



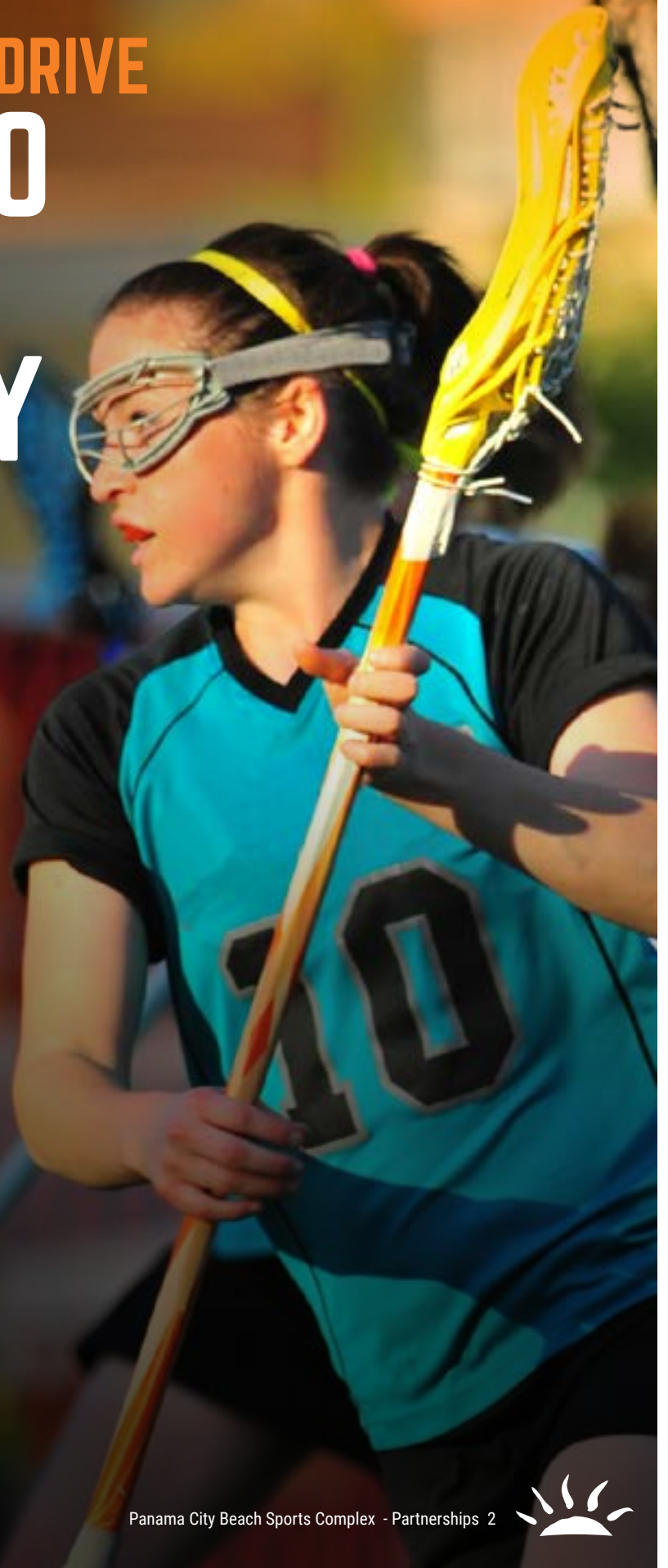
# PARTNERSHIPS

## ADVERTISING & PROMOTION



**TOGETHER WE WILL DRIVE**  
**VISITORS TO**  
**OUR BEACH**  
**COMMUNITY**

YOUR AUDIENCE IS HERE  
AT PANAMA CITY BEACH  
SPORTS COMPLEX,  
WHERE WE ARE THE  
DESTINATION FOR  
ATHLETES AND  
FAMILIES TO PLAY  
AND STAY.





# ADVANTAGES TO PARTNERING WITH PANAMA CITY BEACH SPORTS COMPLEX

- Reach Your Audiences
- Active Lifestyle Families
- Thousands of Impressions
- Massive Social Media Reach

## WHO ARE WE?



Panama City Beach Sports Complex is the premier destination for travel sports tourism in Northwest Florida and beyond. The facility features 13 rectangular fields including nine with artificial turf, four natural grass and two championship fields with seating for up to 1,500 spectators. The flexible design allows for soccer, lacrosse, football and flag football, as well as baseball and softball to be played.

## REAL. FUN. SPORTS.

Located in Panama City Beach, FL the new complex will be the epicenter for outdoor sports in the Southeast. Partnering with us means you want to partner with the best and implement marketing that matters to your business or organization.

Our partners have been a large part of our success, and we want you to share in that success! Now more than ever, we want to partner with our community to bring visitors to our beautiful, friendly beach.



# ENGAGE OUR VISITORS WITH YOUR BRAND WITH A PERSONAL EXPERIENCE AT PCB SPORTS COMPLEX



# THE OPPORTUNITY

Panama City Beach Sports Complex represents the newest evolution in sports travel destinations, hosting events from all over the nation in our state-of-the-art facility.

Panama City Beach Sports Complex provides a local marketing platform that reaches people when they're willing to be engaged. A platform with the power to let consumers experience your brand – not just see or hear about it. Television can't do that. Neither can radio or print.

We can connect your products and services with people who have the money to spend and the desire to buy - families, coaches, sports professionals, teens, young adults and athletes. Get up close and personal with the audiences and events at one of the nation's most exciting family entertainment and performance training centers.

Panama City Beach Sports Complex is the perfect marketing platform - a place where consumers can see, touch and develop an emotional connection with your brand, face-to-face.

***A venue that builds engagement and drives sales - isn't that what it's all about?***



**130,000+**  
Projected website sessions



**72,000+**  
Athletes and their families



**\$13.9M**  
in year one economic impact





**CONNECT TO OUR  
AUDIENCES**

**BE AT THE FOREFRONT  
OF OUR CUSTOMERS'  
MINDS AND A PART  
OF OUR ACTIVATION  
STRATEGY.**





# AUDIENCE

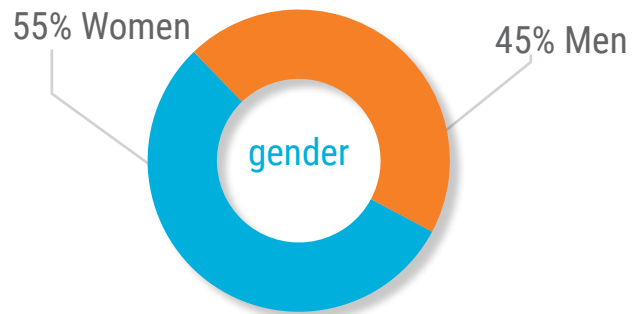
## UNDERSTAND OUR GUESTS TO BUILD SMART CAMPAIGNS

Build meaningful relationships with our audience through relevant activation strategies designed to increase brand loyalty, generate leads, and drive sales.

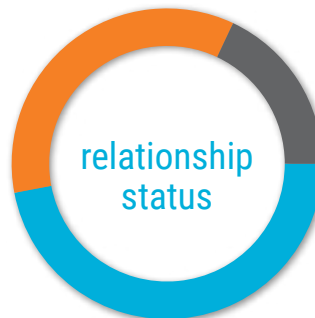
It all starts with a complete understanding of our audiences, their lifestyles, and their Panama City Beach experiences—along with creative ideas and clever implementation. We can help you tailor promotions around your products or services that add to the experience of the Panama City Beach customer, either face-to-face or online through social and digital media.

When it comes to making a connection to our consumers who are ready to be engaged when visiting the city or our facility, our team will help you get the job done.

Let's make OUR audience YOUR customers!



### Top Ages of Users



- 47% Married/Engaged
- 18% In A Relationship
- 35% Single



- 66% College
- 8% Grad School
- 27% High School



# THE POWER OF EMOTION



**EMOTION AND PASSION ARE AT THE VERY CORE OF EVERY PANAMA CITY BEACH EXPERIENCE. IT'S OUR FOCUS, FROM THE THRILL OF VICTORY TO THE CAMARADERIE OF BEING PART OF A TEAM. YOU CAN HELP US BUILD THAT EXPERIENCE.**





# PARTNERSHIP ACTIVATION

## KEY MARKETING PARTNERSHIP BENEFITS MAY INCLUDE:

1. Direct Sales Opportunities
2. Advertising / PR Benefits
3. On-Site Branding & Signage
4. Promotional Opportunities
5. Facility Usage for Events / Experiences
6. Opportunities for Branded Events
7. Opportunities for On-Site, In-Person Activation

## SAMPLE Advertising benefits:

Advertising opportunities could include:

- Website Ads & Featured Links
- E-Newsletter Features
- Social Media Mentions & Advertising
- Printed Brochures / Materials



## LET'S CREATE A CUSTOM SOLUTION THAT WORKS FOR YOU.

You can choose one (or a few) of our standard options or we can work with you to develop something unique.

The best approach really depends on your marketing and sales goals - and who you want to reach. Our team can help you create a unique way to engage with our audience and ultimately drive sales. We get thousands of athletes and families at our facility year after year. Often, those families are treating their visit like a vacation and are ready to spend on food, fun, and all Panama City Beach has to offer.

Why not bring your message right to the center of their experience...  
at the tournament itself?





# IT'S ABOUT ENGAGEMENT

PANAMA CITY BEACH SPORTS COMPLEX OFFERS  
OUR PARTNERS A BROAD RANGE OF ENGAGEMENT  
OPPORTUNITIES. WHEN YOUR BRAND IS AT OUR  
EVENTS, BOTH OF OUR RESULTS WILL GO FURTHER!





# ABOUT OUR FACILITY



Panama City Beach Sports Complex is the ultimate destination for championship sports events! With more than 160 acres of fields, our facility is configurable for nearly any event from major tournaments to regional sports competitions. We are the epicenter for sports events in the southeast region, featuring:

- **13 tournament quality fields**
- **9 Astroturf with Z-Cap cooling technology fields**
- **4 natural grass fields**
- **5 collegiate-size baseball fields**
- **10 220-ft softball fields/youth baseball fields**
- **2 Championship fields with seating for up to 1,500 spectators**
- **7 batting cages**
- **LED-Lighted fields**
- **Scoreboards on each field**
- **Umpire/Referee locker room and lounge**
- **Warm-Up area**
- **Dedicated tournament facilities**
- **Scenic boardwalk**
- **Lounging pavilions**
- **On-site WiFi**
- **3 concessions on-site**
- **1,000+ parking spots**



# ARE YOU ON BOARD?



# STRONGER TOGETHER



DISCOVER ALL OUR  
OPPORTUNITIES AT  
PANAMA CITY BEACH  
SPORTS COMPLEX.

CALL TODAY TO BEGIN  
YOUR PARTNERSHIP!





# BECOME A PARTNER TODAY

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In partnership with the  
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