



PARTNERSHIPS

ADVERTISING & PROMOTION



TOGETHER, WE DRIVE
VISITORS TO
OUR BEACH
COMMUNITY

THE PANAMA CITY BEACH
SPORTS COMPLEX IS
WHERE ATHLETES
AND FAMILIES PLAY
AND STAY.

YOUR AUDIENCE
IS HERE!





ADVANTAGES TO PARTNERING WITH THE PANAMA CITY BEACH SPORTS COMPLEX

- Reach Active Lifestyle Families
- Generate Thousands of Impressions
- Enjoy Massive Social Media Reach

WHO ARE WE?



The 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 and four natural grass fields. The flexible design accommodates soccer, lacrosse, football and flag football, field hockey as well as baseball and softball.

REAL. FUN. SPORTS.

Located in Panama City Beach, the new complex is the epicenter for outdoor sports in the Southeast. Partnering with us means you want to partner with the best of the best and implement marketing strategies that matter 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 THE PANAMA CITY BEACH SPORTS COMPLEX



THE OPPORTUNITY

The 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.

The 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?





**CONNECT TO OUR
AUDIENCES**

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





AUDIENCE

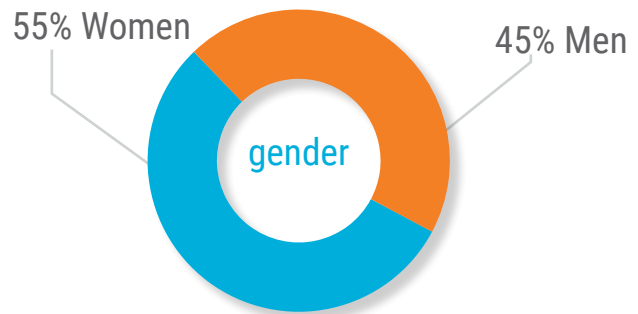
UNDERSTAND OUR GUESTS TO BUILD SMART CAMPAIGNS

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

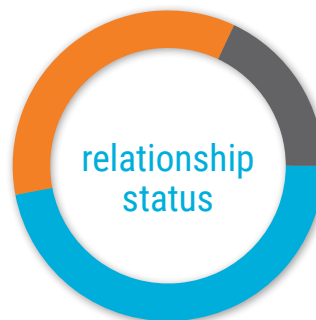
It all starts with a complete understanding of our audiences, their lifestyles, and their Panama City Beach experiences—along with creative ideas and clever implementation. We can help you tailor promotions around your products or services that add to the experience of the Panama City Beach customer,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

A photograph of two female athletes in blue and gold uniforms embracing on a field. The athlete on the left has long, wavy red hair and is wearing a white headband. The athlete on the right has dark hair in a ponytail and is also wearing a white headband. They are both smiling and looking at each other. The background is a blurred stadium setting with warm, golden light.

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

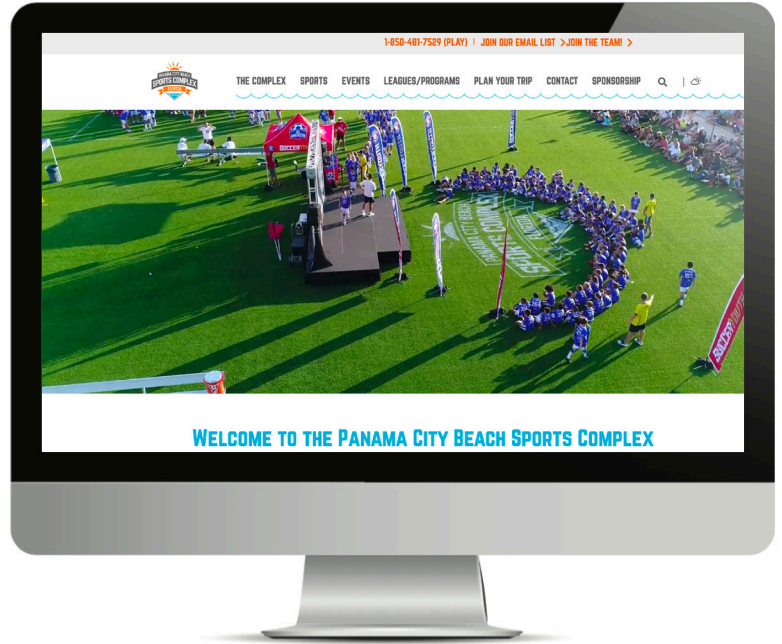
KEY MARKETING PARTNERSHIP BENEFITS MAY INCLUDE:

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

THE PANAMA CITY BEACH SPORTS COMPLEX OFFERS
OUR PARTNERS A BROAD RANGE OF ENGAGEMENT
OPPORTUNITIES. WHEN YOUR BRAND IS AT OUR
EVENTS, IT'S A WIN-WIN FOR BOTH OF US!





ABOUT OUR FACILITY



The 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 fields with Z-Cap cooling technology**
- **4 natural grass fields**
- **5 collegiate-size baseball fields**
- **10 220-ft softball/youth baseball fields**
- **2 Championship fields with excellent seating capacity**
- **7 batting cages**
- **State of the art LED lighting**
- **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 spaces**



ARE YOU ON BOARD?



STRONGER TOGETHER

DISCOVER ALL OF
OUR PARTNERSHIP
OPPORTUNITIES AT THE
PANAMA CITY BEACH
SPORTS COMPLEX.

CALL TODAY TO BEGIN
YOUR PARTNERSHIP!





BECOME A PARTNER TODAY

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