

STAY EAT

THINGS
TO DO



EVENTS FACILITIES

BOOK
NOW

ABOUT US



STAY

EAT

THINGS TO DO

EVENTS

FACILITIES

Our Mission

The mission of Foley Sports Tourism is to attract, create, and host high-quality events for all ages to increase economic vitality, improve the quality of life, and provide a unique and memorable experience that brands Foley, Alabama as a nationally recognized sports destination. #PlayFoley

Foley Sports Tourism's History

In February of 2014, the City of Foley began an aggressive investment in sports tourism by approving a \$27 million investment for the construction of both indoor and outdoor facilities. Foley Sports Tourism was born and by August of 2015 the city held its first sporting event. In September of 2017, the Foley Event Center held its first sporting event. While sports were the initial plan for the indoor space, the scope quickly grew to include the convention market. In December of 2017 the Foley Event Center held its first convention. Soon after the Meet Foley brand was born. Since that time both brands have continued to grow with the joint mission of bringing visitors to Foley and help them create lasting positive memories.



Page Name: Contact Us Site Layout #:

Parent Page: Footer Child Page: None

Summary of Page/ Goal: This page will be for those with any questions to reach our directly to the team member best equipped to handle that inquiry.

Functionality: It will need to have a fillable form that has fields for name, organization they are with, phone number, email and what their request is. I would also like to include some sort of ability to ensure those filling it out are in fact users and not bots of some kind spamming us. Form will also have a drop down "regarding" section that will filter the inquiries to the appropriate team member. On the regarding drop down menu will be book an event, lost and found, partnership opportunities, media inquiries, and other.

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)

Person Responsible for Content: Stephanie Donald

Content Due Date:

STAY

EAT

THINGS
TO DO

FOLEY
SPORTS
TOURISM

EVENTS

FACILITIES

PLAN

BOOK
NOW



We're so glad you're interested in learning more about Foley Sports Tourism. Please fill out the form below and we will work on getting you a response in 24 hours if not sooner.

NAME

Regarding

YOUR ORGANIZATION

PHONE NUMBER

EMAIL

HOW CAN WE HELP?



Page Name: Homepage Site Layout #:

Parent Page: None Child Page: Many

Summary of Page/ Goal: This is the first thing you see when you reach our page. It needs to be clean, quickly loading, and feature as much information as possible without being overwhelming.

Functionality: The homepage needs to feature a main bar with navigation geared toward our visitors including stay, eat, explore, events, facilities, and plan.

There will also be a smaller navigation bar above it featuring items more geared toward our planner audience with links for meet, sports, partners, and media.

The page will also have a number of widgets located in the upper right corner that give the current weather, the option to search the entirety of the site, and a link to the Jack Rabbit system that will allow visitors to book their accommodations immediately.

The home page will have our video directly below the navigation. The video will play a 10 second snippet and viewers can watch the full video by clicking on it.

Below the video will be three boxes that link to events, facilities, and current deals and coupons being offered.

In the footer of this page, that will carry on to every page on the site, there will be mailing address, phone number, email, contact us, and about us sections. There will also be icons for our facebook, twitter, instagram and linkedin accounts.

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)
Video	Recent NASC video	Video	Y
10 second clip	Clip of NASC video	Video	N
Photos for boxes	Photos to accompany each box	Photo	Y

Content Due Date:

Person Responsible for Content: Team

STAY

EAT

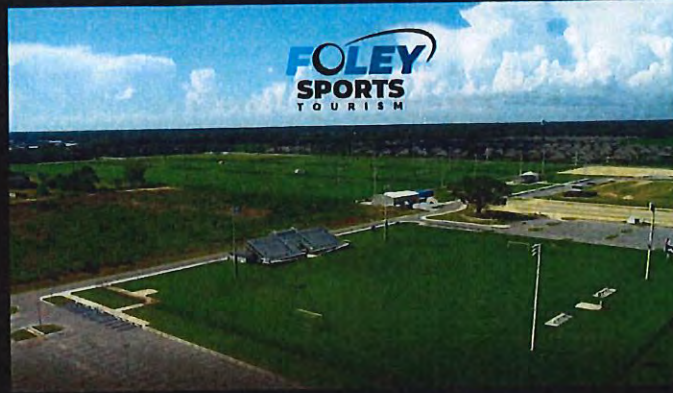
EXPLORE



EVENTS

FACILITIES

PLAN



EVENTS



FACILITIES



DEALS

Foley Sports Tourism
P. O. Box 1750, Foley, AL 36536
251-970-3042
FoleySportsTourism@gmail.com

[About Us](#)
[Contact Us](#)





On behalf of the Foley Sports Tourism (FST) team, we are excited to be working with you, and look forward to hosting your upcoming event at our facilities. As you begin preparations, please know we are here to make your job easier! As the event organizer, you already have so much on your plate, and we want to eliminate any concerns you may have. Let the FST team be your one-stop shop to assist in designing a creative plan that ensures all attendees enjoy their time in Foley.

FST relies on great partnerships with organizers to make sure each event is successful, and your event is no different. We stand ready to assist in all aspects of your event, but we also ask for your cooperation in helping us promote all there is to see and do in Foley.

We want visitors to enjoy all Foley has to offer, and we seek your support in providing important information to attendees. FST will work with you to design a customized marketing plan based upon your event needs. For your event, we will create a dedicated landing page that highlights area information, including discounts for lodging options and local attractions. We request your help with distributing the information so that attendees can plan their trip ahead of time. Our goal is to provide each visitor with an unforgettable Foley experience, and together, we will develop a successful marketing strategy that makes your event memorable for both you and your participants.

As we move forward, you will work with one of our FST Event Operation team members who can assist every step of the way. Our team is focused on guaranteeing your event is a success, and we can help in planning the details. To aid in the process, FST provides numerous complimentary services to assist in taking your event to the next level. We want each attendee to experience Foley in a unique way that attracts them back again and again. Based upon the anticipated room nights generated, the following services are available to assist in planning your event:

"WELCOME" PACKET for attendees include a welcome bag, Foley Dining Guide, Foley Discount Coupons, OWA brochure, Tanger Outlet brochure and more.

MEDIA ASSISTANCE: Simply provide FST with a synopsis of your event details and we'll distribute it to local, regional and state media outlets. Information should include organization's name, event name, location, dates, event details, and any other pertinent information that describes the event.

EVENT LANDING PAGE: A unique landing page designated for your specific event can be designed for promotional purposes that include hotel availability, attraction discounts, dining options and so much more for your attendees to enjoy!

DISCOUNT COUPONS: Over 60 discount coupons to local area restaurants, attractions and much more. Also, FST partners with OWA to offer attendees a discounted admission to The Park at OWA, a discount book for the shops at the Tanger Outlets and other discounts to local favorites.

CATERING: FST can coordinate with local partners to accommodate on-site event activities including opening ceremonies, banquets, welcome parties, hospitality rooms or other food and beverage needs.

HOTEL ASSISTANCE: Our team will coordinate with our 12 hotel partners to collect discounted rates for attendees. FST can also provide assistance with accommodation needs by having a designated staff member available to offer support in locating rooms.

SITE VISITS: The FST team will accommodate your team for a pre-event site visit to discuss logistics and details, and work with organizers to make sure their event is a one of a kind!

WELCOME EMAIL: Our team can email your participants and families with a designated "Welcome to Foley" message which highlight activities individuals can enjoy during their time here. With the information provided, families can plan their trip ahead of time on where to stay, where to eat, and where to play.

SOCIAL MEDIA: We want all visitors to share their Foley experience with us and we encourage your attendees to interact by "sharing, posting and liking" memories made during the event. As part of the interaction process, FST wants to partner with your organization to welcome attendees as well as provide updates during the event via social media channels. FST can also arrange pictures to be taken during the event and highlight them afterwards for people to enjoy.

**FST can provide facility photos, per a request, for organizer to utilize for promotional uses before an event.*

Again, thank you for choosing Foley to be the host for your event. We are excited to welcome you and your attendees to our community, and hope that each person has an enjoyable time. The FST team is eager to help, so let's get to work in making your Foley experience one you won't forget! Let's get ready to #PlayFoley!

Yours in Sports,

Don Dukemineer, CSEE, CHSP
Deputy Director of Sports Tourism



Page Name: Meetings "Meet Foley"

Site Map Number: 7.0

Summary of Page/ Goal: The goal of the "meetings" page is to describe the Foley Event Center, as well as other locations, as potential meeting sites in Foley. This page will be the location for meeting planners to visit and learn how host their next meeting in Foley.

Functionality: The main page will provide a short description of what to expect when planning or hosting a meeting in Foley. The description will also include short highlights of the major components of availability.

The menu on the left side of the page will include drop down menus for the available venues (would need to update specific facilities to reflect "meetings" instead of "sports"). You will also be able to view and download the "Events Guide," read about the services offered to meeting planners, submit an RFP and contact the sales team about interest.

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)
Meeting venues		Photo	Y
Layout diagrams		Jpg, pdf	Y

Person Responsible for Content: Don Dukemineer

Content Due Date:



Each section would be only be (1) click through, except for facilities, which would be dictated by the exact info someone is looking for.

The information seeker would be directed to reach out to FST staff to discuss an event, or to learn more about what is offered.

FACILITIES: By clicking on facilities, it would click you through to the facilities section that provides details of each facility. From there, a search could move in any direction.

This section would specify the “meeting” services that Meet Foley can offer by outlining what we provide (ex. Pipe/drape, table linens, etc.).

****Facilities section would need to be updated to reflect meetings instead of sports.**

EVENT GUIDE: By clicking on sports guide, it would direct you to a page where several options would be available. First, you could download the sports guide. Second, a digital version would be available to click through, on the website, for people to review facilities.

SUBMIT RFP: By clicking on Submit RFP, an individual would be directed to a link where an event planner could submit an RFP for consideration. Once submitted, this information would be sent to the Deputy Director for review. It would also include a fillable section for the individual to provide contact information for staff to reach out too.

SERVICES: By clicking on services, it would advance an individual page where the “FST services” (include letter of information) are detailed about how FST would support an event planner.

CONTACT US: By clicking on contact us, it would send an individual to a fillable form for someone to fill out contact information and a field to write what additional information they are seeking. (Similar to our current contact us capabilities)



Page Name: Sports

Site Map Number: 8.0

Summary of Page/ Goal: To provide a listing and description of all Foley sports facilities so that rights holders can review and consider Foley to host future events.

****Either the shorter sports video or our new FST video should be playing at the top of the site.**

Functionality: This page is the starting point for rights holder to consider Foley as a host destination. The page would start with a brief message encouraging rights holders to view the site and contact the team to book.

On the side of the page would include a drop down menu for each facility (linked to the "facilities" section), which would provide a detailed description of that particular location. *Also included on the page would be photos or field layout diagrams that provides visitors information on that facility.*

On the main "sports" page, it would also include links to view the sports guide, submit an RFP to the team, contact the sales team and also provide a list of services that we can offer.

At the top would be a description about what to expect when hosting in Foley, and then encourage visitors to consider Foley as a future host destination.

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)
Facility photos		Jpg, png	Y
Layout diagrams		Jpg, pdf	Y
Sports Guide	Online scrolling option		N

Person Responsible for Content: Don Dukemineer

Content Due Date:



Each section would be only be (1) click through, except for facilities, which would be dictated by the exact info someone is looking for.

The information seeker would be directed to reach out to FST staff to discuss an event, or to learn more about what is offered.

FACILITIES: By clicking on facilities, it would click you through to the facilities section that provides details of each facility. From there, a search could move in any direction.

SPORTS GUIDE: By clicking on sports guide, it would direct you to a page where several options would be available. First, you could download the sports guide. Second, a digital version would be available to click through, on the website, for people to review facilities.

SUBMIT RFP: By clicking on submit RFP, an individual would be directed to a link where a rights holder or event planner could submit an RFP for consideration. Once submitted, this information would be sent to the Deputy Director for review. It would also include a fillable section for the individual to provide contact information.

SERVICES: By clicking on services, it would advance an individual page where the "FST services" (include letter of information) are detailed about how FST would support a rights holder.

CONTACT US: By clicking on contact us, it would send an individual to a fillable form for someone to fill out contact information and a field to write what additional information they are seeking. (Similar to our current contact us capabilities)



Page Name: **PARTNERS HOMEPAGE** Site Layout #:

Parent Page: **FST HOMEPAGE** Child Page: **Partner Individual pages**

Summary of Page/ Goal: Capability of soliciting new partners to FST. Providing information about what we can do for them and who to contact for more information. Possibly listing Deals and Discounts "icon" to capture those people who may not necessarily looking for partnership information, rather than deals and discounts our partners offer.

Functionality: MORE INFORMATION ABOUT PARTNERING WITH FST. Then, Listing all partners of FST, by level, and showing their logos, contact info, and link to their website.

Future EXTRANET capabilities: Possible integration in the future of FST Partners having the capability to login to our system and update their profiles on their own. This will also allow them to upload current coupons, discounts, deals, etc., without going through FST, giving them more ability to stay up to date on content going out to customers.

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)
Business Logos		High Res. EPS File Preferably	YES
Business Location Photos		High Res. JPF File Preferably	YES
Photos of Food, shopping, activity		High Res. JPF File Preferably	YES
		High Res. JPF File Preferably	YES
"Preferred Partner" logo		High Res. EPS File Preferably	YES
Links for reviews (Ex: Yelp, TripAdvisor, etc.)	If applicable	HTML	YES
Links to purchase tickets online	If applicable	HTML	YES
Map/Location Links	If applicable	HTML	YES

Required Media

Content Due Date: asap

PARTNER LOGO

LINK TO THEIR WEBSITE

Address
Open At:
Open Now

EVENT
RATES

EXAMPLES:



Become a Sports Commission Sponsor

Score Big by becoming a Sports Commission sponsor with opportunities for marketing your business not only to event organizers and athletes but also to their families, friends and fans. Several levels of sponsorship are available, providing sponsor benefits such as:

- Website promotion during sports season to your website and business
- Additional website links showcasing your business to potential sports players, participants, fans and families
- Direct marketing opportunities to provide special offers to sporting events participants
- Social promotion on sporting followers and fans to your business and website
- On-site event opportunities to bring participants and fans with potential customers
- Peak advertising in the Sports Commission Book, which is distributed year-round to sporting event participants

For more information about Sports Commission sponsorship, contact



Michele Russ
Director of Sales
Office: 251-974-4231
Mobile: 251-223-7170

A screenshot of the Rocky Top Sports World website. The header features a sunset over mountains and the text 'Get Exclusive Offers, From Our Sponsors and Learn About Our Facility'. Below the header is a navigation menu with links: Home, Tournaments, Camps, Leagues & Events, About, Registration, Special Events & Parties, Lodging, Sponsors, and Contact & Directions. The main content area is titled 'SPONSORSHIPS & ADVERTISING' and includes the text 'It's time to put your company in the game.' followed by a paragraph describing sponsorship opportunities. To the right, there is a 'RECENT POSTS' section with a list of dates and titles: '09 JULY 14U SENIOR LEAGUE BASKETBALL NATIONAL CHAMPIONSHIP', '19 JULY 5TH ANNUAL BASKETBALL CHAMPIONSHIP', '25 JULY 2014 VETERANS SUMMER CAMP ROUND 1', and '30 JULY OPEN HOUSE BASKETBALL LEAGUE'. There is also a 'RECENT POSTS' section with a link to 'Top 4 Active Things to Do in the Smoky Mountains in Mid-October'.

Sports Commission Sponsors

Gulf Shores & Orange Beach Sports Commission

These area businesses support the Sports Commission's efforts to bring quality sporting events to Gulf Shores and Orange Beach. Our sponsors love sports and sports participants and look forward to welcoming you to Alabama's beaches!

DIAMOND SPONSORS





Page Name: Articles Site Layout #:

Parent Page: Media Child Page: Individual Articles Pages

Summary of Page/ Goal: This page is home for all of the articles about upcoming events, awards, etc. Things that we want to share but don't feel are worthy of a press release.

Functionality: Built kind of in a blog format with a picture and a short summary for each entry. A search bar is necessary so people can search for stories on specific events or sports.

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)
Article photos	A photo to accompany each article posted	Photo	Y

Person Responsible for Content: Stephanie Donald

Content Due Date:

MEDIA

ARTICLES

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PHOTO GALLERIES

CONTACT US



ARTICLES



Search by event name or sport



Gulf Coast Showdown Brings Basketball Back

Date Published: May 2, 2019

Sport: Basketball

Basketball is set to make its return to Foley Sports Tourism (FST) this weekend with the Gulf Coast Showdown, May 11-12.

[Read More](#)



Big Wave Breaks Record

Date Published: May 2, 2019

Sport: Soccer

Snap Soccer and the Gulf Breeze Breakers are excited for the return of the Big Wave Classic, May 11-12.

[Read More](#)



Gulf Coast Showdown Brings Basketball Back

Date Published: April 29, 2019

Sport: Cornhole

The American Cornhole Organization (ACO) is currently in the middle of Season 14 and is returning to the Foley Event Center..

[Read More](#)



Page Name: Blog Site Layout #:

Parent Page: Media Child Page: Individual Blog Posts

Summary of Page/ Goal: This page will be the home for all blogs written by the FST staff on a range of subjects.

Functionality: This will be set up like a main page of a blog. Each listing with the name of the entry, the name of the blog and the date published with a link to read more. There will be a filter icon on top that when selected allows users to filter by a specific date range or topic. When initially populating the blogs will

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)
Blog Photos	Photos for each blog entry	Photo	Y

Person Responsible for Content:

Content Due Date:

MEDIA



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Search blogs



Big Guy. Big Flavor.

Foley Eats Blog

Date Published: August 17, 2019

Jeff Ryan is a big man. Big in stature and big in personality. But the funny thing about Jeff is, as large as he is, he just...

[Read More](#)



Find Your Cozy at Riviera

Stay Awhile Blog

Date Published: May 2, 2019

The Riviera Inn has stepped up it's game with a new renovation that will have relaxing in to time

[Read More](#)



OWA's Big Plans

Experience Foley Blog

Date Published: April 29, 2019

There's always something new to do in Foley. OWA is making sure you have them on your itinerary for your upcoming visit.

[Read More](#)



Page Name: Contact Us

Site Layout #:

Parent Page: Media

Child Page: None

Summary of Page/ Goal: This page will be for those with media questions and inquiries to reach directly to our marketing team.

Functionality: It will need to have a fillable form that has fields for name, organization they are with, phone number, email and what their request is. I would also like to include some sort of ability to ensure those filling it out are in fact users and not bots of some kind spamming us. These forms will need to go to two members of our team but not the entire team.

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)

Person Responsible for Content: Stephanie Donald

Content Due Date:

MEDIA



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CONTACT US

We're so glad you're interested in learning more about Foley Sports Tourism. Please fill out the form below and we will work on getting you a response in 24 hours if not sooner.

NAME

YOUR ORGANIZATION

PHONE NUMBER

EMAIL

HOW CAN WE HELP?

MEDIA



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CONTACT US

SIGN UP FOR
NEWSLETTERS

Gulf Coast Showdown Brings Basketball Back

Date Published: May 2, 2019

Basketball is set to make its return to Foley Sports Tourism (FST) this weekend with the Gulf Coast Showdown, May 11–12.



Tournament Director, Richard Robinson, said teams will be heading to the Foley Event Center from Alabama, Florida, Georgia, Tennessee, and Texas. Both girls and boys teams, ranging in age from fourth to twelfth, will compete. The event will be close to capacity with more than 100 teams expected.

Robinson explained this is the seventh year they've hosted the event, though only the second time in Foley. He said when the Foley Event Center opened, moving the Showdown was an obvious choice.

....

Want to know more about events coming to Foley Sports Tourism? [Sign up for our quarterly newsletter.](#)

MEDIA

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LEARN MORE ABOUT
DESMOND'S

Foley Eats: Big Guy. Big Flavor.

Date Published: August 17, 2019

Jeff Ryan is a big man. Big in stature and big in personality. But the funny thing about Jeff is, as large as he is, he just can't find any room to mince words. So when Jeff says something's good, you know it's good. And what's good is Desmond's Taste of Jamaica.

On the main drag of downtown Foley, Highway 98, Desmond's sits on the north end just past BB&T bank. It's not a large place, but you can feel the personality when you walk in the door, but maybe that's because when you walk in with Jeff he's immediately joking with the staff. He assured them he brought the quiet crew for lunch, but next to Jeff, pretty much everybody is quiet.

While they have what Jeff assured us all is an incredible Long Island Iced Tea, he recommended all stick to the non-alcoholic drinks this time around, something we were all going to do anyway, I promise!



....
[Learn more about Desmond's Taste of Jamaica by visiting their page.](#)

MEDIA

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PHOTO GALLERIES

CONTACT US



**JOIN OUR
MEDIA LIST**

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...

Would you like to receive Foley Sports Tourism Press Releases? [Join our media list.](#)

MEDIA

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PHOTO GALLERIES

CONTACT US



SIGN UP FOR
NEWSLETTERS

USA ULTIMATE SOUTHEAST COLLEGE REGIONALS

Event Date: April 27 -28

College club ultimate frisbee teams came to Foley Sports Tourism from around the southeast to compete for a spot at the national championships.

Want to know more about events coming to Foley Sports Tourism? [Sign up for our quarterly newsletter.](#)





Page Name: Media Site Layout #:

Parent Page: None Child Page(s): Articles, New Releases, Blog, Media Coverage, Photo Galleries, Contact Us

Summary of Page/ Goal: The goal of this page is to put all of our media items in one organized place for both media partners and event planners to utilize. We want them to see our past coverage, information on current and past events, photos, and blogs written by our staff on a variety of subjects.

Functionality: The Media Navigation would not have a drop down with subheads on it. Rather when a user clicks on the Media Navigation it would take them to a page with links along the side.

The small write up in the body of the page will be a short summary of the each of the sections listed on the side

The page should also specifically link information to each of our social media platforms.

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)
FB Icon	Logo that links to FST FB page	Icon	Y
Instagram Icon	Logo that links to FST Instagram account	Icon	Y
Twitter Icon	Logo that links to FST Twitter account	Icon	Y
Linked In Icon	Logo that links to FST LinkedIn Profile	Icon	Y

Person Responsible for Content: Stephanie Donald

Content Due Date:

MEDIA

[ARTICLES](#)[NEWS RELEASES](#)[BLOG](#)[MEDIA COVERAGE](#)[PHOTO GALLERIES](#)[CONTACT US](#)

From meeting to sporting events, there's always something going on at Foley Sports Tourism, but don't just take our word for it. Discover our events by reading about them in the [Articles](#) section. See what we're sharing with the press in the [News Releases](#) section. Experience our city from our staff's point of view in the [Blog](#) section. See where we've made headlines in the [Media Coverage](#) section. Take in the excitement of our events in our [Photo Galleries](#) section. And when you're ready to learn more, don't hesitate to reach out to our marketing team in the [Contact Us](#) section.



Page Name: News Releases Site Layout #:

Parent Page: Media Child Page: Individual Release Pages

Summary of Page/ Goal: A section for all formal News Releases shared with the media.

Functionality: A similar set up to a blog with a section for a photo that would accompany each release, date it was published, title, sport, and a link to read the release in its entirety. Also needs a search bar to search all releases by event name or sport.

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)
Release Photos	Photos that accompany each news release	Photo	Y

Person Responsible for Content: Stephanie Donald

Content Due Date:

MEDIA

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Q Search by event name or sport



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Gulf Coast Showdown Brings Basketball Back

Date Published: April 29, 2019

Sport: Cornhole

The American Cornhole Organization (ACO) is currently in the middle of Season 14 and is returning to the Foley Event Center.

[Read More](#)



Page Name: Photo Galleries Site Layout #:

Parent Page: Media Child Page: Individual Galleries

Summary of Page/ Goal: This will be the main page to house all of the event photo galleries.

Functionality: This page will need to feature all galleries. The galleries need to be searchable. Users need to be able to filter by date, sport, and location. They will initially appear with more recent galleries at the top with the ability to load more if they want to continue to scroll down. When a user hovers over a gallery the name and date will appear over the initial image. Images must be able to differ in size and not all be either landscape or portrait.

Required Media

Name	Description	Format (Photo, Video, Etc)	Have Ready (Y, N)
Photos for galleries	Photos from each event	Photo	Y

Person Responsible for Content: Stephanie Donald

Content Due Date:

MEDIA



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Search Photo Galleries



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