

# DESTIN FORT WALTON BEACH FLORIDA

## Let's Partner!

### The Destin-Fort Walton Beach Partner Program

Destin-Fort Walton Beach Tourism is excited to partner with you and help promote your tourism business! Destin-Fort Walton Beach strategically places targeted marketing to reach our visitors before they get here. Let us help you attract more customers and increase sales.

From presenting your company at area Welcome Centers to featuring you on the destination website and social media, the Destin-Fort Walton Beach Partner Program offers valuable marketing initiatives with only a small contribution. Becoming a member of the program is easy! All we ask is that you are willing to partner with us on hosting opportunities that will in turn, promote you. There are no funds exchanged.

What does that mean? We will reach out with opportunities to host media and influencers and in return you'll receive media coverage and promotion! As a partner, all that is required is an in-kind/trade exchange for media opportunities throughout the year.

## Easy Sign-Up

To sign up, visit [destinfwb.com/partners](https://destinfwb.com/partners). Then, click on the Destin-Fort Walton Beach Partner Program link to fill out a short form. After you submit your form, a member of the Destin-Fort Walton Beach team will follow-up with you.

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## What's included?

## Partner Contributions

**Dining, Attractions,  
+ Charter Guides:**  
Up to 5 in-kind media  
experiences

**Accommodations:**  
Up to \$1,000 in-kind in  
hosted media stays

\*All bed-tax participating accommodations may opt-in for a complimentary website listing and participate in training opportunities without an in-kind expectation. Hosting selection is based on content + media relevancy.

## Web + Digital



- ☀ Listing with direct link and images to your website
- ☀ Website content inclusion
- ☀ Promotion on DFWB social channels through live videos, story features, + posts
- ☀ Shared digital reports

## Visitor Guide

- ☀ Ad inclusion



## Public Relations

- ☀ Inclusion in media pitching
- ☀ Media + influencer hosting opportunities
- ☀ Regional promotions + in-market events
- ☀ Trade show discounts + partnerships

## DFWBCC + Welcome Centers

- ☀ Featured partner rotation at Welcome Center
- ☀ In-person presence at Welcome Center
- ☀ First option to utilize touch points + DFWBCC advertising opportunities



## Advocacy + Training + Programming

- ☀ Documents, tools, + assistance in event of crisis
- ☀ Opportunities to participate in Destination Stewardship + Little Adventures programming
- ☀ Access to select research
- ☀ Complimentary courses such as hospitality, customer service, + sales training

While partners may turn down any presented opportunity, there is an expectation partners will fulfill up to 5 experiences for dining + attractions and \$1,000 for accommodations. Destin-Fort Walton Beach reserves the right to refuse assets or presented trade if it does not appropriately fulfill the presented opportunity. Collaborative efforts, such as earned media opportunities, regional promotions, and events, cannot be guaranteed. Opportunities will be presented equitably on a case-by-case basis. Dates of inclusion in opportunities such as newsletters, social media and PR pitching to be determined by Destin-Fort Walton Beach. Visitor Guide 2023 inclusion is limited to those partners who enroll in 2023 Partner Program before December 30, 2022 and who provide sufficient assets by presented deadline. Partners are auto-renewed each year. To opt out of the program, email [marketing@myokaloosa.com](mailto:marketing@myokaloosa.com).