



### **COMMUNITY** AND BRAND ENGAGEMENT September 2022 Prepared By: Craig Campbell, Director









## P1 Powerboat

- **Date:** September 2<sup>nd</sup> 4<sup>th</sup>
- Location: St. Pete Pier
- Staff Lead: Destiny Lane
- Activation Engagements: 10,628
- Brand Activation:
  - P1 Powerboat
  - Activations Bar
  - Promotional Items
  - Truss

#### IMTS Event with PCED

Date: September 12<sup>th</sup> - 16<sup>th</sup>

Location: Chicago, IL

Staff Lead: Brandee Bolden

**Partner Support:** Pinellas County Economic Development

#### **Brand Activation:**

- Skyline Backdrop
- Branded Bar Top



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

#### S.P.O.R.T.S. Relationship Conference

Date: September 19<sup>th</sup> – 21<sup>st</sup> Location: Oklahoma City, OK Staff Lead: Brandee Bolden Partner Support: Sports Brand Activation:

• Adirondack Chairs





#### University of Tampa Internship Fair

- Date: September 21st
- Location: University of Tampa
- Staff Lead: Brandee Bolden
- Activation Engagements: 18 Brand Ambassadors
- Brand Activation:
  - Promotional Items

#### Clearwater Offshore Nationals

Date: September 25<sup>th</sup> Location: Clearwater Beach Staff Lead: Brandee Bolden Activation Engagements: 4,530 Brand Activation:

- Activation Bar
- Promotional Items
- Activations Van







# THANK YOU



