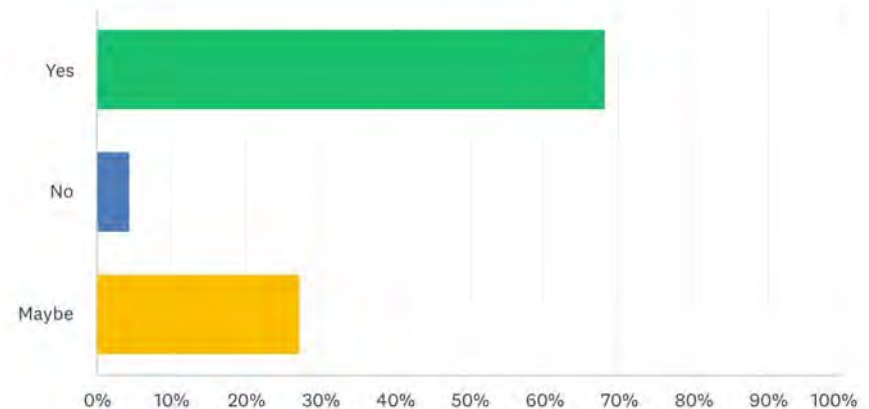
1 Day

3.49%

PLAN TO ATTEND 2023?\\

Q19

Do you plan to attend Pepsi Gulf Coast Jam - 2023?



ANSWER CHOICES

RESPONSES

Yes

68.21%

No

4.45%

Maybe

27.34%

WHERE OUR PATRONS COME FROM?

- **Florida: 29%**
- **Alabama: 8%**
- **Georgia: 7%**
- **Tennessee: 6%**
- **Texas: 4%**
- **Louisiana: 4%**
- **Mississippi: 3%**
- **All Other States equal 39%**



ECONOMIC IMPACT

Out of Market
Value
\$12,735,832

- Out of Market defined as outside of 50-miles from Panama City Beach, FL

Bed Tax Revenue
\$547,187

Overall Economic
Impact
\$25,418,747

City Fee
Revenue
\$236,795



TOTAL MEDIA IMPRESSIONS
894 MILLION+



ATTENDANCE
591,000+

BRANDS
INVOLVED
OVER 450

16 COUNTRIES
50 STATES



TOTAL EMPLOYEES
8,310+

TOTAL MARKETING VALUE
\$72 MILLION+

ECONOMIC IMPACT
\$175,000,000+

A wide-angle shot of a large crowd at a night festival. The crowd is dense and fills the foreground, with people raising their hands. In the background, there are large white tents and structures illuminated by stage lights.

SEE YOU IN JUNE 2023!

