



COMMUNITY AND BRAND ENGAGEMENT

December 2022

Prepared By: Craig Campbell, Director

Holiday Lights in the Gardens

Date: November 25 - January 8th

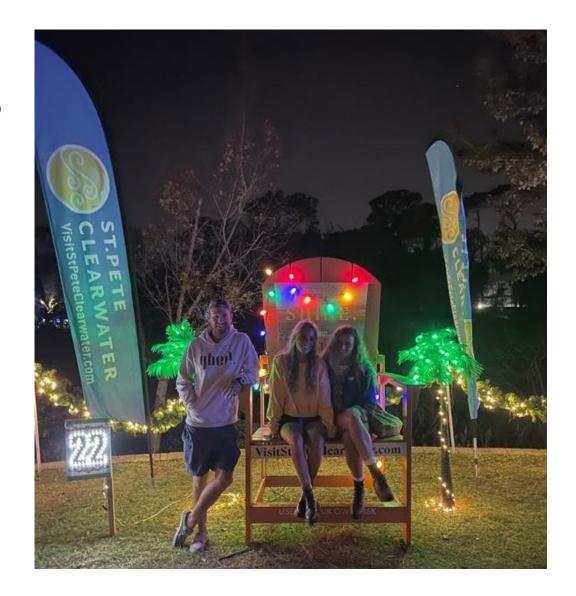
Location: Florida Botanical Gardens

Largo

Staff Lead: Brandee Bolden

Brand Activation:

Giant Adirondack Chair





Holiday Lights in the Gardens-Plant Sale



• Location: Florida Botanical Gardens

• Staff Lead: Brandee Bolden

• *Activation Engagements: 1,570

Brand Activation:

- Activation Space
- Giant Adirondack Chair
- Promotional Items
- Brand Ambassadors



*Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways.

Tampa International Airport FAM Trip

Date: December 15

Location: St. Pete Pier

Staff Lead: Brandee Bolden

Brand Activation:

Group of 27 Brand Ambassadors exploring St. Pete's Pier and downtown St. Pete



ReliaQuest Beach Bash

Date: December 30

Location: Hilton Clearwater Beach

Staff Lead: Brandee Bolden

*Activation Engagements: 16,044

Brand Activation:

- Activation Space
- Promotional Items
- Signage
- Truss
- Brand Ambassadors







THANK YOU

