



COMMUNITY AND BRAND ENGAGEMENT

April 2023

Prepared By: Craig Campbell, Director

Dunedin Highland Games

Date: April 1st

Location: Downtown Dunedin

Staff Lead: Jake Hermann

***Activation Engagements:** 3,550

Brand Activation:

- Branded Boat
- Activation Space
- Promotional Items
- Signage
- Brand Ambassadors



Pier 60 Sugar Sand Festival

Date: April 7th – April 23rd

Location: Pier 60 Clearwater Beach

Staff Lead: Brandee Bolden

***Activation Engagements:** 22,153

Brand Activation:

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



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

Sunscreen Film Festival



- **Date:** April 27th – 30th
- **Location:** Sundial St. Pete
- **Staff Lead:** Sierra Arana
- **Department Support:** Film
- **Brand Activation:**
 - Let's Shine Letters
 - Promotional Items
 - Signage

30th Annual King of the Beach Spring

Date: April 27th – 29th

Location: Roc Park Madeira Beach

Staff Lead: Jake Hermann

Brand Activation:

- Branded Boat
- Promotional Items
- Signage



Saint Anthony's Triathlon

- **Date:** April 29th – 30th
- **Location:** Vinoy Park St. Pete
- **Staff Lead:** Jake Hermann
- **Department Support:** Sports
- **Brand Activation:**
 - Truss
 - Signage





THANK YOU

