

Sponsorship Opportunities



CITY OF PANAMA BEACH PARKS & RECREATION

16200 PANAMA CITY BEACH PARKWAY
PANAMA CITY BEACH, FL 32413



Panama City Beach has an estimated population of approximately 15,000, which increases to a peak daily population of more than 100,000 during the busy summer months. Each year approximately 4.5 million visitors come to PCB to visit the beach, play sports, attend events, vacation, and spend time with family.

Frank Brown Park provides a vast variety of facilities and amenities that suit a wide variety of guests. With the addition of our recreational programs each year, we have outstanding attendance at our sporting events. We have local people visiting, as well as players, coaches, and families from around the world. During our World Series Tournaments, we have over 600 teams come to play in the park.

Frank Brown Park is truly a hub of activity in Panama City Beach. With over 200 acres of land, the park boasts facilities for baseball, softball, soccer, tennis, basketball, and more. The sports complex is also home to a state-of-the-art aquatic center, which features an Olympic-sized swimming pool and a kid's splash pool.

The park is not just for sports enthusiasts. Visitors can also enjoy the walking trails, picnic areas, and playgrounds scattered throughout the park. For those who want to relax and enjoy the beauty of nature, the park has a large youth fishing pond stocked with fish for catch-and-release fishing.

Frank Brown Park is not only a great place to visit, but it also hosts a variety of events throughout the year, including concerts, festivals, and community gatherings. With so much to offer, it's no wonder that visitors from all over the world flock to this park every year.



ABOUT FRANK BROWN PARK

Frank Brown Park is a 200-acre outdoor recreation facility in Panama City Beach, Florida. The park hosts various sporting events throughout the year, and has facilities available for public use.

FACILITY DETAILS

- 11 Softball / Baseball Fields
 - Youth
 - Adult
 - T-Ball
 - Miracle League
- 3 Soccer Fields
 - Fields are divided into 6 smaller fields as needed
 - Flag Football Adaptable
- 8 Batting Cages
- 4 Tennis Courts
- Outdoor Basketball Courts
- 4 Playgrounds
- 1 Indoor Gymnasium
- 3 Fenced Dog Parks
- Aquatic Center
- Festival Site / Multipurpose Fields
- Youth Fishing Pond
- 2 Multi-purpose Pavilions
- Gayle's Trail Head



Sponsorship Banner Opportunities

This sponsorship opportunity is active for one calendar year from the date the contract is signed and must be renewed annually to remain active.

(Ex. Signed March 15, 2024: Expires March 15, 2025)



4 X 3 FT BANNER SPONSOR- \$350

One 4 x 3 ft banner provided by Panama City Beach Parks and Recreation Department placed at one of the following locations at Frank Brown Park (marked in **green** on next page)

- Aquatic Center
- Gymnasium
- North / South Complex
- Soccer Field
- Miracle League
- Dog Park

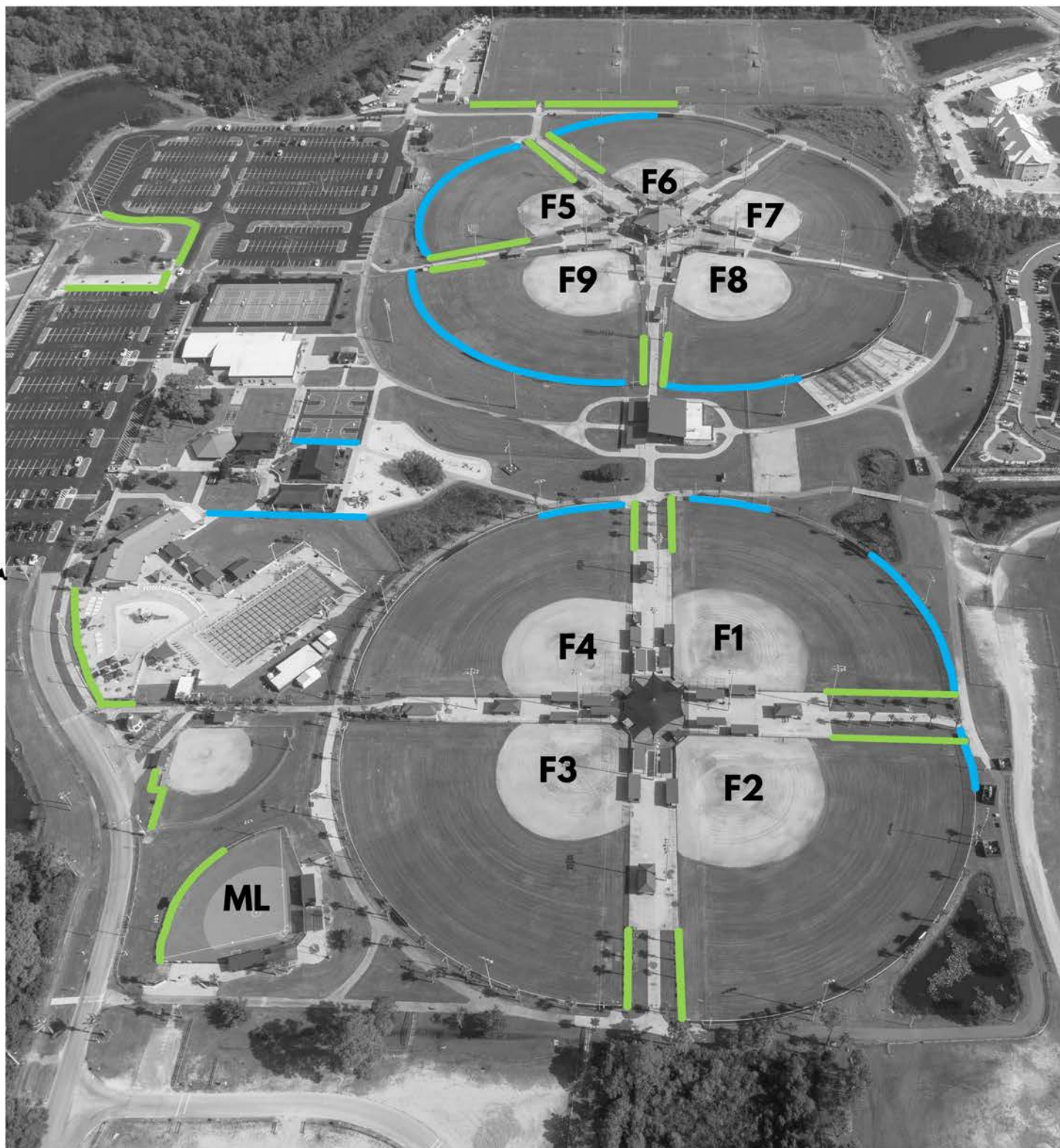


8 X 5 FT BANNER SPONSOR- \$750

One 8 x 5 ft mesh banner provided by Panama City Beach Parks and Recreation Department placed at one of the following locations at Frank Brown Park (marked in **blue** on next page)

- North Complex Outfield
- South Complex Outfield
- Outdoor Basketball Courts
- Playground / Aquatic Center Fence

Banner Placements



The 4 x 3 ft banner areas are marked with green and the 8 x 5 ft mesh banner areas are marked with blue.

Youth Sports League Sponsorship

This sponsorship opportunity is active for a singular season (fall/spring/winter) and must be renewed to remain active.



LEAGUES UNDER 250 PARTICAPANTS – \$1,500

LEAGUES WITH 250+ PARTICAPANTS – \$3,000

The Youth League is named after the sponsor. Your logo will be placed on all uniforms for the sponsored league. The League Sponsor is allowed two press releases to be sent to all players in the league. This sponsorship also includes two 4 x 3 ft banners provided by Panama City Beach Parks and Recreation Department placed at the League location:

- Aquatic Center
- Gymnasium
- North / South Complex
- Soccer Field
- Miracle League
- Dog Park



Summer Camps Sponsorship

This sponsorship opportunity is active for one calendar year and must be renewed annually.



SUMMER CAMPS SPONSOR – \$5,000

The Summer Camp Sponsor will be displayed on camp shirts. The logo will be included on the website and all marketing materials will be named after the sponsor. This sponsorship also includes one 8 x 5 ft banners provided by Panama City Beach Parks and Recreation Department placed at one of the following:

- North Complex Outfield
- South Complex Outfield
- Outdoor Basketball Courts
- Playground / Aquatic Center Fence

We offer an extensive range of over 50 camps, each with a unique theme for kids to enjoy every week. With a summer average of around 400 participants, children will have a blast exploring new sports, arts, and interests – all while making new friends. Our programs are designed to promote social skill development, encourage outdoor activities and inspire new pursuits in kids.



SUMMER CONCERT SERIES SPONSORSHIP OPPORTUNITIES

Copper Sponsorship – \$2,500

10 ft booth space in the reserved sponsor area at each concert. A small logo on all Summer Concert Series promotional items.

Bronze Sponsorship – \$5,000

10 ft booth space in the reserved sponsor area at each concert. A medium logo on all Summer Concert Series promotional items. One minute of announcements for our MC to read at each Summer Concert Series show. VIP parking privileges.

Silver Sponsorship – \$10,000

10 ft booth space in the reserved sponsor area at each concert. 8 x 5 ft banner displayed at a Frank Brown Park baseball field for one year. A large logo on all Summer Concert Series promotional items. Two minutes of announcements for our MC to read at each Summer Concert Series show. VIP parking privileges.

Gold Sponsorship – \$15,000

10 ft booth space in the reserved sponsor area at each concert. 8 x 5 ft banner displayed at a Frank Brown Park baseball field for one year. An extra large logo on all Summer Concert Series promotional items. Three minutes of announcements for our MC to read at each Summer Concert Series show. VIP parking privileges.

Presenting Sponsorship – \$20,000

Named presenting sponsors for the 2024 Series. 10 ft Booth space in the reserved sponsor area at each concert. Two 8 x 5 ft banners displayed at a Frank Brown Park baseball field for one year. A Presenting logo on all Summer Concert Series promotional items. Five minutes of announcements for our MC to read at each Summer Concert Series show. VIP parking privileges.

For more information contact Kylie.Coffey@pcbfl.gov



MOVIES AT THE BEACH SPONSORSHIP OPPORTUNITIES

Local Sponsorship – \$500

Logo on promotional posters and flyers.

Copper Sponsorship – \$2,500

Logo on 8x5 ft banner at Frank Brown Park and promotional banners. A small logo on all Movies at the Beach promotional items. Two reserved seats at each movie.

Bronze Sponsorship – \$5,000

Pre-movie logo on the jumbo screen and logo link on social media. Logo on 8x5 ft banner at Frank Brown Park and promotional banners. A medium logo on all Movies at the Beach promotional items. Five reserved seats at each movie. VIP parking privileges.

Silver Sponsorship – \$10,000

Pre-movie logo on the jumbo screen and logo link on social media. 8 x 5 ft banner displayed at a Frank Brown Park baseball field for one year. Large logo on all Movies at the Beach promotional items. Ten reserved seats at each movie. VIP parking privileges.

Gold Sponsorship – \$15,000

Pre-movie logo on jumbo screen and logo link on social media. 8 x 5 ft banner displayed at a Frank Brown Park baseball field for one year. An extra-large logo on all Movies at the Beach promotional items. Fifteen reserved seats at each movie. VIP parking privileges.

Presenting Sponsorship – \$20,000

Named presenting sponsors for the 2024 Series. Pre-movie logo with commercial on jumbo screen and logo link on social media. Two 8 x 5 ft banners displayed at a Frank Brown Park baseball field for one year. Presenting logo on all Movies at the Beach promotional items. Unlimited reserved seats at each movie. VIP parking privileges.

For more information contact Kylie.Coffey@pcbfl.gov



2024 Community Events

EVENT NAME	WEBSITE LINK	DATE TIME
Spring into Sports		FEB 24 9 AM-12 PM
Spring Farmers Market		MAR 16 10 AM - 2 PM
Dog Easter Egg Hunt		MAR 23 10 AM
Easter Carnival		MAR 30 10 AM- 2PM
Summer Concert Series		JUN 6 - AUG 15 7 PM - 9 PM
Movies at the Beach		TBD
Fall Festival & Market		SEPT 28 10 AM - 2 PM
Paws in the Park		OCT 19 9 AM - 12 PM
Youth Fishing Rodeo		OCT 26 9 AM - 12 PM
Last Minute Farmer Market		DEC 21 10 AM - 2 PM

Community Event Sponsorship Opportunity

<p>Spring into Sports</p>		<p>Banner Sponsor: \$350 Champion Sponsor: \$600 All-Star Sponsor: \$1,000 Presenting Sponsor: \$2,500</p>
<p>Dog Easter Egg Hunt</p>		<p>Easter Basket Sponsor: \$50- \$150</p>
<p>Easter Carnival</p>		<p>Banner Sponsor: \$350 Easter Bunny Sponsor: \$600 Golden Egg Sponsor: \$1,000 Presenting Sponsor: \$2,500</p>
<p>Fall Festival & Market</p>		<p>Banner Sponsor: \$350 Pumpkin Patch Sponsor: \$600 Festival Partner Sponsor: \$1,000 Presenting Sponsor: \$2,500</p>
<p>Paws in the Park</p>		<p>The Tailwagger Sponsor: \$300 Pick of the Litter: \$500 The Top Dog Sponsor: \$1,000 Leader of the Pack: \$1,500 Presenting Sponsor: \$3,500</p>
<p>Youth Fishing Rodeo</p>		<p>Banner Sponsor: \$350 Bait Sponsor: \$500 Awards Sponsor: \$1,000 Presenting Sponsor: \$2,500</p>

Why should you become a sponsor?

- **1M+ People travel through this park each year**
- **100+ Events per year with thousands of attendees**
- **150K+ People attend Gulf Coast Jam and Thunder Beach at Frank Brown Park each year**
- **2,000+ Teams play recreational sports at Frank Brown Park**



Thank you for taking the time to consider a sponsorship opportunity with Panama City Beach Parks & Recreation. If you have any questions email us:

Kylie.Coffey@pcbfl.gov