

REAL. FUN. COOPERATIVE PROGRAMS

Dear Real. FUN. Partners,

Welcome to the Winter 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. We will invoice you when we send out awarded programs. Invoices must be paid before program begins.

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



WINTER 2021-2022 CO-OP OPPORTUNITIES



IN DESTINATION OPPORTUNITIES BEST SUITED FOR:

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

STATIC IMAGES



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

Targeting: Bay County visitors ONLY, not locals

Partner slots available:

Period 1: 12/1-12/31

Period 2: 1/1-1/31

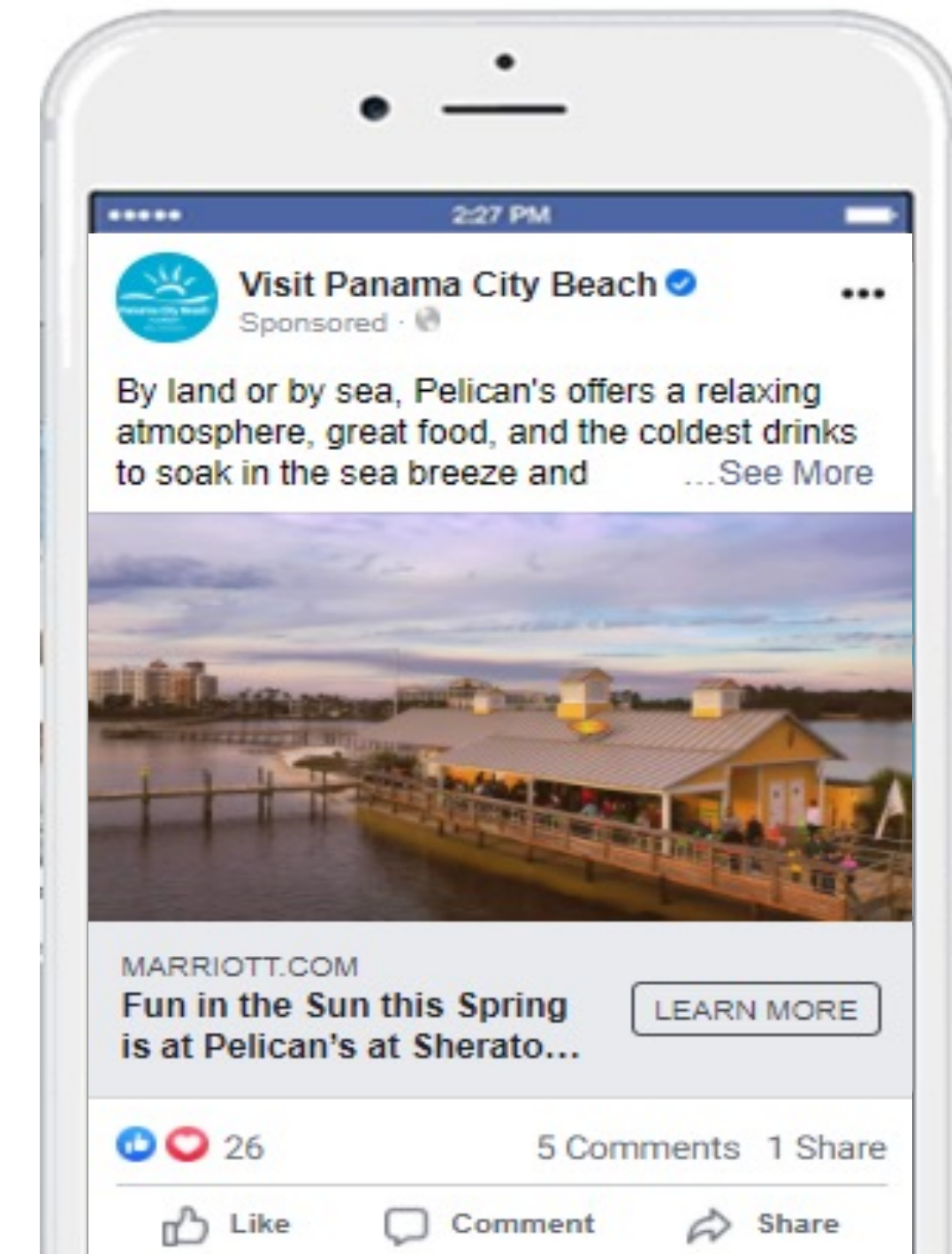
Period 3: 2/1-2/28

Partners may sign up for more than one period.

Materials Due by: 11/10, 12/10, 1/11

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

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

Period 1: 12/1-12/31

Period 2: 1/1-1/31

Period 3: 2/1-2/28

Partners may sign up for more than one period.

Materials Due by: 11/10, 12/10, 1/11

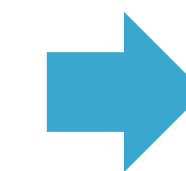
Investment: PCB will match 100% of the following investment levels:

- \$300/month partner investment + \$300 PCB investment = \$600 campaign total delivering ~120,000 impressions
- \$450/month partner investment + \$450 PCB investment = \$900 campaign total delivering ~180,000 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 STATIC IMAGES

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

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

Partner slots available:

Period 1: 12/1-12/31

Period 2: 1/1-1/31

Period 3: 2/1-2/28

Partners may sign up for more than one period.

Materials Due by: 11/10, 12/10, 1/11

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

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



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

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:

Period 1: 12/1-12/31

Period 2: 1/1-1/31

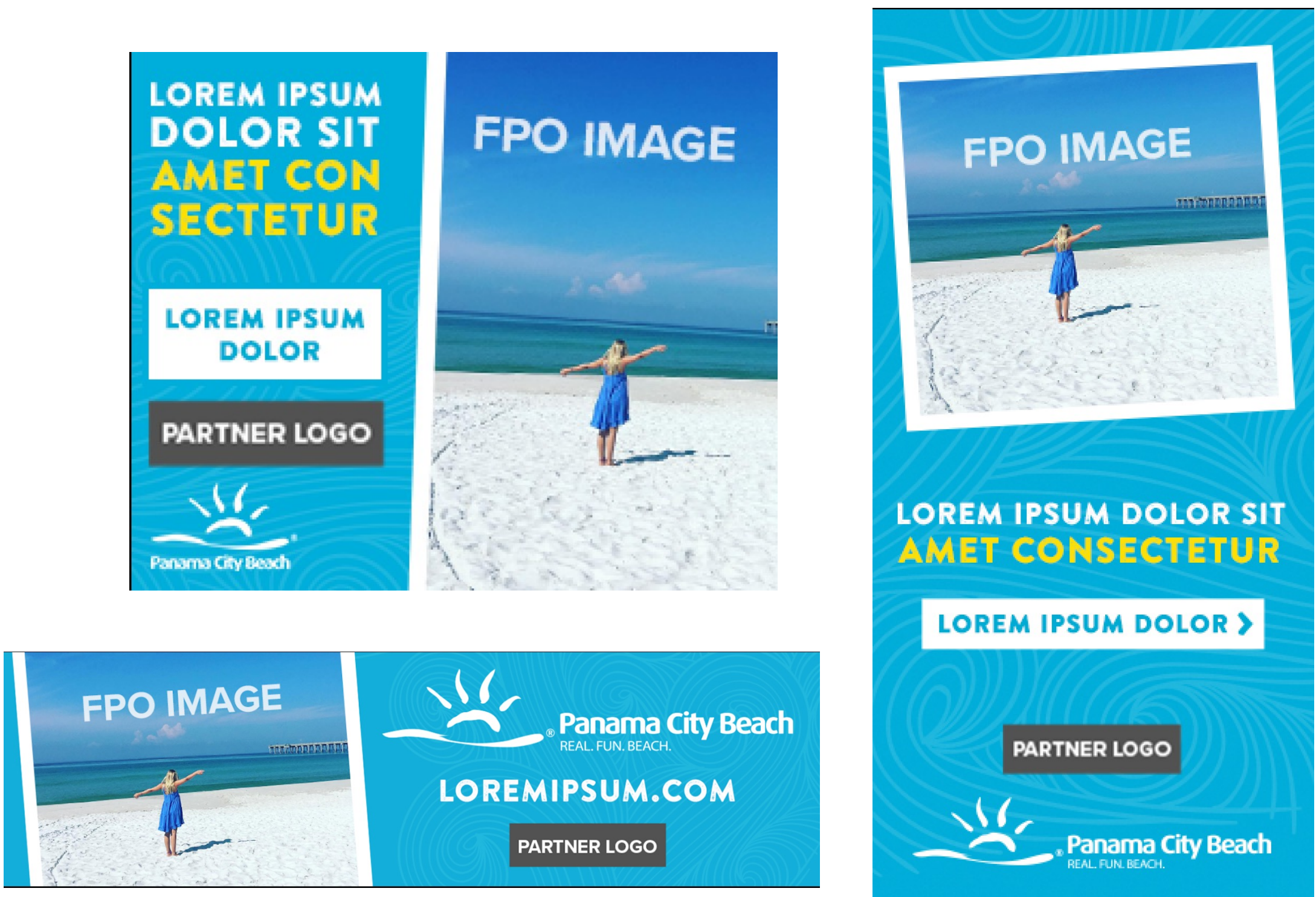
Period 3: 2/1-2/28

Partners may sign up for more than one period.

Materials Due by: 11/10, 12/10, 1/11

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

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

FACEBOOK LIVE – ACCOMMODATIONS ONLY



Highlights

- Provide Facebook users with inspiring content connecting them to the destination in real time
- Visit Panama City Beach Facebook has over **922,000 likes**, 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

- PCB is allowing **1** partner each month to be highlighted in a Facebook Live video
- 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, or perhaps outdoor kids activities where the beach is visible
- 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

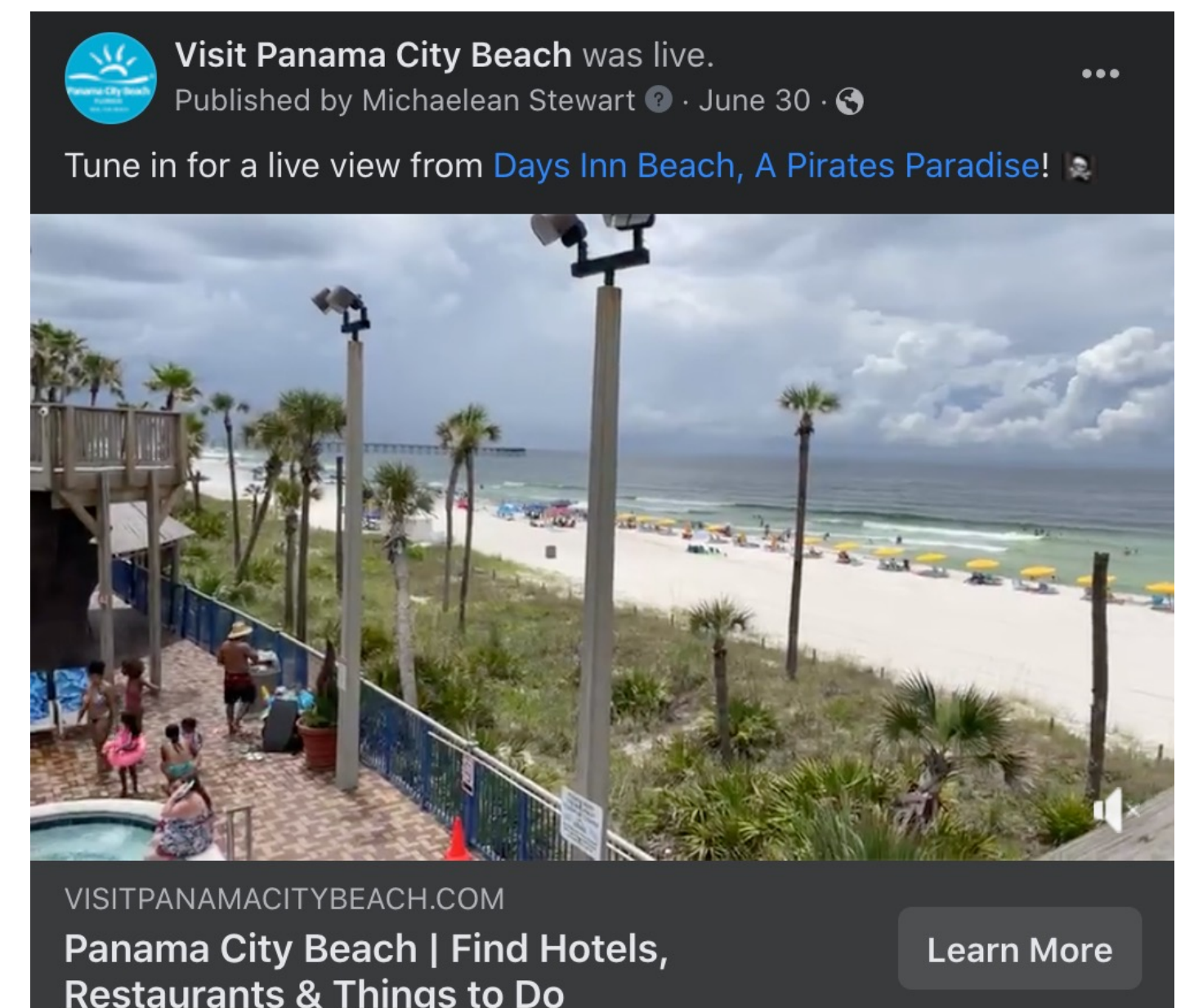
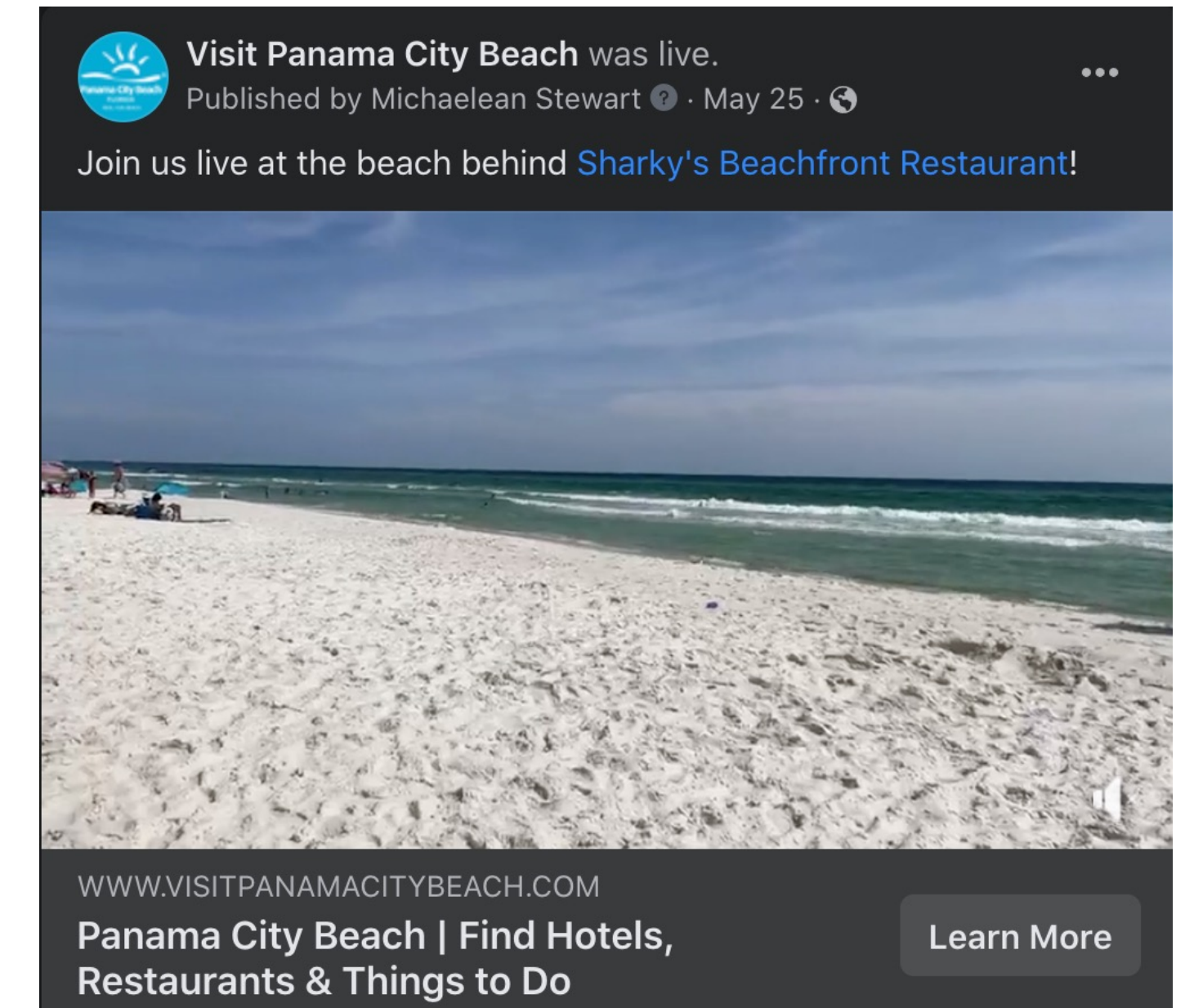
Available Dates

- January & February
- Deadlines will be determined based on month chosen for each partner

Investment:

PCB match 100% within the following investment levels:

- \$300:
- \$450:
- \$600:



FACEBOOK PROMOTED POSTS – ACCOMMODATIONS ONLY

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: 125-character 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

- January ASSET DEADLINE: December 20
- February ASSET DEADLINE: January 17

Investment

Visit Panama City Beach will match 100% within the following investment levels:

- \$300
- \$450
- \$600



Visit Panama City Beach ✓

📍 Favorites · July 19 · 🌐

As one of the newest all-suites hotels on the beach, [SpringHill Suites - Panama City Beach](#) is sure to make your beach retreat a memorable vacation! Start your mornings with a free made-to-order breakfast before exploring the area. We're near many fun-filled attractions like Shipwreck Island Waterpark, Pier Park, Shell Island and Frank Brown Park. Cool down after exploring with a handcrafted cocktail on our hotel bar's terrace, or take the kids for ice cream and a swim in our sparkling outdoor pool! Whether you're attending an event hosted in our beachfront venue or soaking up the sun on your time off, we're here to help you dive into the fun! <https://bit.ly/SpringHillSuitesPCB>



Visit Panama City Beach ✓

📍 Favorites · July 29 · 🌐

[Beachside Resort Panama City Beach](#) is the perfect beachfront retreat. Enjoy breathtaking views of the Gulf of Mexico's emerald green water from our stunning beachfront pool deck or from one of our many gulf view guestrooms. Sunsets have never been more sublime than from our sundeck, offering sweeping views of PCB's renowned sunsets. Book your unforgettable beach vacation today! <https://beachsideresortpanamacitybeach.com/>



INSTAGRAM STORY TAKEOVER – ACCOMMODATIONS ONLY

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 79,500+ followers

Opportunity

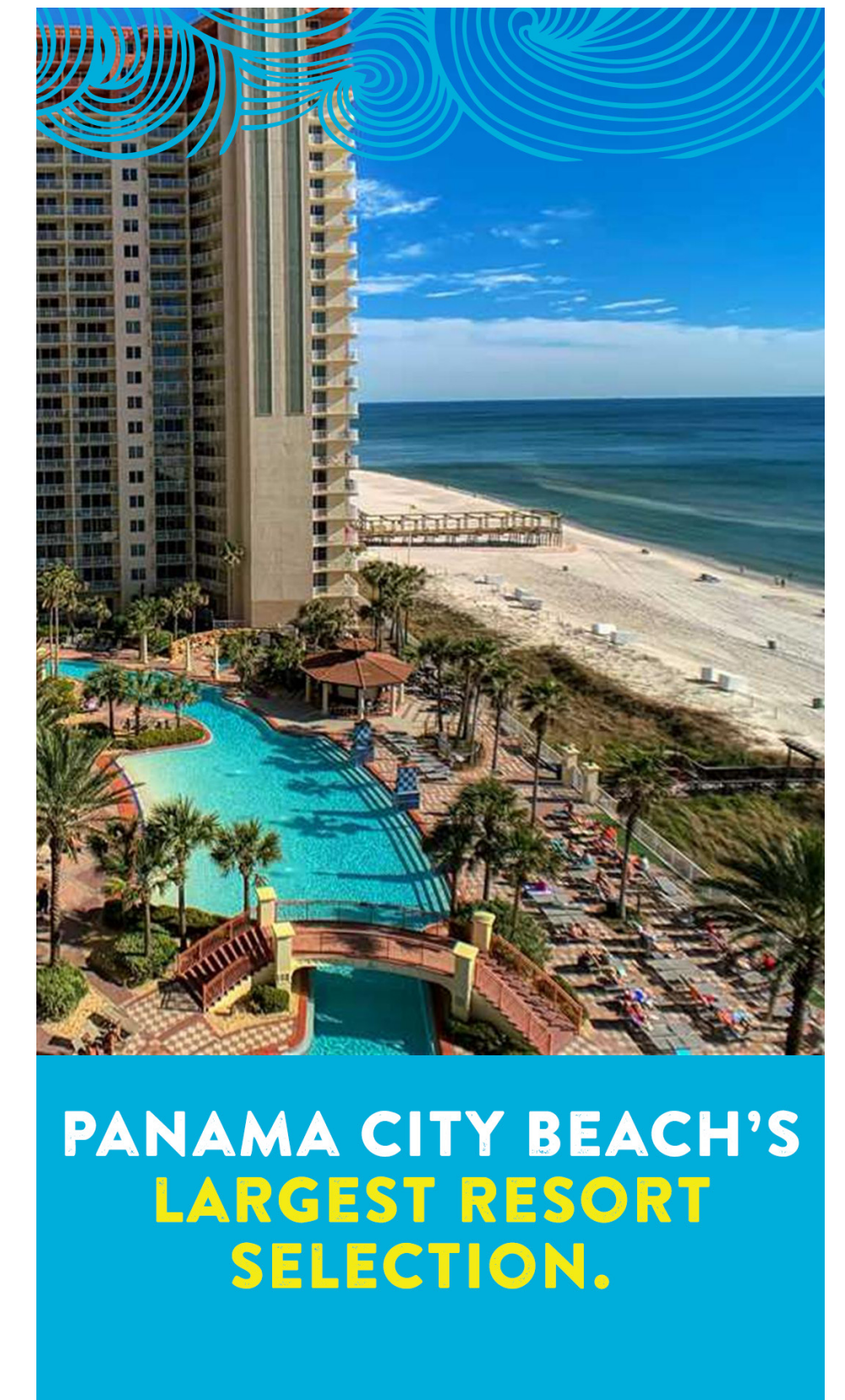
- PCB is allowing 1 partner each month to be highlighted in a Instagram Story video/post
- Partner spaces available: 1 per month
- Hours available to shoot video is from 8am-5pm Monday-Friday
- Partners will need to provide: logo in PNG format, link to website or social page for swipe up feature

Available Dates

- December DEADLINE November 22
- January DEADLINE December 20
- February DEADLINE January 17

Investment

- Cost per partner: \$175



RADIO TRADE OPPORTUNITY



AMERICA'S #1 AUDIO COMPANY
REACHING 9 OUT OF 10 AMERICANS EVERY MONTH

iHeart Radio Media -100 Watt Station Coverage Columbus, Albany, Auburn, Opelika

According to Advertising Age, Radio ROI, delivers more than \$6 for every \$1 spent. iHeartMedia backs up that study by helping your business build awareness, increase connection and drive sales with our local, loyal audiences.

Trade opportunity

Radio partner is seeking trade with Panama City Beach accommodations, with respected black out dates in the terms and conditions for the trade.

Get your message delivered in one of the top markets for Panama City Beach

Cost:

Radio/accommodations trade starting from: \$2500

Available Dates: December 2021 through December 2022

*Limited to 3 partners



Magic 101



Rock 103



South 106.1



Sunny 100 Columbus



PARTNER SIGN UP SHEET

Tactic	Partner Type	Details	Program Cost / Options	Partner Investment	Units Available	Time Frame Options	Preferred Time Frame(s)	Total Partner Cost
CyBear / Facebook Static	In-Destination	Facebook and Instagram newsfeed ads targeting visitors, directing them to partner website. Bay County Visitors only.	\$300 \$450 \$600		Unlimited	12/1-12/31 1/1-1/31 2/1-2/28		
Cybear / Display Banners	In-Destination	Digital display banners to audiences while they are in-destination by capturing device IDs in real-time within the market.	\$300 \$450 \$600		Unlimited	12/1-12/31 1/1-1/31 2/1-2/28		
CyBear / Facebook Static	Accomodation	Facebook and Instagram newsfeed ads targeting visitors, directing them to partner website. Targeting visit PCB page followers, friends of followers, and beach interest audiences in key markets	\$300 \$450 \$600		Unlimited	12/1-12/31 1/1-1/31 2/1-2/28		
Cybear / Display Banners - Families	Key Market Targeting	Digital display banners to audiences in key markets targeting parents with kids in householdand beach interests - targeting potential overnight visitors	\$300 \$450 \$600		Unlimited	12/1-12/31 1/1-1/31 2/1-2/28		
Facebook Live	Accomodation	Provide Facebook users with inspiring content connecting them to the destination in real time. Engage in real-time with over 922,000 people who have liked us on Facebook	\$300 \$450 \$600		1 Per Month	January February		
Facebook Promoted	Accomodation	Partner content posted directly to the official PCB Facebook page using targeted ads	\$300 \$450 \$600		2 Per Month	January February		
Instagram Story Takeover	Accomodation	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	\$175		1 Per Month	December January February		
Radio Trade Opportunity	Accomodation	Get your message delivered in one of the top markets for Panama City Beach. Columbus, Albany, Auburn, Opelika	\$2,500		3	December 2021 - December 2022		



THANK YOU!