

COMMUNITY & BRAND ENGAGEMENT MAY 2022

Prepared by: Craig Campbell, Director



ST.PETE
CLEARWATER



SUNSCREEN FILM FESTIVAL



- **Date:** April 28 - May 1
- **Location:** Sundial Downtown St. Pete
- **Department Support:** Film
- **Staff Lead:** Brandee Bolden
- **Brand Activation:**
 - Signage
 - Promotional Items



SAINT ANTHONY'S TRIATHLON

- **Date:** April 29 – May 1
- **Location:** Vinoy Park
Downtown St. Pete
- **Department Support:**
Sports
- **Staff Lead:** Destiny Lane
- **Brand Activation:**
 - Signage
 - Promotional Items
 - Truss



UNWIND + BE KIND

- **Date:** April 1 - May 4
- **Location:** Pinellas County
- **Department Support:** Marketing
- **Partner Support:** Keep Pinellas Beautiful
- **Staff Lead:** Kristin Coryn
- **Brand Activation:**
 - On-site Footprint
 - Signage
 - Promotional Items
 - Hyppo Popsicles giveaway





NATIONAL TRAVEL AND TOURISM WEEK - TRAVEL RALLY

- **Date:** May 2
- **Location:** Clearwater PIE
- **Staff Lead:** Kristin Coryn
- **Brand Activation:**
 - On-site Footprint
 - Signage
 - Promotional Items
 - 3 Daughters Partnership
 - Chamber Partnerships





NATIONAL TRAVEL AND TOURISM WEEK - PARTNER LUNCH

- **Date:** May 3
- **Location:** Bellwether Hotel
St. Pete Beach
- **Staff Lead:** Kristin Coryn
- **Brand Activation:**
 - On-site Footprint
 - Signage
 - Promotional Items





NATIONAL TRAVEL AND TOURISM WEEK - PINEAPPLE CUP

- **Date:** May 6
- **Location:** Tampa
- **Staff Lead:** Kristin Coryn
- **Brand Activation:**
 - Signage
 - VSPC vs. Visit Tampa Bay





BACKLOT WINE & BEER FESTIVAL

- **Date:** May 20 - 21
- **Location:** 3 Daughters St. Pete, FL
- **Staff Lead:** Brandee Bolden
- **Brand Activation:**
 - On-site Footprint
 - Signage
 - Promotional Items
 - Register to Win





THANK YOU!