



COMMUNITY AND BRAND ENGAGEMENT

November 2022

Prepared By: Craig Campbell, Director

29th King of the Beach



• **Date:** November 3 - 5

• Location: Roc Park Madeira Beach

• Staff Lead: Jake Hermann

Brand Activation:

Powerboat

Promotional Items

• Signage

Fall Festival at Lake Eola

Date: November 5 - 6

Location: Orlando, FL

Staff Lead: Brandee Bolden

Partnership: Creative Pinellas

*Activation Engagements: 13,602

Brand Activation:

Activation Space

Plinko

Promotional Items

Signage







Pelican LPGA

Date: November 10-13

Location: Bellaire County Club

Staff Lead: Jake Hermann

*Activation Engagements: 14,734

Brand Activation:

- Activation Space
- Promotional Items
- Signage
- Brand Ambassadors







The Big Cleanup

Date: November 11

Location: Pier 60 Clearwater Beach

Staff Lead: Brandee Bolden

Partnership: Keep Pinellas Beautiful,

Ocean Allies, City of Clearwater

Brand Activation:

Giant Adirondack Chair Activation Space Promotional Items









St. Pete Run Fest

• Date: November 11-13

• Location: Downtown St. Pete

• Staff Lead: Brandee Bolden

Brand Activation:

Powerboat

• Giant Adirondack Chair

Beer at the Pier

Date: November 12

Location: St. Pete Pier

Staff Lead: Destiny Lane

*Activation Engagements: 12,052

Brand Activation:

Truss

Gulp Coast Tent

Promotional Items

Signage

Brand Ambassadors







St. Pete Bike Fest



• **Date:** November 17-20

• **Location:** Orange City Choppers Pinellas Park

• Staff Lead: Brandee Bolden

Brand Activation:

Powerboat

Signage

Sanding Ovations

Date: November 17-20

Location: Treasure Island

Staff Lead: Brandee Bolden

*Activation Engagements: 21,572

Brand Activation:

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





Holiday Lights in the Gardens

Date: November 25 - January 8th

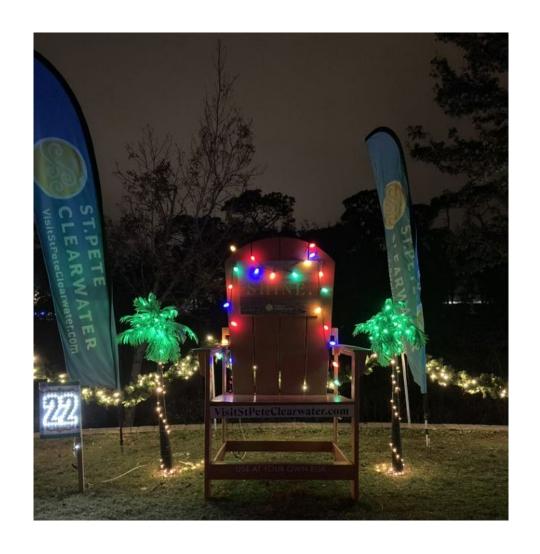
Location: Florida Botanical Gardens

Largo

Staff Lead: Brandee Bolden

Brand Activation:

Giant Adirondack Chair





THANK YOU

