

SPRING 2021
REAL. FUN. COOPERATIVE PROGRAMS



Dear Real. FUN. Partners,

Welcome to the spring 2021 Visit Panama City Beach Co-Op Program.

We're excited to announce some new opportunities for consideration to support you and your business. These partnerships will allow us to be stronger together and extend your brand's reach and your company's marketing budget.

Please don't hesitate to reach out to us if you have any questions regarding these opportunities, we look forward to hearing from you.

Sunny regards,
Jayna Leach
Visit Panama City Beach



2021 CO-OP OPPORTUNITIES





IN-DESTINATION OPPORTUNITIES BEST SUITED FOR:

- *RESTAURANTS*
- *ATTRACTIONS*
- *RETAIL STORES*
- *IN-DESTINATION ACTIVITIES*

DIGITAL BILLBOARD

Reach visitors and locals with a digital billboard, creative messages will rotate across all partners.

Investment: \$175/period (4-weeks)

Timing: 3/8-5/30

Materials Needed: logo, URL and image

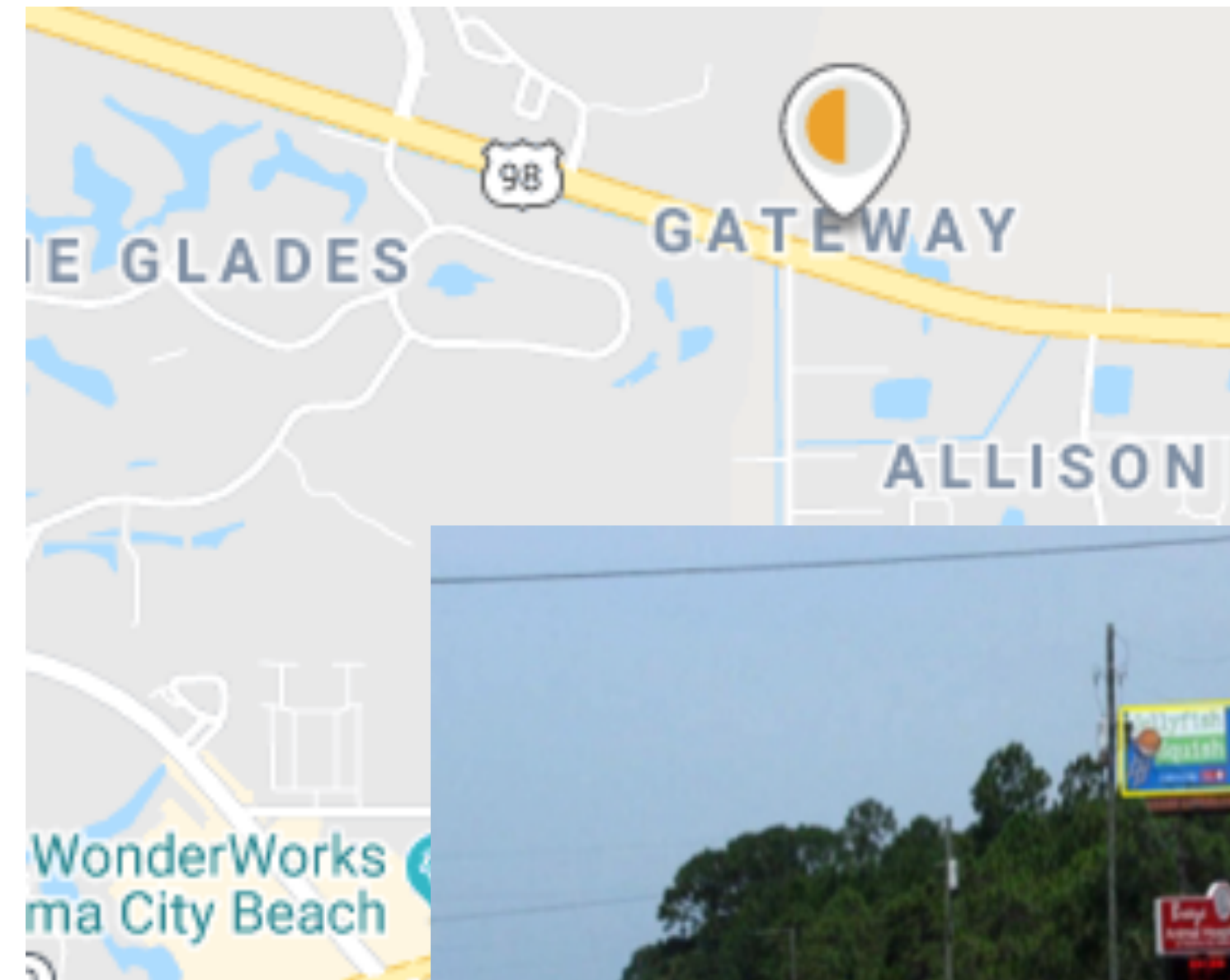
Partner slots available: 4 per period (12 total)

Period 1: 3/8-4/4

Period 2: 4/5-5/2

Period 3: 5/3-5/30

Partners may sign up for more than one period.



Hwy 98 @ Moylan facing East - Digital Billboard

STATIC IMAGES



Facebook and Instagram newsfeed ads targeting visitors, directing them to partner website.

Targeting: Bay County visitors ONLY, not locals

Partner slots available: 4 per period (12 total)

Period 1: 3/8-4/4

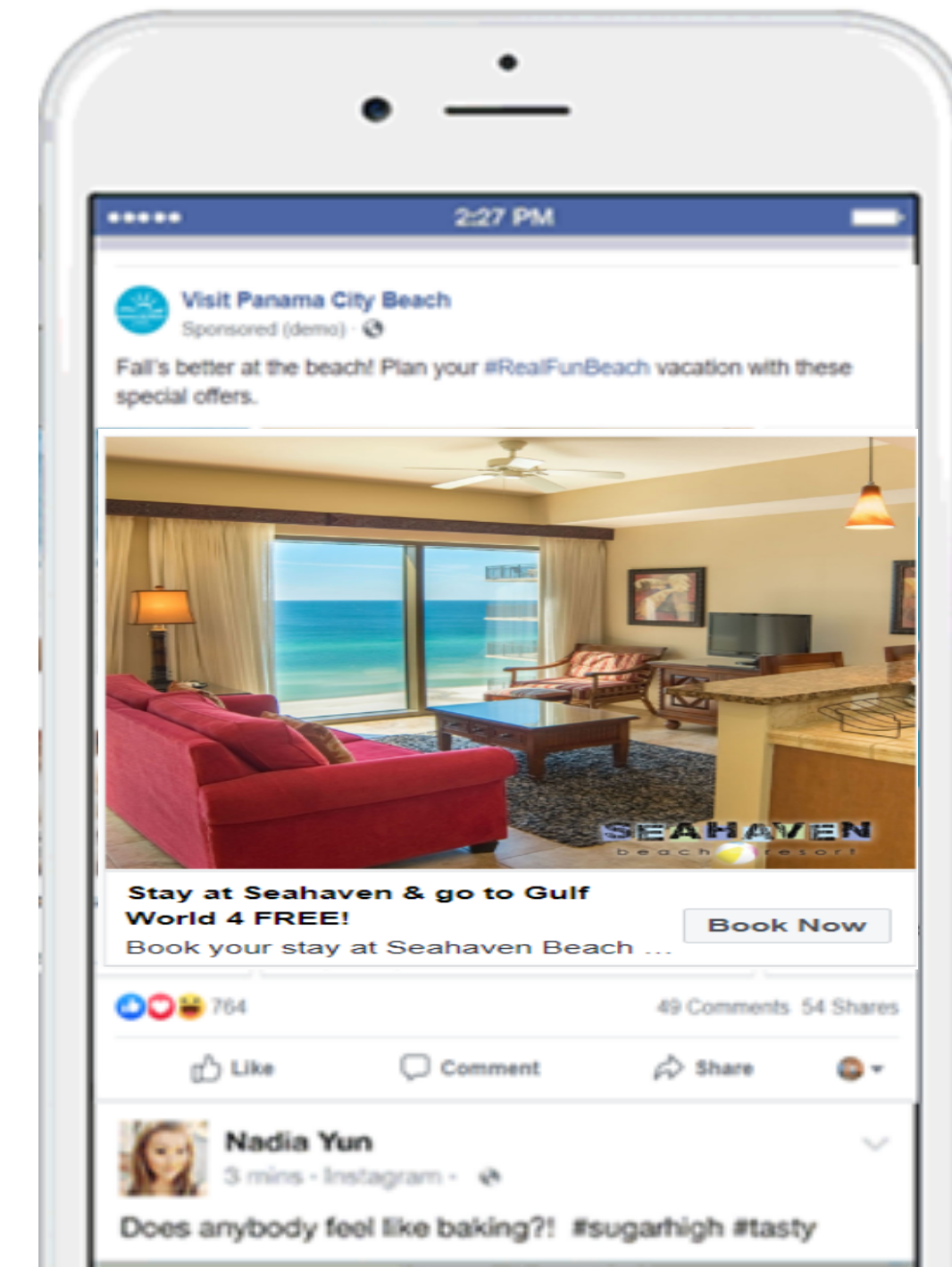
Period 2: 4/5-5/2

Period 3: 5/3-5/30

Partners may sign up for more than one period.

Investment: PCB will match 100% of the following investment levels:

- \$300/month partner investment + \$300 PCB investment = \$600 campaign total delivering ~60,000 ad impressions
- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~90,000 ad impressions
- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~120,000 impressions



Materials Needed: one image, a destination URL, 40-character headline, 125-character copy, 30-character description and are encouraged to include a special offer.

DIGITAL DISPLAY BANNERS

Deliver digital display banners to audiences while they are in-destination by capturing device IDs in real-time within the market.

Targeting: in-destination (geo-fencing Panama City Beach)

Partner slots available: 4 per period (12 total)

Period 1: 3/8-4/4

Period 2: 4/5-5/2

Period 3: 5/3-5/30

Partners may sign up for more than one period.

Investment: PCB will match 100% of the following investment levels:

- \$300/month partner investment + \$300 PCB investment = \$600 campaign total delivering ~120,000 ad impressions
- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~180,000 ad impressions
- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~240,000 impressions

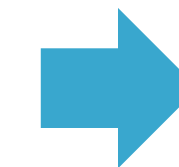
IN-DESTINATION



People in PCB
and surrounding
areas



Brand Safe
Websites



Any Device

Ad sizes - 160x600, 300x250, 300x600, 728x90, 320x50

Materials Needed: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL



**KEY MARKET OPPORTUNITIES
BEST SUITED FOR:**

- *ACCOMMODATIONS*

Key Markets

The following opportunities will be geo-targeted to cities and states with the highest propensity to travel to Panama City Beach based on destination research and data.

Georgia, Alabama, Tennessee, Houston, Dallas



FACEBOOK INSTANT EXPERIENCE AD

Showcase images, video, copy, and links within a single ad unit that expands onto the entire mobile screen to direct people to specific locations on your website.

Targeting: Visit PCB page followers, friends of followers, and beach interest audiences in key markets

Partner slots available: 4 per period (12 total)

Period 1: 3/8-4/4

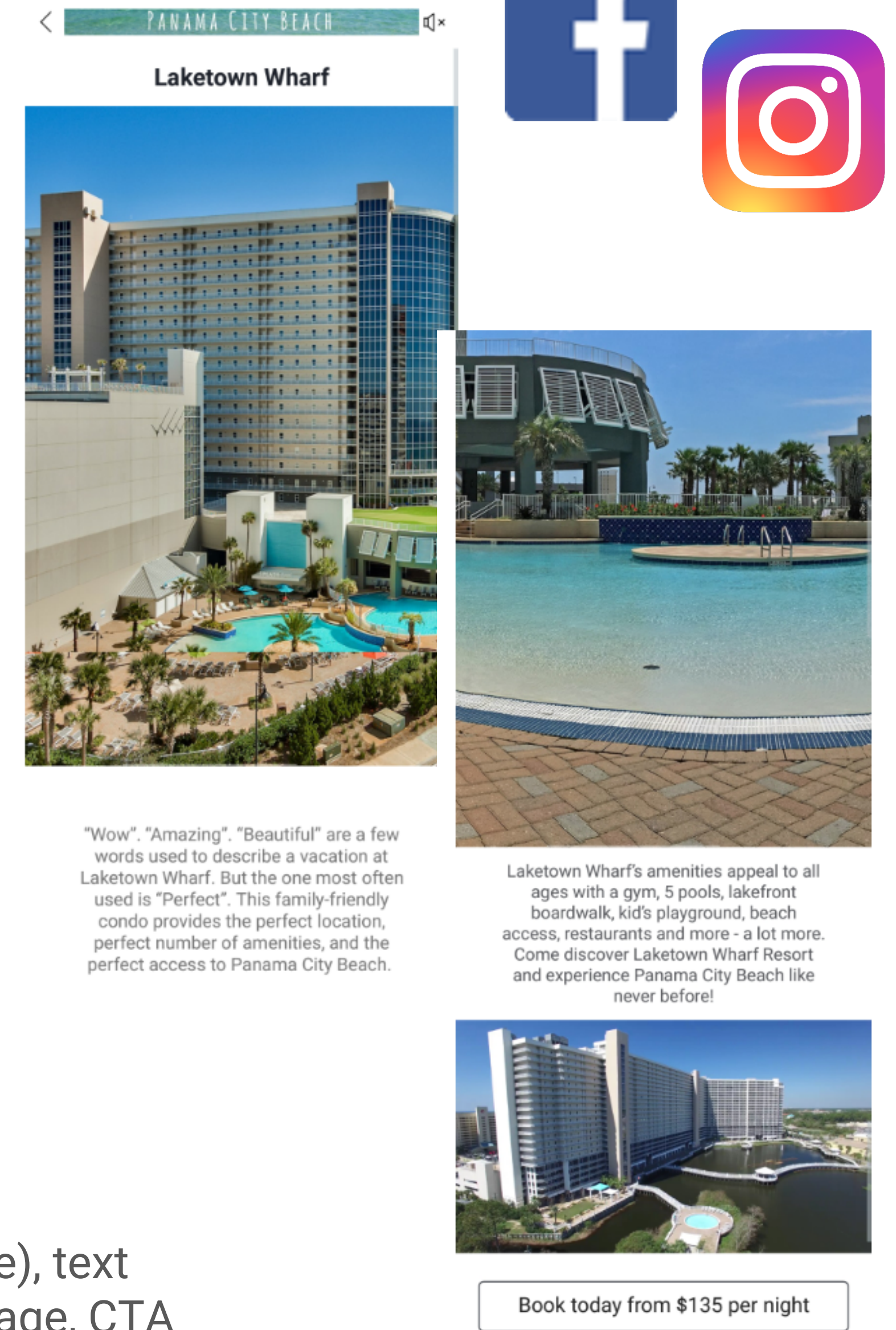
Period 2: 4/5-5/2

Period 3: 5/3-5/30

Partners may sign up for more than one period.

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- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~90,000 ad impressions
- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~120,000 impressions



Materials Needed:

3-4 images/video (if available), text (500 characters max) per image, CTA

DIGITAL DISPLAY BANNERS - FAMILIES

Utilizing digital ad buying, partner display banner ads will reach families in PCB's key origin markets interested in beach travel.

Targeting: Parents with kids in household and beach interests – targeting potential over-night visitors.

Partner slots available: 4 per period (12 total)

Period 1: 3/8-4/4

Period 2: 4/5-5/2

Period 3: 5/3-5/30

Partners may sign up for more than one period.

Investment: PCB will match 100% of the following investment levels:

- \$300/month partner investment + \$300 PCB investment = \$600 campaign total delivering ~120,000 ad impressions
- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~180,000 ad impressions
- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~240,000 impressions



Ad sizes - 160x600, 300x250, 300x600, 728x90, 320x50

Materials Needed: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL



DIGITAL DISPLAY BANNERS - COUPLES

Utilizing digital ad buying, partner display banner ads will reach couples in PCB's key origin markets interested in beach travel.

Targeting: Couples and beach interests in key markets – targeting potential overnight visitors.

Partner slots available: 4 per period (12 total)

Period 1: 3/8-4/4

Period 2: 4/5-5/2

Period 3: 5/3-5/30

Partners may sign up for more than one period.

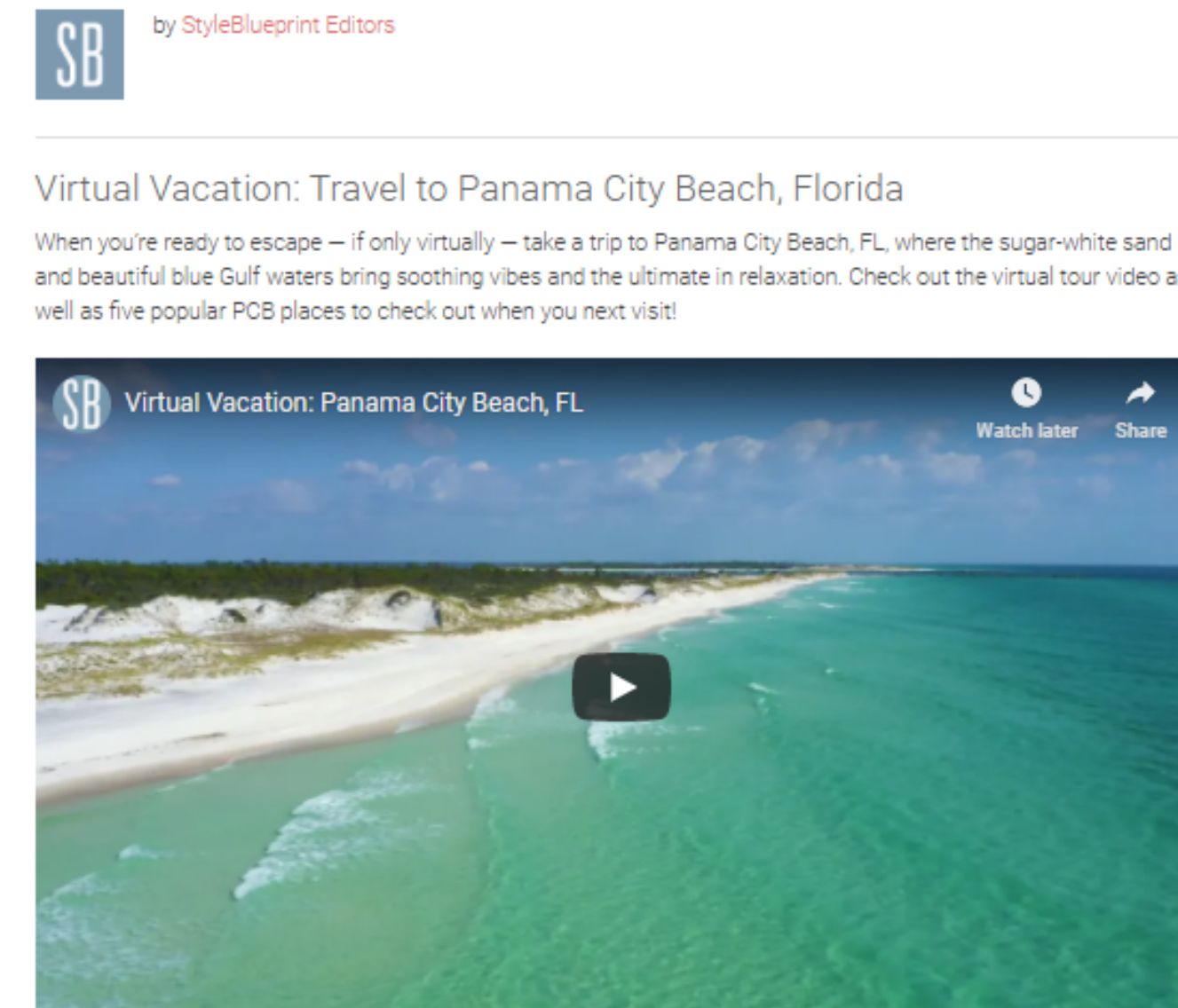
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- \$600/month partner investment + \$600 PCB investment = \$1,200 campaign total delivering ~240,000 impressions



Ad sizes - 160x600, 300x250, 300x600, 728x90, 320x50
Materials Needed: one image, one logo, 40-character-max headline, 17-character-max call to action and click-thru URL

NEW CO-OP PARTNER



Style Blueprint is the ultimate resource to southern living, featuring custom editorial content across a variety of platforms targeted to the core of the Southeast, a perfect compliment to PCB key markets.

Visit Panama City Beach has partnered with Style Blueprint several times to promote visitation and special events. SB was our partner for both Beach Home for the Holidays (2019) and Virtual Vacation (2020).

Both campaigns were highly successful and drove a significant engagement with Style Blueprint audiences.



EMAIL – STYLE BLUEPRINT

Reach Style Blueprint’s 35,000 e-mail subscribers through a dedicated e-mail focused on Panama City Beach partners.

Content will also be promoted via TWO targeted Facebook posts for additional exposure to SB audience.

Targeting: Style Blueprint Southern Edition e-mail subscribers located primarily in Georgia, Tennessee, Alabama, North Carolina, and Florida

Timing: Email will deploy 4/9, then a duplicate e-mail will be sent to those that didn’t open the first e-mail within a week.

Investment: \$250

Partners Slots: 5

Materials Needed: Limited-time offer (short description), high-res photos, click-through URL.



St. Andrews State Park
4607 State Park Ln, Panama City, FL 32408
(850) 708-6100 • floridastateparks.org

St. Andrews State Park is consistently one of the most popular and most visited state parks in Florida. Outdoor enthusiasts can get off-road and explore by trail, where you'll see an amazing variety of wildlife, from migratory birds to deer or even alligators. Fishing is popular here as well, and anglers can be found casting their lines from the Tiller Pier. Looking for something off land? Snorkeling and scuba diving along the jetties is a popular pastime for many, and an array of brightly colored marine life can be found not far beneath the surface.



Snorkeling is just one of many activities to enjoy at St. Andrews State Park.



FACEBOOK LIVE

Highlights

- Provide Facebook users with inspiring content connecting them to the destination in real time
- Visit Panama City Beach Facebook has over **858,000 likes on Facebook**, offering a large pool of dedicated fans
- Video will link back to the partner page and be promoted to the PCB Facebook audience to continue views for seven days following
- Partners have the option and are encouraged to engage with visitors in real time by answering post comments as they happen

Opportunity

- Partner spaces available: **1 per month**
- The ideal candidate for this co-op is an accommodation partner who wants to show off a view from a balcony, a spectacular pool or tiki bar with a Gulf view
- Partners can provide five to ten talking points for staff hosting the live video
- No interview styles permitted, hours available to shoot video is from 8am-5pm Monday-Friday

Available Dates

- March - May
- Deadlines will be determined based on month chosen for each partner

Investment: PCB match 100% within the following investment levels:

- \$100
- \$250
- \$350

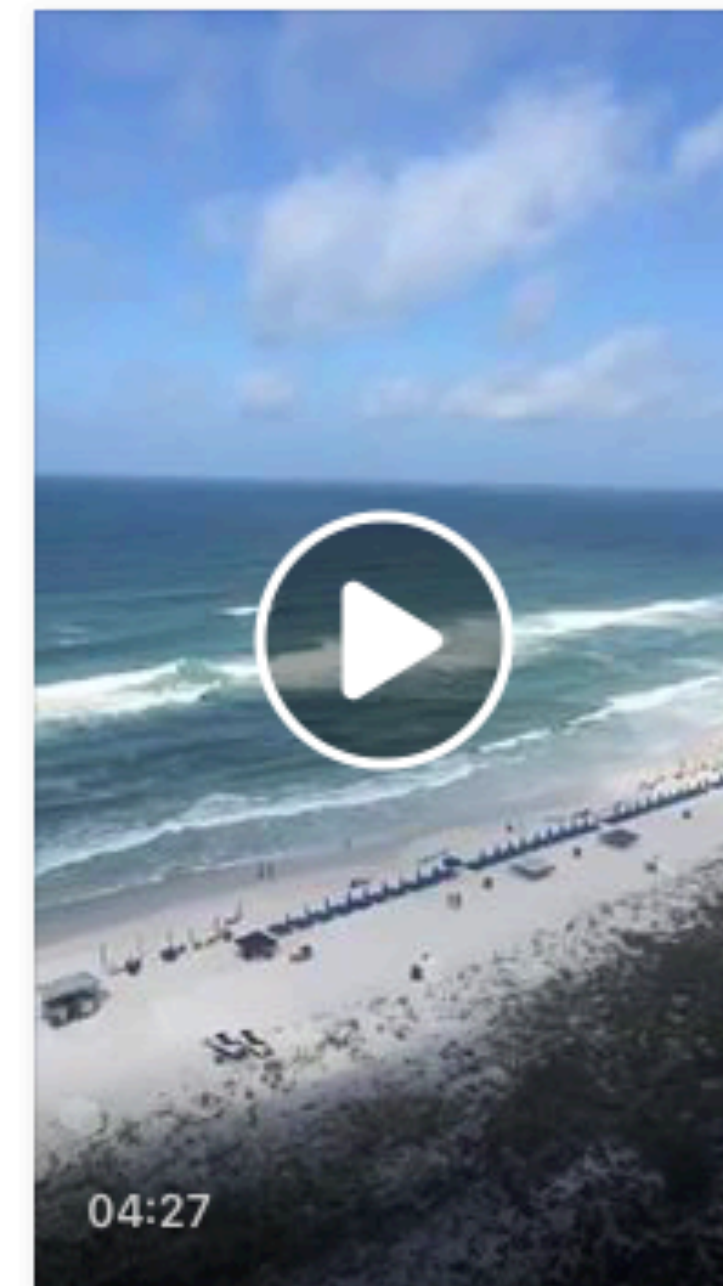


Visit Panama City Beach was live.

Follow

Published by Michaellean Stewart [?] · June 23, 2017 ·

Live at Hidden Dunes Of Panama City Beach



Facebook Promoted Posts

Highlights

- Partner content is posted **directly** to the official PCB Facebook page
- Posts are promoted to targeted, active PCB followers and avid fans on Facebook

Opportunity

- PCB is offering a promoted Facebook post on the official PCB Facebook page each month
- Partner spaces available: **2 per month**
- Partner must provide: Copy and image or a video for 1 Facebook post, which must be approved by PCB before going live, link to special offer if any
- Posts will link to the partner listing on VisitPanamaCityBeach.com

Available Dates

- March ASSET DEADLINE: March 2nd
- April ASSET DEADLINE: April 1st
- May ASSET DEADLINE: May 4th

Investment: PCB match 100% within the following investment levels:

- \$100
- \$250
- \$350



Visit Panama City Beach
Published by Michaellean Stewart [?] · 17 hrs · 🌐

Low rates, no fees and perfect weather make fall the best time to return to Panama City Beach and Laketown Wharf.

Featuring 5 pools, a gym, lakefront boardwalk, beach access, restaurants and more, Laketown Wharf is the premier destination for beach goers of all ages. Chill in the air? No worries, we've got you covered with a heated pool on the main deck! And don't forget to check out The Wharf - Local Seafood Buffet as featured on Animal Planet's "Tanked"! Plus you won't miss a moment of football with evening games shown on a 15 foot screen - pool side!


Fall back to Panama City Beach this weekend with rates from \$135 per night and ZERO fees! <http://bit.ly/2yJpsIP>



👤 46,655 people reached [View Promotion](#)

Visit Panama City Beach
July 27, 2017 at 10:09am · 🌐

While the boss isn't looking, Royal American Beach Getaways is offering the fourth night FREE AND a FREE \$50 voucher to Beachfront Adventures with August travel. That's in addition to a day of FREE beach chairs (at select properties) and a FREE round of drinks! So getaway while we are giving it away: <http://bit.ly/RABGinPCB>



02:00

👍 Like 💬 Comment ➦ Share



Instagram Story Takeover

Target active PCB followers, friends of followers and vacation/beach intenders who are planning for Spring travel through Instagram Stories featured on the Visit PCB Instagram page.

Highlights

- Showcase images, video, copy, and links within an Instagram story on Visit Panama City Beach's Instagram page reaching over 71,700+ followers

Opportunity

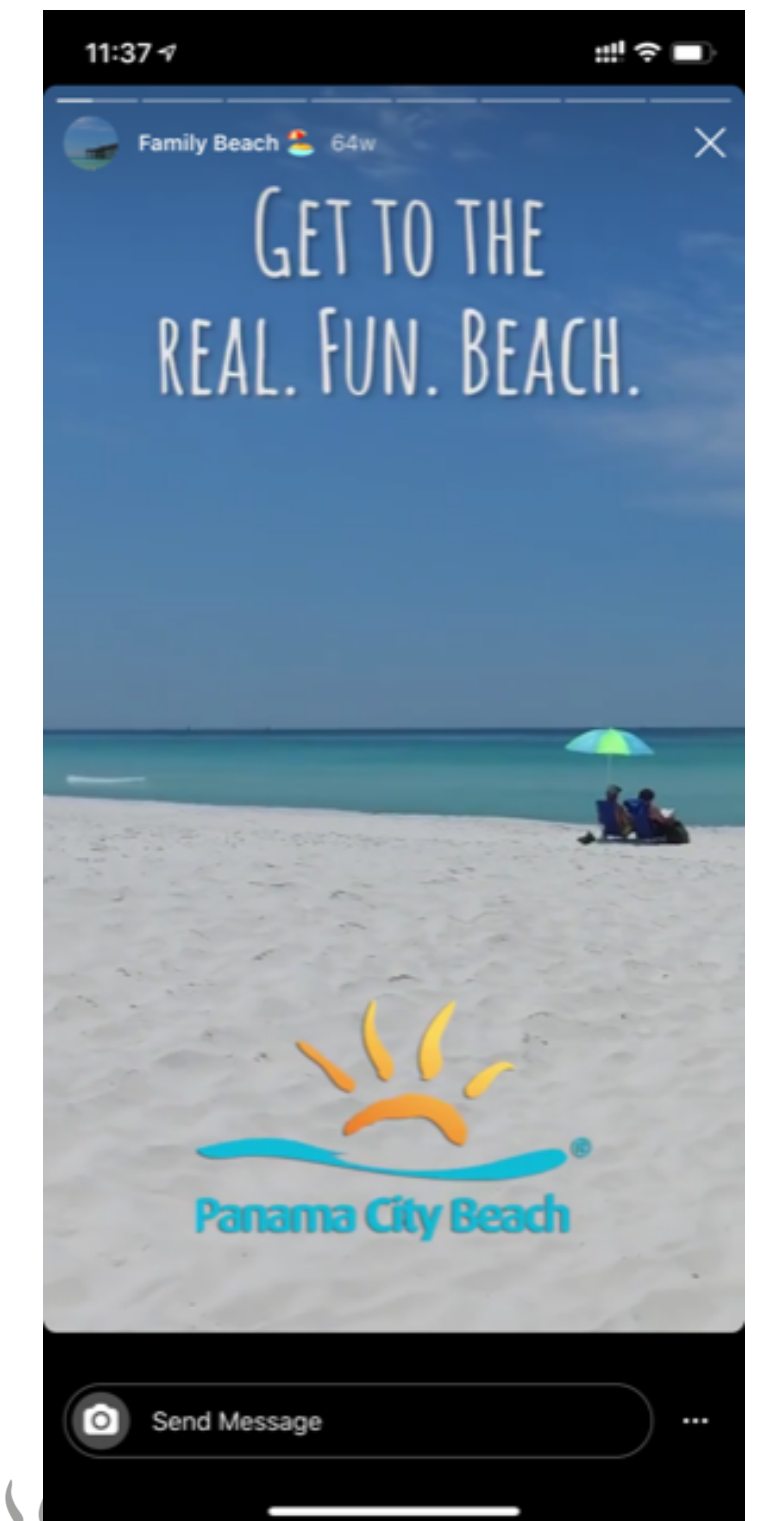
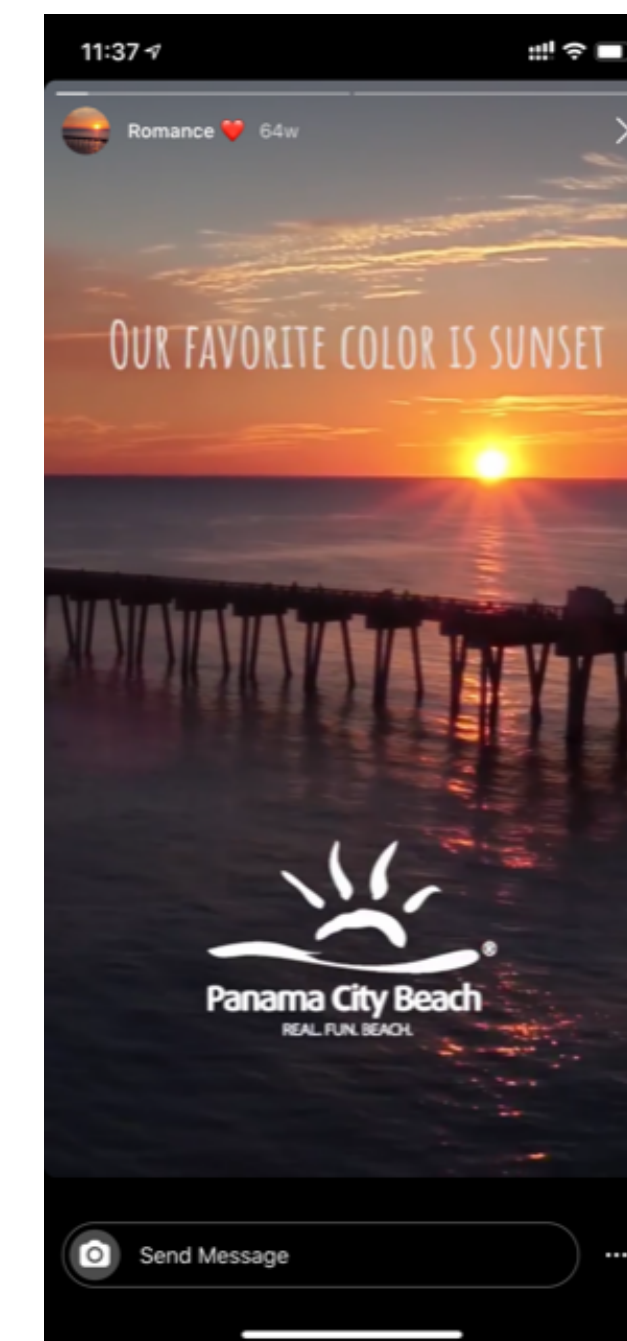
- PCB is allowing 1 partner each month to be highlighted in a Instagram Story video/post
- Partner spaces available: 1 per month
- Hours available to shoot video is from 8am-5pm Monday-Friday
- Partners will need to provide: logo in PNG format, link to website or social page for swipe up feature

Available Dates

- March, April, May

Investment & Return

- Cost per partner – \$100



PRICING LAYOUT

Tactic	Details	Program Cost / Options	Partner Investment	Units Available	Time Frame Options	Preferred Time Frame	Total Partner Cost
OOH - Lamar board in Bay County	Reach visitors and locals with a digital billboard, creative messages will rotate across all partners. Panel #85182 - Hwy 98 @ Moylan facing East - Digital Billboard	\$175 (per period)		12	3/8-4/4 4/5-5/2 5/3-5/30		
CyBear / Facebook Static	Highlight in-destination activities to visitors, directing them to the partners website	(PCB Will Match) \$300 \$450 \$600		Unlimited	3/8-4/4 4/5-5/2 5/3-5/30		
Cybear / Display Banners	Deliver digital display banners to audiences while they are in-destination by capturing device IDs in real-time within the market.	(PCB Will Match) \$300 \$450 \$600		Unlimited	3/8-4/4 4/5-5/2 5/3-5/30		
CyBear / Instant Experience	Showcase images, video, copy, and links within a single ad unit that expands onto the entire mobile screen to direct people to specific locations on your website	(PCB Will Match) \$300 \$450 \$600		Unlimited	3/8-4/4 4/5-5/2 5/3-5/30		
CyBear / Families	Utilizing digital ad buying, partner display banner ads will reach Families in PCB's key origin markets interested in beach travel.	(PCB Will Match) \$300 \$450 \$600		Unlimited	3/8-4/4 4/5-5/2 5/3-5/30		
CyBear / Couples	Utilizing digital ad buying, partner display banner ads will reach Couples in PCB's key origin markets interested in beach travel.	(PCB Will Match) \$300 \$450 \$600		Unlimited	3/8-4/4 4/5-5/2 5/3-5/30		
Style Blueprint	Dedicated e-mail focused on PCB and its offerings. Content will also be promoted via targeted Facebook posts (2) for an additional 5K impressions. E-mail will be sent out on 4/9.	\$250		5	N/A		
Facebook Live	Provide Facebook users with inspiring content connecting them to the destination in real time. Engage in real time with over 858,000 people who have liked us on Facebook.	(PCB Will Match) \$100 \$250 \$350		3	March April May		
Facebook Promoted Posts	Partner content posted directly to the official PCB Facebook page using targeted ads.	(PCB Will Match) \$100 \$250 \$350		6	3/2-3/31 4/1-5/3 5/4-5/30		
Instagram Story Takeover	Target active PCB followers, friends of followers and vacation/beach intenders who are planning for spring travel through Instagram Stories featured on the Visit PCB Instagram page.	\$100		3	March April May		



CREATIVE TEMPLATES



CREATIVE TEMPLATE SAMPLES

BANNERS

300x600



300x250



728x90



Notes

A few important details:

- If more partners sign up than spaces are available, we will use a lottery system to choose final partners, but will do our best to make sure all partners get the programs they request.
- You may request your insertion date/month if applicable to the program; however, we will also implement a lottery system in this scenario if more than one partner chooses the same date
- If minimum partners are not fulfilled, a program presented may not be available
- All commitments are due Friday, February 26 via email to kgriffitts@visitpanamacitybeach.com

TERMS AND CONDITIONS

RIGHT OF APPROVAL: All advertising is subject to PCBCVB's approval. PCBCVB reserves the right to reject advertising which it believes is not in keeping with the publication's standards. Any party with an unpaid balance on any previous bill from the PCBCVB, whether for advertising space or any other purpose, of 90 days or more is ineligible for approval until that party's balance of all outstanding charges and applicable interest has been paid.



THANK YOU!

