

**WELCOME TO
HOW TO MAKE THE MOST
OF YOUR SPONSORSHIP!**



ALABAMA'S BEACHES
SPORTS & EVENTS

MEET THE TEAM

Alabama's Beaches Sports & Events



MICHELLE RUSS
VICE PRESIDENT
SALES, SPORTS & EVENTS



SARAH COOPER
OPERATIONS MANAGER



ALLY DORROUGH
COMMUNICATIONS &
MARKETING MANAGER



ASHLEY WILSON
SALES MANAGER



BRITTANY ROH
SALES MANAGER



SANDRA LOPEZ
EVENT COORDINATOR



LAUREN JONES
EVENT COORDINATOR



THANK YOU TO OUR 2025 SPONSORS & PARTNERS!

DIAMOND	BRETT / ROBINSON VACATIONS	<i>The WHARF</i> ORANGE BEACH	AL.COM
PLATINUM	A&R GROUP HOSPITALITY	THE HANG OUT -FAMILY FUN - FRESH SEAFOOD - -LIVE MUSIC-	
GOLD	BALDWIN EMC	cosmos Restaurant & Bar	SUNNY 105.7 FM the voice of paradise
	TACO JACKS	The Lodge AT GULF STATE PARK A Hilton Hotel	Young's Suncoast Realty & Vacation Rentals
SILVER	COASTAL ORANGE BEACH	coast 360°	FLORA-BAMA YACHT CLUB
BRONZE	Barometer	BEACHBALL PROPERTIES COME HAVE A BALL AT THE BEACH	Caribe THE RESTAURANT
	HARRIS VACATIONS	ISLAND HOUSE HOTEL	COLUMBIA SOUTHERN UNIVERSITY
	LUNA'S EAT & DRINK	SUNSHINE DINER DINE IN • DRIVE IN • CATERING	GT'S Orange Beach, AL
	THE GULF WOODFORD BEACH RESTAURANT	THE RAW BAR	Zekes CATERING
CHAMPION	Academy Sports + Outdoors • Best Western on the Beach • Best Western Premier, The Tides Hotel • Coca-Cola Bottling Company UNITED-Central, LLC • Culver's Orange Beach • DeSoto's Seafood Kitchen • Embassy Suites Gulf Shores Hampton Inn & Suites Orange Beach • Hilton Garden Inn, On the Beach • Holiday Inn Express Orange Beach Hotel Indigo • Hurricane Grill & Wings • Lucy Buffett's LuLu's • Rotolo's Pizzeria • Sea-N-Suds • SpringHill Suites at The Wharf • Tanger Outlet Center • Waterville USA • Wharf Rental Management • YoHo Rum & Tacos		

GULF SHORES™
SMALL TOWN, BIG BEACH

ORANGE BEACH
ALABAMA

Gulf
ALABAMA STATE PARKS

GULF SHORES & ORANGE BEACH
TOURISM
ALABAMA'S BEACHES

COASTAL ALABAMA
BUSINESS CHAMBER
GULF SHORES & ORANGE BEACH

WELCOME ABOARD, NEW SPONSORS!



**EMBASSY
SUITES**

by Hilton™



ALABAMA'S BEACHES
SPORTS & EVENTS

SPORTS FACILITY UPDATE

Sports Tourism Advocacy



ALABAMA'S BEACHES
SPORTS & EVENTS

SPONSOR MATERIALS

Why Are We Asking for That?

SPEC SHEET

GOLD LEVEL SPONSORS



Thanks for being a 2025 Alabama's Beaches Sports & Events sponsor!
Below is a checklist of items we need to help your sponsorship work best for your business.

Please submit all images, business logos, business descriptions and ad artwork.
The team will be in touch about due dates for promotional items and eblast materials.

IMAGES

(for use on Alabama's Beaches Sports & Events website, social media and other promotions)

- Two horizontal photos
- One vertical photo
- Format: JPG or PNG
- Resolution: 300 DPI

BUSINESS LOGO

(for use in various marketing materials)

- Format: PNG or EPS (PNG preferred)
- Resolution: 300 DPI

BUSINESS DESCRIPTION

(for Alabama's Beaches Sports & Events website; does not apply to lodging sponsors)

- 30 words max

AD ARTWORK

(for Playbook – annual welcome book)

- Half-page ad
- Full color (CMYK)
- 5.5" x 4.125" plus 1/8" bleed on all side
- Format: High-resolution PDF or JPG

PROMOTIONAL ITEMS

(for team welcome bags)

- Up to 12,000 pieces

EBLAST MATERIALS

(for Perfect Game participants)

- Preferred materials:
 - Subject line
 - HTML file
 - Max width 600px
 - In-line CSS
 - Images must be linked with full URLs
 - If images are to be hosted by us, please include all images in a separate zip file
- Alternate materials:
 - Subject line
 - JPG file with max width of 600px
 - One URL that JPG will link to

OTHER MATERIALS

- Gold sponsors have the opportunity to join our team on-site at four events in 2025. Gold sponsor signage will be displayed at four events in 2025 to be determined by Alabama's Beaches Sports & Events.



Columbia Southern University
ORANGE BEACH

Columbia Southern University was established in 1993 to provide an alternative to the traditional university experience for adult learners. CSU...
Keep Reading

[Visit Website >](#)

SPONSORED BY:

The WHARF
ORANGE BEACH

[Home](#) > [Sports](#)

Sports & Events
ALABAMA'S BEACHES



Alabama's Beaches Sports & Events

January 6 · 🌐

New year, new vacation! Kick off the new year by planning your dream sportcation along Alabama's Beaches with Brett/Robinson Vacations! 🎉🌴🏖️



A&R Hospitality

[A&R Hospitality >](#)



Cosmo's Restaurant & Bar

[Cosmo's Restaurant & Bar >](#)



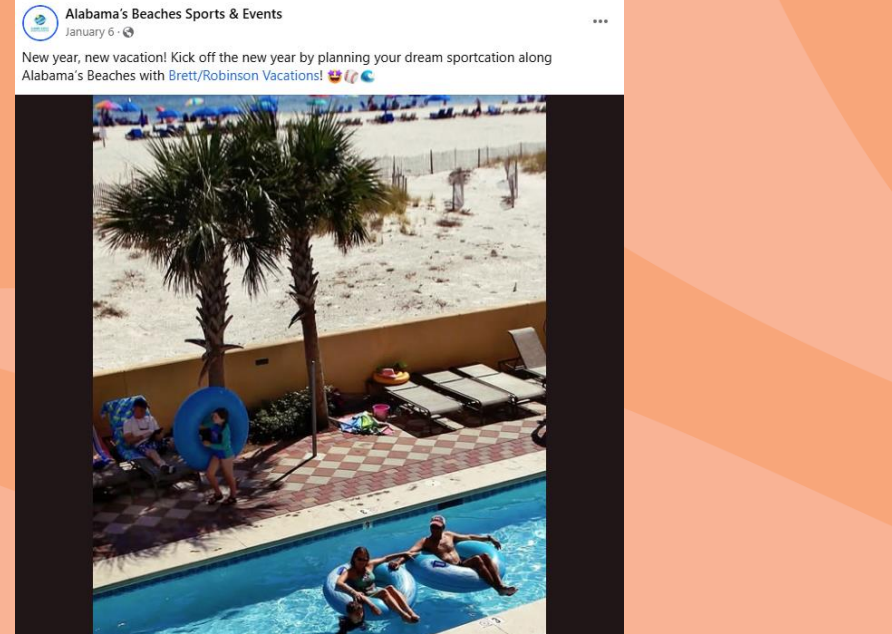
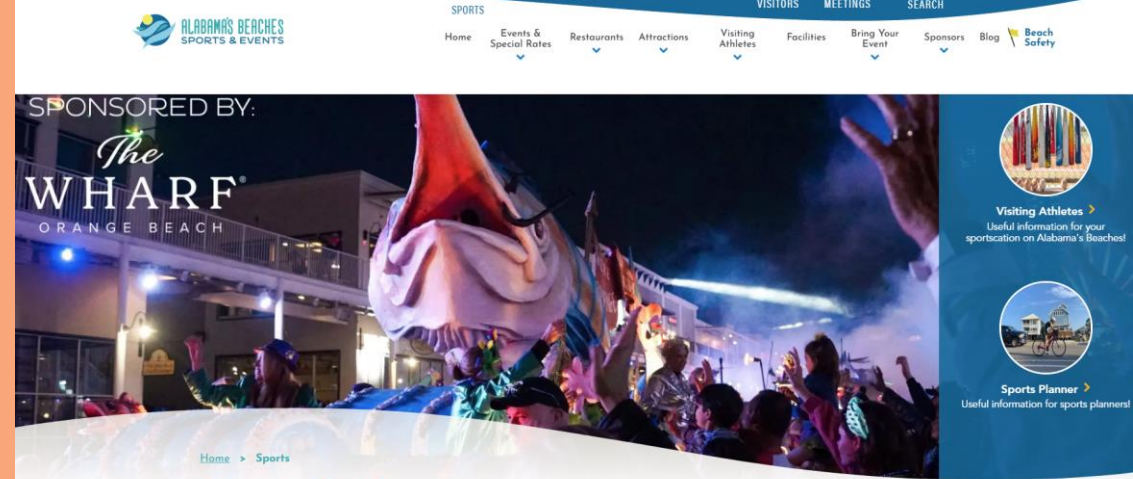
Sunny 105.7

[Sunny 105.7 >](#)



Tiki & Raw Bar by Barometer

[Tiki & Raw Bar by Barometer >](#)



SPONSOR CONTENT

Help Us Help You

- **SOCIAL CONTENT**

- NEWS AND UPDATES
- RECIPES

- **BLOGS**

- NEWS
- SPECIALS (LONG-TERM)

- **ON-THE-GO DINING**

- GRAB AND GO OPTIONS
- CATERING
- DELIVERY

- **ALABAMA'S BEACHES SAVINGS SCORECARD**

- OFFERS
- FREE TRENDS BETTER THAN PERCENTAGE OFF

Alabama's Beaches Sports & Events
January 28 at 7:07 PM · 🌐

Whisk up something delicious at cooking class at Cobalt the Restaurant! 🍴👩🍳

COOKING CLASSES 2025

- JAN 28TH FRENCH CREPES AND PANCAKES WITH A BLUEBERRY SYRUP
with Chef Kim from BuzzCatz Coffee & Sweets
- FEB 4TH TONKATSU PORK
with Chef Rachael from Cosmo's Restaurant & Bar
- FEB 11TH PASTA PUTTANESCA WITH BEEF
with Chef Jeffrey from Cobalt the Restaurant
- FEB 18TH PIMIENTO CHEESE WITH PORK SKINS & HUSHPUPPIES
with Chef Horace from Luna's Eat & Drink
- FEB 25TH CRAWFISH ÉTOUFFÉE
with Chef Reed from Cobalt the Restaurant

CALL TO RESERVE YOUR SPOT - (251) 923-5300 - SPOTS ARE LIMITED!
\$25 PER PERSON - INCLUDES MEAL SAMPLING & (1) GLASS OF WINE
CLASSES START AT 3:00 P.M. - LOCATION: COBALT THE RESTAURANT
28099 PERDIDO BEACH BLVD - ORANGE BEACH, AL 36561

Cosmo's Restaurant & Bar
January 28 at 11:35 AM · 🌐

We have plenty of spots available for our cooking class on F
Restaurant 🍴👩🍳 Give them a call today to reserve your s

Cosmo's Restaurant & Bar
ORANGE BEACH
PERSONALIZED TEAM MEALS AVAILABLE OFFERING A VARIETY OF OPTIONS. DELIVERY or TO-GO/Take-out Contact Matt Pugh at 251-979-7395 or matt.goodfood@gmail.com Keep Reading
[Visit Website >](#)

The Gulf
ORANGE BEACH
Looking for fresh, local seafood and vegetables to go? The Gulf is the perfect spot. Call ahead or stop by... Keep Reading
[Visit Website >](#)

Rotolo's Pizzeria
ORANGE BEACH
From pizza to sandwiches to wings, we have your and your team covered. Pricing for most every budget. Check out... Keep Reading
[Visit Website >](#)



LuLu's Gulf Shores

[View Website](#)

Lucy Buffett's LuLu's is all about FUN, FOOD and MUSIC! Located on the intracoastal waterway, LuLu's is an open-air waterfront restaurant with incredible coastal cuisine and family favorites. Mountain of youth climbing course, big sand...

[Show more](#)

What's Included

- Free Chips And Salsa. One Per Table
- Get A \$20 Arcade Card For \$15



Waterville USA/Escape House

[View Website](#)

Waterville USA, is an 18 waterpark, amusement park. We have the most thrilling water attractions on the beach. Come enjoy our waterpark, ride our rides, escape the escape rooms, play in the arcade, drive the go-carts and generally enjo...

[Show more](#)

What's Included

- \$4 Off Water Park Or \$2 Off Amusement Rides



Luna's Eat & Drink

[View Website](#)

Fresh seafood meets soulful, Southern goodness at Luna's Eat & Drink in Orange Beach. This unique blend of coastal fare and home town favorites, not to mention a grassy courtyard perfect for outdoor games, make this the perfect family ...

[Show more](#)

What's Included

- 1 Complimentary Firecracker Shrimp With The Purchase Of 2 Entrées

VOLUNTEER INCENTIVE PROGRAM

Get Your Team Involved

UPCOMING OPPORTUNITIES

- AVCA COLLEGE SAND VOLLEYBALL SMALL COLLEGE CHAMPIONSHIP (APRIL 17 -19)
- NCAA NATIONAL COLLEGIATE BEACH VOLLEYBALL CHAMPIONSHIP (MAY 2 - 4)
- BRETT-ROBINSON ALABAMA COASTAL TRIATHLON (SEPTEMBER 6)
- COASTAL HALF MARATHON (NOVEMBER 29)
- NAIA MEN'S SOCCER NATIONAL CHAMPIONSHIP (NOVEMBER 30 - DECEMBER 8)
- WELCOME BAG ASSEMBLY (SCHEDULED WITH ORGANIZATIONS)



INDUSTRY PARTNER RESOURCES

Utilize Industry Partner Resources

All Resources

Here you can access Beach Safety Campaign assets, Leave Only Footprint Campaign Assets, and more to help in running your business and developing your own marketing strategy.

Campaign Assets

[Beach Safe Campaign Assets](#)

[Beach Safe Materials](#)

[Leave Only Footprints Campaign Assets](#)

[Beach Safe and Leave Only Footprints Material Request](#)

[Fly Alabama's Beaches Collateral](#)

[2024 Annual Report](#)

[2025 Marketing Plan](#)

Presentations

Annual Tourism Summit, February 2025

Presentations:

- [Destination & Marketing Update](#), Crystal Hinds, Gulf Shores & Orange Beach Tourism
- [2025 Travel Booking Trends & Predictions](#), Taylor Berry, Key Data
- [Top 4 2025 Marketing Predictions You Need to Know](#), Matt Clement, Madden Media
- [Sports & Meetings Update](#), Michelle Russ, Alabama's Beaches Sports & Events
- [Direct Flight + Airport Update](#), Jesse Fosnaugh, Gulf Shores International Airport
- [Social Media Advertising and Content Trends](#), Stephanie May, Compass Media

ALABAMASBEACHES.COM/PARTNERS

BUSINESS IMPACT CALENDARS

We know that events and large groups visiting our area can impact area businesses. The calendars listed below will help you plan and staff accordingly.

[2024-2025 School Calendar](#)

[2024-2025 Sortable School Calendar](#)

[February 2025-April 2025 Convention Calendar](#)

[February 2025-April 2025 Sports Events Calendar](#)

Need Help? [Contact Kim!](#)

Reports

Here you can access area tourism reports, growth indicators, performance measures and more to help in running your business and developing your own marketing strategy.

[30-day Projected Occupancy Reports](#): destination occupancy forecast and YOY comparison

[90-day Projected Occupancy Reports](#): destination occupancy forecast and YOY comparison

[Destination Growth Indicators](#): monthly performance measures

[Economic Impact Sheet](#)

[Accommodations Inventory](#): current and future accommodations for Fort Morgan, Gulf Shores, and Orange Beach

[2024 Inquiries and welcome center walk-ins maps](#)

[2023 YTD KeyData Visitation Map](#)

[2022 GSOBT Annual Report](#)

PARTNER PORTAL

Meet Kim Jones!



ALABAMA'S BEACHES
SPORTS & EVENTS

VISIT OUR TEAM & COMPASS MEDIA!

HOW TO MAKE THE MOST OF YOUR...

EVENTS	MARKETING
LEADS & RATES	PARTNER PORTAL

NAME:

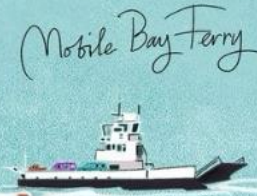
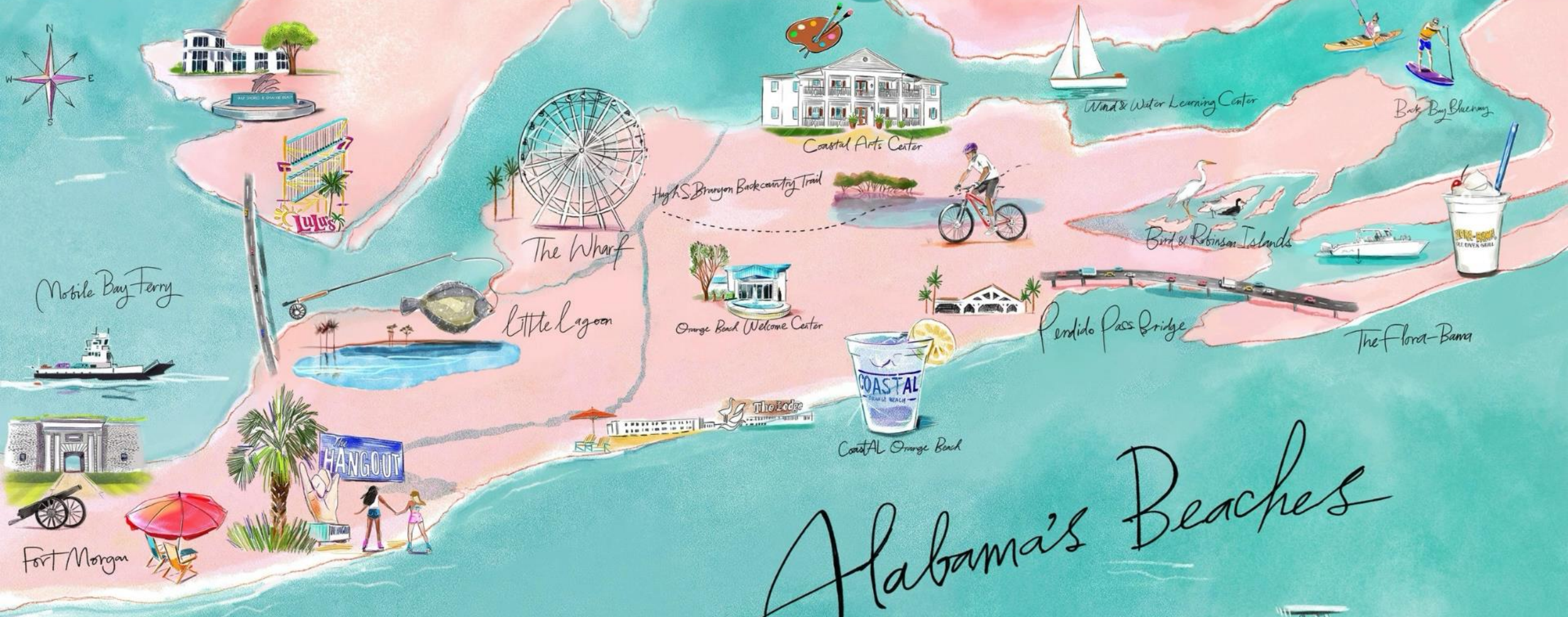
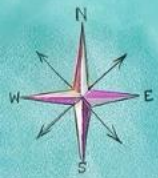


Complete this card and enter to win a beach swag bag!



ALABAMA'S BEACHES
SPORTS & EVENTS

Thank You!



Hugh A. S. Branyon Backcountry Trail



Alabama's Beaches

