



# COMMUNITY AND BRAND ENGAGEMENT

## November 2022

Prepared By: Craig Campbell, Director

# 29<sup>th</sup> 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



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



# 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



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



# 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



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

# St. Pete Bike Fest



- **Date:** November 17-20
- **Location:** Orange City Choppers Pinellas Park
- **Staff Lead:** Brandee Bolden
- **Brand Activation:**
  - Powerboat
  - Signage



# Sanding Oventions

**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



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

# Holiday Lights in the Gardens

**Date:** November 25 - January 8<sup>th</sup>

**Location:** Florida Botanical Gardens  
Largo

**Staff Lead:** Brandee Bolden

**Brand Activation:**

- Giant Adirondack Chair







# THANK YOU

