

Local Event Categories

The Destin-Fort Walton Beach Local Event Paid Media Program is funded by Okaloosa County Tourist Development funds garnered by bed-tax collection. Event approval is based on tourism draw and the potential for overnight accommodation stays within Okaloosa County.

Event Type	Description	Minimum Requirements
NEWS WKRG 5  Signature \$10,000 per event* 5 Things to do This Weekend Paid Social SEM	Large, annual, multi-day event that aligns with DFWB brand and impacts tourism by garnering room nights from 50% of attendees.	 Attendance 2,500+  Website w/ DFWB link  Like DFWB Facebook  Lodging Collaboration  50% matching funds
 Brand Awareness \$5,000 per event* Paid Social SEM	Multi-day event that creates awareness for the destination and impacts tourism by garnering room nights from 10% of attendees.	 Attendance 250+  Website w/ DFWB link  Like DFWB Facebook  Lodging Collaboration  50% matching funds
 Experiential \$2,250 per event* Paid Social	Event that appeals to 150-mile drive market and may garner room nights.	 Attendance 100+  Website w/ DFWB link  Like DFWB Facebook  50% matching funds
 Seasonal \$2,000 paid collaborative ad* Paid Social UPDATED! Seasonally appropriate event or festival that enhances the visitor experience. Ad will drive traffic to a dedicated landing page featuring multiple seasonal events.		 Attendance 100+  Website w/ DFWB link  Like DFWB Facebook  50% matching funds
Community Social media support	Single-day event that enhances the visitor and local community experience.	 Attendance 100+  Like DFWB Facebook

*There will be no exchange of funds. All paid marketing will be facilitated by the DFWB tourism team.