



P A N A M A C I T Y B E A C H

TO: Dan Rowe, President
Cc: Board of Directors, Panama City Beach CVB
FROM: Susan Estler, VP of Marketing *SE*
DATE: November 3, 2008
SUBJ: **mtvU Program**

Below is a quick recap of a \$250K vs. \$200K program. Beyond that is the detailed list of each program for reference.

\$200K vs. \$250K

- In-market, main stage for 5 days instead of 10
- Village for 7 days instead of 10
- 2 concert days with 4 performances instead of 4 concert days with 8 concerts
- 225 :30 TV spots instead of 300
- 5MM online impressions instead of 10MM
- No database
- No sweepstakes
- No opt-in opportunity onsite

\$250K Program:

- Secure beach space at PCB for 10 days and set up main stage and village for 10 days during the month of March, 2009
- Utilize PCB as its main Spring Break beach location
- Produce 4 concert days with approximately 8 live performances total over the 10 days on the beach on the main stage
- Secure a DJ for the beach all 10 days, min 4 hours per day

mtvU will promote PCB as the destination for Spring Break 2009 through the following media tools:
On-Air

- Produce a Spring Break :30 promotion spot that integrate PCB as the location for mtvU Spring break
- Min. 300 units will run November– December 31st, 2008, on mtvU



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On-Line

- Develop a Spring Break hub on mtvU.com, highlighting PCB as the only beach location for mtvU Spring Break (October – March)
- Produce Spring Break promotional online unit that integrates PCB as the location for mtvU Spring Break – promotional unit will include PCB and mtvU logos and will link to PCB SB page
- 10 MM impressions will run through November - March 1st, 2009 on mtvU.com
- Sweepstakes – see value add

On-Campus

Distribute marketing materials designating PCB as the only place for mtvU Spring Break and Village for 2009.

- Min. 10 campuses in October/November

Value Add

Database

- Create a custom sweepstakes for students to enter to win a trip to PCB for Spring Break, which will run online November 2008 – February 13th, 2009 – all PCB opt-in data will be forwarded to PCB.
- Include an opt-in for PCB onsite in the mtvU activations area on the beach for mtvU swag. Students have to provide their contact info in order to get free stuff and will have the option to opt-in for PCB to contact them in future.
- Include responsible spring breaking message within mtvU village and do stage announcements throughout the 10 days.

\$200K Program

- Secure beach space at PCB for min of 5 days and set up main stage and village for 7 days during the month of March, 2009
- Utilize PCB as its main Spring Break beach location
- Produce 2 concert days with approximately 4 live performances total over the 10 days on the beach on the main stage
- Secure a DJ for the beach all 10 days, min 4 hours per day

mtvU will promote PCB as the destination for Spring Break 2009 through the following media tools:

On-Air

- Produce a Spring Break :30 promotion spot that integrate PCB as the location for mtvU Spring break
- Min. 225 units will run November– December 31st, 2008, on mtvU



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On-Line

- Develop a Spring Break hub on mtvU.com, highlighting PCB as the only beach location for mtvU Spring Break (October – March)
- Produce Spring Break promotional online unit that integrates PCB as the location for mtvU Spring Break – promotional unit will include PCB and mtvU logos and will link to PCB SB page
- 5 MM impressions will run through November - March 1st, 2009 on mtvU.com
- Sweepstakes – see value add

On-Campus

- Distribute marketing materials designating PCB as the only place for mtvU Spring Break and Village for 2009.
- Min. 10 campuses in October/November

Value Add

- Include responsible spring breaking message within mtvU village and do stage announcements throughout the 10 days.