

Panama City Beach

SPRING BREAK 2012



Spring Break 2012

**Marketing & Sponsorship
Opportunities**

PANAMA CITY BEACH, FL

COLLEGIATE MARKETING GROUP, LLC

collegiatemarketinggroup.com

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COLLEGIATE MARKETING GROUP, LLC is a leading marketing and promotions company that specializes in Spring Break in Panama City Beach, FL. We provide services to large corporate clients, local merchants, and nightclubs that want to target the youth market. We provide our clients with tailored programs and promotions that fit their budget, strategy and corporate marketing plans.

- Digital Media & Social Marketing
- Beach Activations, Events, and Promotions
- Street Promotion / Sampling Teams
- Large On-Site Celebrity Events / Activities
- Product Branding & Placement



Marketing programs utilize digital media & website marketing



The best beach locations for the ultimate brand identity



Reach a mass student audience every day of Spring Break



Promotion and execution of large on-site celebrity events

WHY MARKET SPRING BREAK?

Panama City Beach, FL is the #1 Spring Break destination in the world. **Each year over 500,000 students flock to Panama City Beach.** In addition to working on a tan and doing a little partying, these students that travel to Spring Break are the same students that set trends on college campuses nationwide. This popular event gives our corporate clients an opportunity to reach their target audience and get their message or brand in front of a huge group of student influencers.



Marketing to a huge audience of student trend-setters every day

A FEW OF OUR PAST & PRESENT SPRING BREAK CLIENTS:



Collegiate Marketing Group provides a number of unique services and strategies for companies to reach the college student demographic while on Spring Break. CMG has teamed up with the biggest and best located condos/hotels and the most popular area nightclubs to provide our clients with an unmatched capability to reach the youth market.



Premium Hotel Locations



Premium Booth Set-up



Premium Beach Locations



Premium Product Sampling



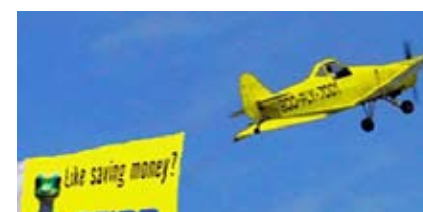
Lobby Welcome Packs



On-Site Promotion Teams



Beverage Product Sampling



Aerial Banner Plane Pulls



Booth / Banners



Inflatables



Vehicle Wraps



Celebrity Events

CMG manages and operates the **official Spring Break website** for Panama City Beach, FL.
(www.pcbeachspringbreak.com)

Collegiate Marketing Group has implemented a huge targeted marketing campaign aimed at the 18-30 year old demographic. The focus is to drive targeted traffic to our corporate sponsors links through this unique Spring Break website.

Current site traffic: **80,000 unique visitors per month.**

CMG website and social network marketing campaign leverages the popularity of Facebook and Twitter with our target market to virally enhance our partners product or message.

The Facebook page of the pcbeachspringbreak site has approximately **50,000 fans** and approximately **2500 Twitter followers.**





CMG publishes **the Coca-Cola Spring Break Guide**. This **FREE** annual magazine provides tools and information to assist students in making successful Spring Break travel plans. It is the **ONLY** publication of it's kind.

#1* Source of information for
Spring Break travelers
**#1 printed source*

20+ Years of publication

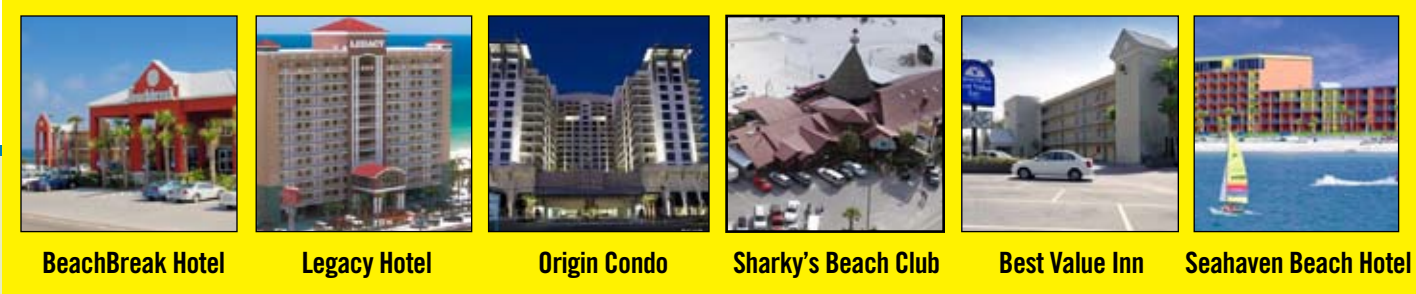
1million student reach



THE BEST LOCATIONS FOR THE BIGGEST AUDIENCE EVERY DAY

Collegiate Marketing Group has exclusive marketing rights and access to the largest Spring Break audience in Panama City Beach. This densely populated area will place your companies image or message in the most sought after beach venues and locations. It goes without saying how important it is to place your company in a high traffic location that will reach your biggest audience each and EVERY day.

Collegiate Marketing Group has teamed up with the biggest and best located condos/hotels and the most popular nightclubs to provide our clients with an unmatched capability to reach the youth market.



DAYTIME BEACH MARKETING during Spring Break brings unparalleled opportunity to engage the trendsetters of tomorrow through branded activities, entertainment, contests, promotions and giveaways.

CMG will design customized structures and activities to meet your specific goals and objectives.



Daytime beach activations are staffed between 10am-4pm daily and all sponsors have use of the main stage for branded activities.

CMG has the exclusive distribution agreement for the Panamaniac Club Card which has been a Spring Break staple in Panama City Beach since 1992. Over 50,000 students participate in this program every March. This souvenir VIP card entitles the student to receive free entry into all the best beach clubs in Panama City Beach each day and night of the week. Past sponsors of the Panamaniac Club Card have placed their corporate logo along with the five main participating night clubs on the front / back of the card.

PARTICIPATING PCB NIGHTCLUBS:



SAY HELLO TO YOUR LITTLE FRIEND WITH BIG BENEFITS!

PANAMA CITY BEACH, FLORIDA Panamaniac Club Card

THIS IS THE ONLY PCB PARTY CARD U NEED TO GET ALL THIS STUFF!

- free COVER 30 hours free cover at the 5 wildest clubs on the beach
- free tSHIRT
- free BEER plus free food, local discounts and much more!

SPINNAKER
 Hammerhead Fred's
 SHARKY'S
 COYOTE UGLY
 SUNQUEST PROMOTIONS

WWW.PANAMANIACCLUBCARD.COM

EVENT SPONSORSHIP & BRANDED ACTIVITIES

SHARKY'S CELEBRITY BEACH BASH

This is the largest and longest running daytime event in Panama City Beach, FL during Spring Break. Rolling Stone and USA Today have called this event "The #1 Party of Spring Break." Each Wednesday an average of 3000 students attend this Beach Bash event. Headlining and hosting the event are various popular MTV celebrities from hit reality television shows.

HAMMERHEAD HEAD FRED'S FOAM PARTY

This is the biggest Spring Break night time event in Panama City Beach. Every Thursday students dance the evening away deep in Pina Colada foam! The average attendance for this event is well over 2000 students and celebrities headline and host this crazy "wet and wild" party each week.



No matter what your marketing goals and strategies, the experienced professionals behind Collegiate Marketing Group, LLC will create a customized promotional package to fit your budget and corporate marketing plan.

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