

THE EVENT: SOUTHERN LIVING FRIDAY NIGHT KICK OFF PARTY JUNE 4 | AARON BESSANT PARK | 6PM - 8PM | EXCLUSIVE @ 200 ATTENDEES

Southern Living readers and friends will gather in Panama City Beach to kick off UNwineD weekend with a southern garden party at Aaron Bessant Park.



















THE EVENT: GRAND AFTERNOON TASTING SATURDAY, JUNE 5 | AARON BESSANT PARK | 1PM - 4:30PM ATTENDEES | 2,000











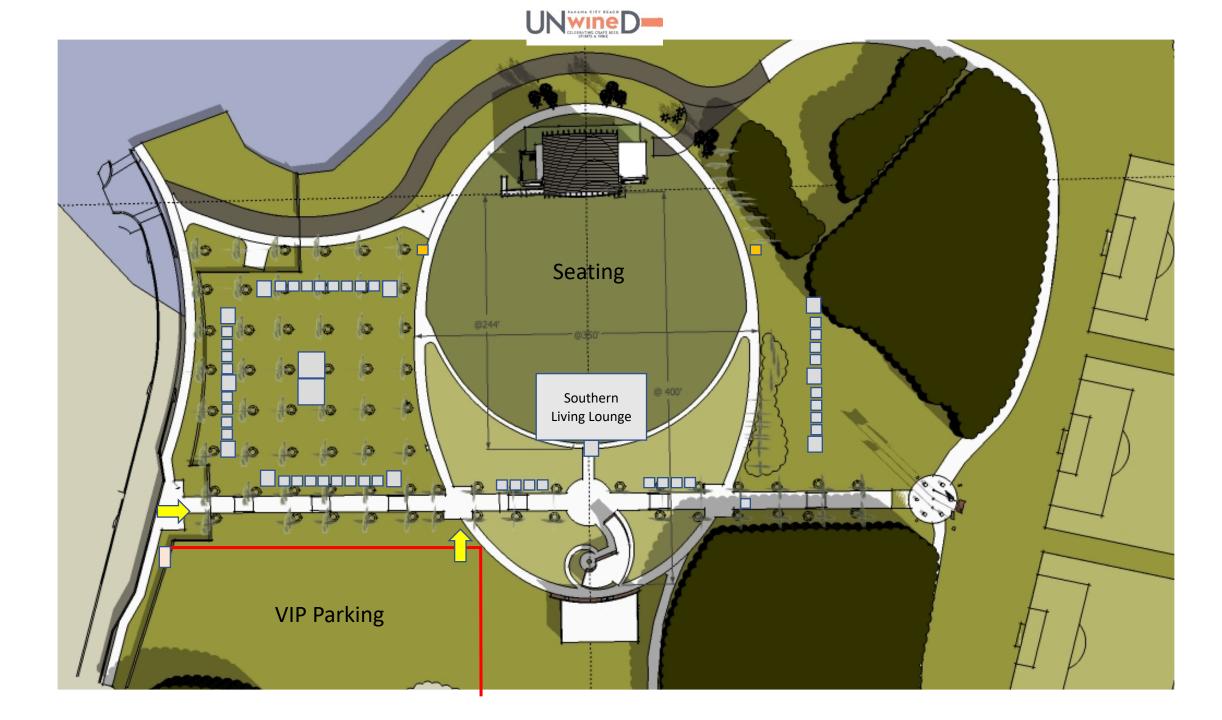












THE EVENT | RUN OF SHOW

Friday Night 6PM-8PM

Gates 5:45PM

- Catering Service starts
- Mixologist on station
- Bar opens
- Oyster Bar opens

6:00PM Opening Remarks

• Introduce Chef and Mixologist

6:30PM Introduce Band

8:00PM Closing Remarks

Take home gift (VIP Box)

Saturday Grand Tasting 1PM – 4:30PM

On Site Ticket Sales Beginning at 10:00AM

Gates 1:00PM

- Enter through main walkway (Security check in uniforms)
 - Passive music in the lounge area (acoustic)

1:30PM Cooking Demo (Provide Recipe Cards)

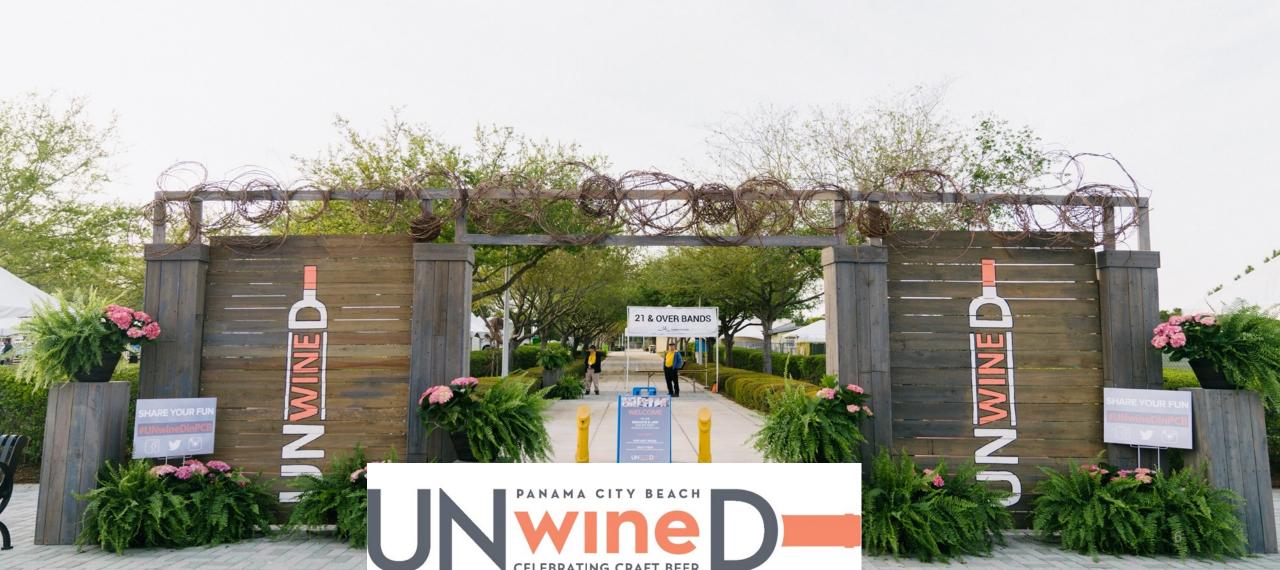
2:30PM Mixologist Demo

3:00PM Live Entertainment

4:30PM - Close



PAID MEDIA PLAN



MEDIA PLAN

UNwineD 2021: Paid Media Support

STRATEGY:

Promote ticket sales and overnight stays by promoting UNwineD in drive markets to audiences interested in beach travel, wine tastings, festivals, music and more.

Drive event awareness and ticket sales.

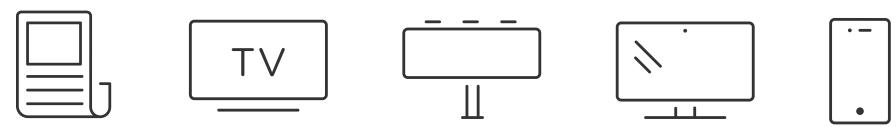
TIMING:

Aligned to launch of ticket sales. (next week)

Adjusted as needed based on pace of ticket sales.

Awareness and brand partnership running consistently March – June.

CHANNELS:



Print, Local TV, Out of Home, Digital Display Banners, Social Media, Mobile Display, Radio



MEDIA PLAN

UNwineD 2021: Paid Media Support

Southern Living



Better Homes & Gardens











SOUTHERN LIVING PARTNERSHIP

UNwineD 2021: Southern Living Partnership

PCB and Southern Living work together to plan and execute - bringing both brands to life on-site Updates to existing event layout, agenda, signage, and amenities

Friday Night VIP Experience

- Chef Kelsey Barnard Clark and PCB culinary talent to curate a menu
- KBC mixologist signature cocktails to complement menu
- Background music
- VIP gift bags for all guests

Saturday Grand Tasting Integrations

- Cooking demonstrations and food/beverage tastings hosted by Kelsey Barnard Clark and KBC mixologists
- Southern Living Store merchandise tent



SOUTHERN LIVING | MEREDITH

Rack Card | Poster | Snapchat Filter | Facebook | Billboards | Magazine ads | Digital Banners | Handbills | Editorial Coverage





A Weekend to UNwineD

UNwineD in Panama City Beach on June 4th and 5th at Aaron Bessant Park. Spend the weekend tasting craft beer, wine, and spirits while sampling cuisine from renowned area chefs. Plan your weekend now.

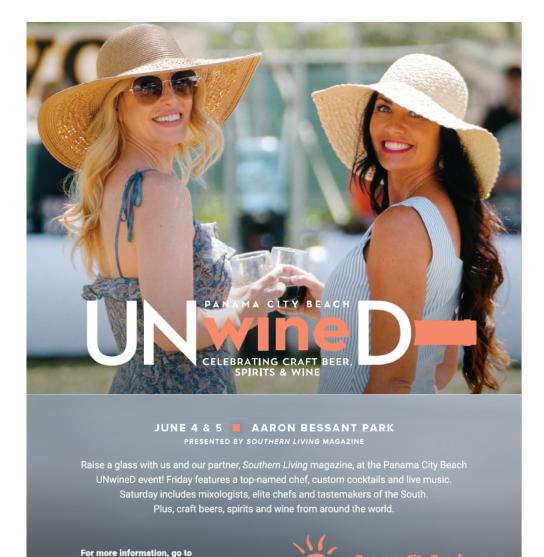
VisitPanamaCityBeach.com/UNwineD

Southern Accents Page in Southern Living



Promoted across:

- Southern Living
- Better Homes & Garden
- Coastal Living in print
- SL social channels
- Across the full Meredith digital network
 - Jan/Feb
 - March
 - April
 - May



VisitPanamaCityBeach.com/UNwineD

A WEEKEND TO UNWINED!

Panama City Beach to usher in summer with its premier festival

Soft breezes, live music, delectable cuisine and a global assortment of fine wines, craft beer and spirits in a park just minutes from the shores of the Gulf of Mexico entice visitors to the

fifth annual UNwineD Festival. The area's must-visit event will return to Panama City Beach in summer 2021 At its heart, UNwineD is a stylish garden party that showcases the best of the region.

The weekend's festivities open on Friday night with a celebratory soiree, presented by Southern Living magazine. Ladies and gents arrive from all over the country in their finest fashions to the elegant affair. Held under the festival's signature white tent, this exclusive, curated experience for 200 food and wine aficionados will feature Chef Kelsey Barnard Clark, the most recent winner of Bravo's "Top Chef." Born and raised a "Gulf Southerner" from nearby Dothan, Alabama, Kelsey got her start in the food industry as a middle school student with a baking obsession and catered her first wedding at age 15 before attending the Culinary Institute of America in Hyde Park, New York. Today, Kelsey runs her restaurant and catering company, KBC, creating dishes inspired by Southern classics with

her French techniques sprinkled throughout.

She will be joined by local chefs showcasing their signature items in inventive ways as well as mixologists from the region who will delight the crowd with their specialty cocktails. UNwineD's Grand Afternoon Tasting takes place on Saturday and features more than 40 purveyors

> sampling craft beer, spirits and wines from North and South America and Europe. Guests will also have the opportunity to discover new brands and meet regional brewers and wine vendors from the immediate area.





"We are so pleased to present our fifth annual UNwineD festival." states Jayna Leach, vice president of marketing for Visit Panama City Beach. "This premier event truly showcases the beauty and talent of our beach destination in such a special way. We now have quests

look forward to introducing this side of Panama City Beach to new visitors in June."

VisitPanamaCityBeach.com



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MARKETING

Rack Card | Poster | Snapchat Filter | Facebook | Billboards | Print ads | Digital Banners | Editorial Coverage







PUBLIC RELATIONS | INFLUENCER FAM TOUR

- Jen Saviano, @jensav11 (234,000 followers
- Colleen Gallagher, @colleengallagher_ 40,300 followers
- Kristin Coffey Pressley, <u>@kristincpressley</u> 300,000 followers
- Jessica Fay + Husband, @lipstickheelsandababy 325,000 followers





March 26, 2019 202,000 followers 7 posts 38,125+ likes





REAL. FUN. SPORTS.



REAL. FUN. SPORTS.

INFOGRAPHIC 2020



53
SPORTING
EVENTS



OF WHICH 12
WERE NEW EVENTS



OVER **2,400** TEAMS



102,000 ROOM NIGHTS



\$83 MILLION
IN ECONOMIC
IMPACT



78,331
VISITORS
ATTENDING



WSL WORLD
SERIES II
LARGEST NUMBER
OF TEAMS



7,000 14

ROOM NIGHTS DIFFEREN

BOOKED FOR SPORTS

DEC/NYE



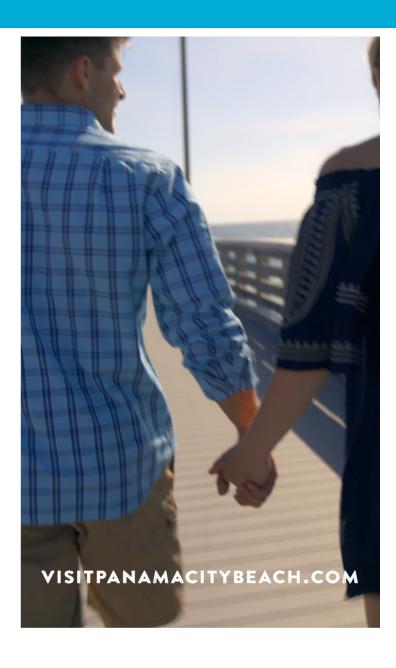
IRONMAN
BIGGEST ECONOMIC
IMPACT & MOST
NIGHTS BOOKED

Short Term Getaways

MAKE IT ROMANTIC CREATIVE

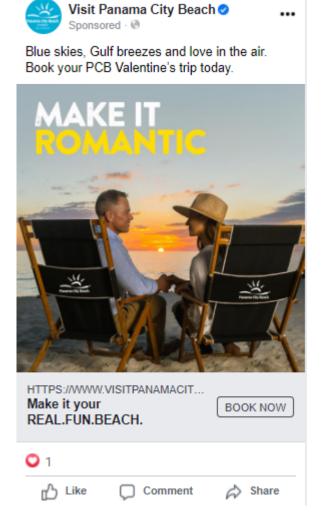
Panama City Beach

February 5, 2021



Audience and Geo Targeting: Couples, beach interest, travel interest, same geos as MIY campaign

Short Term Visitation | Valentines Weekend







MAKE IT SHAREABLE

IT'S WHAT YOU MAKE OF IT

Panama City Beach | MIY Asset Refresh Q1 |



"MAKE IT SHAREABLE" | OTT :30 & :15 Videos

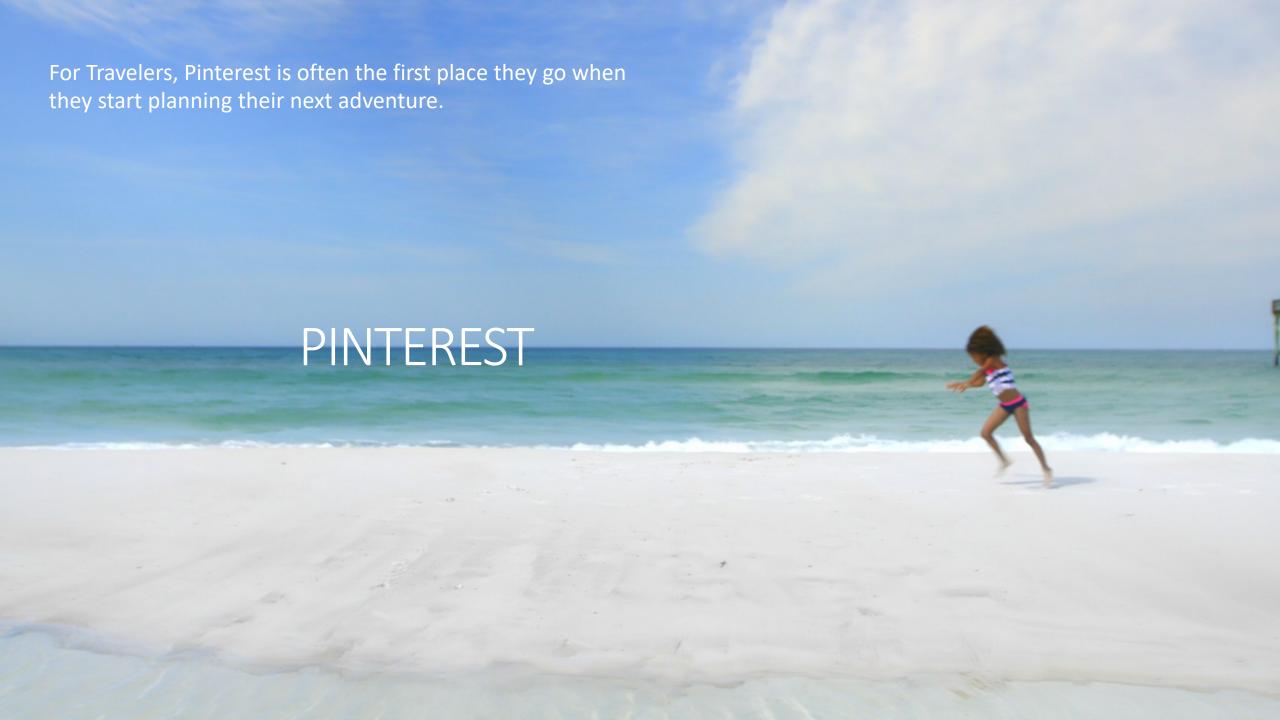
There are great Instagram moments in Panama City Beach all year long.



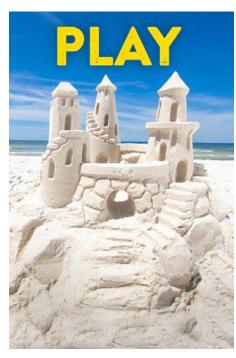
"IT'S WHAT YOU MAKE OF IT" | OTT :30 & :15 Videos

Encourages the visitor to take an active role in making their PCB visit exactly what they want.





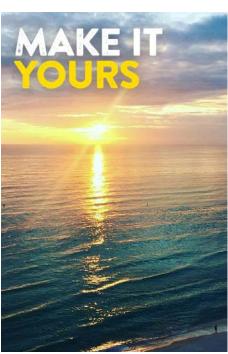
Pinterest Carousel











Post copy: So much to do, all year round. Make it irresistibly fun with PCB. Book your trip today.

Destination page: https://www.visitpanamacitybeach.com/make-it-yours/

*Promoted Pins and Carousel Pin





Title: The kind of vacation you never forget.

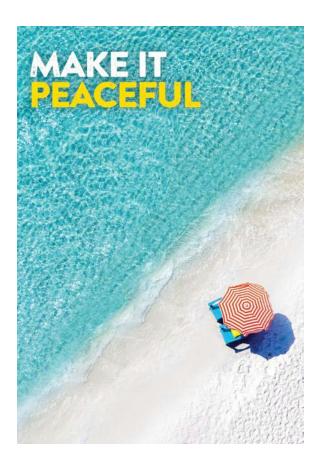
Description:

There's something about the sugar-white sands, turquoise waters and fun in the sun that will stick with your family for a lifetime.



Title: Our beaches are the backdrop for many stories.

Description: You don't need a special reason to visit our sugar-white sands and turquoise waters. But if you happen to have one, well, it only makes it that much more special.



Title: Add a little color to your life.

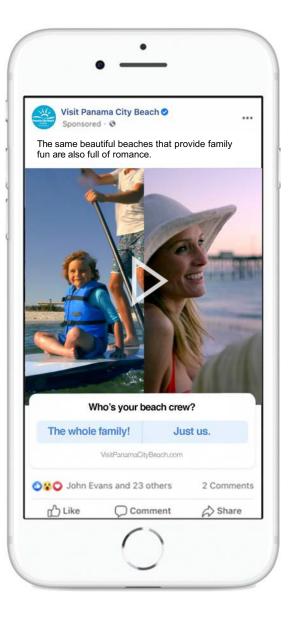
Description: The beautiful waters of Panama City Beach can change your whole perspective.





Facebook Video Polling





NEW: Facebook Poll Ads (video ad campaign in the Facebook mobile News Feed)

Audience: PCB Lovers

Paid objective: Engagement

Content type: Video polling

Versions: 2 questions per audience

Destination page: We can use up to two landing pages depending on answer.

Drives engagement by providing an interactive experience (mobile only)



Google Discovery Native – PCB LOVERS/BEACH-GOERS











Audience: PCB Lovers / Beach-goers **Messaging territory:** Thrill of discovery

Paid objective: Engagement

Content type: Carousel. Need to create up to five combinations of headlines, descriptions and images.

Destination page:

https://www.visitpanamacitybeach.com/make-it-yours/

CTA: Book your trip today.

Google's mobile homepage personalized based on users search history (mobile and tablet only)

HEADLINES:

MAKE IT REAL, FUN. 2021.

MAKE A FRESH START

MAKE IT OUTSIDETIME

MAKE IT SHINE

MAKE IT MEMORABLE

DESCRIPTIONS:

There's no limit to how much fun the day has in store.

Discover how a beautiful view can brighten your day.

Give in to the moment at Panama City Beach.

It's amazing what a Gulf breeze can do for your mood.

All the fun to be had is hard to resist.

Native (Adara & Cybear)



Audience: All three audiences

Messaging purpose: Keep the PCB fun alive inside you.

Paid objective: Conversion Content type: Static banner

Version: 1

Destination page:

https://www.visitpanamacitybeach.com/make-it-yours/

CTA: Book your trip today.

Headline: MAKE IT MEMORABLE

Copy: Keep the spring in your step with a visit to the sugar-white sands of PCB. Book your trip today.



