

panama city beach  
*seafood*  
wine & )  
music  
festival



*Featuring Local Fresh  
Seafood and Wines of  
the Coast*



*National and Regional  
Entertainment*



*Select Vendors*



*Family Fun Days*



*Celebrity Chef  
Seafood Cookoff*

*October 10-12, 2008  
Frank Brown Park  
Panama City Beach, FL*



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Panama City Beach is evolving, and we think it's annual festival should reflect the image and future of the beach. Our idea is simple - a celebration of the wonderful array of local area seafood prepared by local chefs merged with local and area wines, entertainment and vendors with a special focus on families. The Panama City Beach Seafood, Wine & Music Festival is designed to reflect a true taste of the coast like no other festival ever presented on Panama City Beach. We plan to cap the weekend festivities with a special "Seafood Cook-Off" presented and filmed by The Tourist Network for future submission to Food Network and others in an effort to promote PC Beach in a positive way throughout the year.

Rare wine auctions, Celebrity winemakers, and Grand Wine tasting events are just a few of the treats awaiting wine enthusiasts at the Panama City Beach Seafood, Wine & Music Festival.

The festival offers three full-bodied days of wining, dining and socializing amid several hundred domestic and international wines. Beginners will have a chance to sample the wines, learning about the make-up and the regions they come from while wine experts will have an opportunity to sample some of the rarer wines they might not otherwise get a chance to try. We are planning a special wine dinner one night that will help to raise funds for deserving local charities.



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From the beginning of the festival on Friday to the very end on Sunday, the music and entertainment will never end. The sounds of local and area jazz, rock and country bands will fill the air and Friday, Saturday and Sunday night will be capped off with headliner entertainment like Huey Lewis and the News, KC & The Sunshine Band, Sugarland, American Idol's Kellie Pickler, and others. The daytime will be filled with the sounds of local & regional entertainment. There will truly be entertainment for all tastes at the Panama City Beach Seafood, Wine & Music Festival.

# FAMILY FUN DAYS



Traditionally the key events of the PC Beach fall festival have focused on night time events, and while we plan to continue the longstanding tradition of bringing major musical talent each night, we will also be putting on “Family Fun Days” Saturday and Sunday with special appearances by Nickelodeon’s SpongeBob Squarepants, family music favorite Dan Zane, plus a “Bouncer Village” with over a dozen inflatables, face painting, and other activities designed especially for the family and children.



The Panama City Beach Seafood & Wine Festival will take great care in the selection process of the all vendors. We will feature arts & crafts vendors, select retail vendors, and various community/charity vendors that will all meet or exceed those standards as set by the TDC and that of Eventertainment Inc.



## CELEBRITY CHEF SEAFOOD COOK-OFF



The Panama City Beach Seafood, Wine & Music Festival will be topped off by the “Celebrity Chef Seafood Cook-Off” Challenge. To tie in with Beach TV’s very popular “Celebrity Chef” show - the entire event will be filmed by The Tourist Network, and shown throughout the year in no less than 5 drive-to markets to further promote the destination of Panama City Beach year round.

## MARKETING THE EVENT

▶ The key to the success of securing sponsors, vendors, & in-kind media partners is the endorsement of the TDC. Once that is confirmed the marketing will go in to full effect.

▶ **Press Releases** to all local, regional and drive-to markets press contacts announcing the new event and promoting room/ticket packages available through “**SELECT ACCOMMODATION PARTNERS**”.

▶ **ONLINE Marketing Campaign** using the top search engine GOOGLE.com, thebeachloversbeach.com and all participating sponsors will agree to include a festival banner with link to the official festival website:  
[www.panamacitybeachfest.com](http://www.panamacitybeachfest.com)

▶ **ONLINE NEWSLETTER** to be sent to TDC e-mail addresses (sent every 3/4 weeks and every week from Sept 1-Festival week)

### ▶ **LOCAL SUMMER ADVERTISING**

**CAMPAIGN** encouraging a fall return visit from the summer guest via posters, billboards, counter top & in-room placement of event brochures at participating accommodation sponsors & local hotels, resorts, restaurants, attractions, etc. Beach TV, inclusion in over 125,000 Emerald Coast Guides during summer 2008, Radio and other electronic media coverage, prominent placement of advertising at TDC Visitor's Center and PC Beach Chamber Welcome Center.

▶ **OUT OF MARKET CAMPAIGN** to include Clear Channel Radio Group with stations in many or most of the drive-to markets key to PC Beach. In-kind advertising with drive-to markets via print, outdoor and other means of advertising.





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