



ST.PETE  
CLEARWATER

# COMMUNITY AND BRAND ENGAGEMENT

## February 2023

Prepared By: Craig Campbell, Director

# Partner Event

**Date:** February 9

**Location:** Ruth Eckerd Hall

**Staff Lead:** Brandee Bolden

**Department Support:** Marketing

**Brand Activation:**

- Let's Shine Letters
- Backdrops / Flags
- Signage



# TaxAct Clearwater Invitational

**Date:** February 16 - 19

**Location:** Eddie C. Moore Complex

**Staff Lead:** Jake Hermann

**\*Activation Engagements:** 42,052

## Brand Activation:

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



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





# Localtopia

- **Date:** February 18
- **Location:** Downtown St. Pete
- **Staff Lead:** Brandee Bolden
- **\*Activation Engagements:** 5,728
- **Partner Support:** Creative Pinellas
- **Brand Activation:**
  - Activation Space
  - Promotional Items
  - Giant Coloring Book
  - Signage
  - Brand Ambassadors



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

# BMX Gator Nationals

**Date:** February 24-26

**Location:** Oldsmar Sports Complex

**Department Support:** Sports

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Branded Boat
- Signage





# Gasparilla Classic



- **Date:** February 24-26
- **Location:** Tropicana Field
- **Staff Lead:** Brandee Bolden
- **Department Support:** Sports
- **Brand Activation:**
  - Let's Shine Letters



# In Service Day – President's Day

- **Date:** February 22
- **Location:** Pinellas County
- **Staff Lead:** Craig Campbell / Brandee Bolden
- **Department Support:** CVB
- **Summary:**
  - In Service Day is used to learn more about Pinellas County. We arranged a trolley for all staff members to tour Safety Harbor and Oldsmar with Chamber tour guides







# Art & Seafood Festival

- **Date:** February 25-26
- **Location:** Safety Harbor
- **Staff Lead:** Brandee Bolden
- **Department Support:** Community
- **Brand Activation:**
  - Giant Adirondack Chair
  - Promotional Items





# THANK YOU

