



COMMUNITY AND BRAND ENGAGEMENT

January 2023

Prepared By: Craig Campbell, Director

ReliaQuest Bowl

Date: January 2

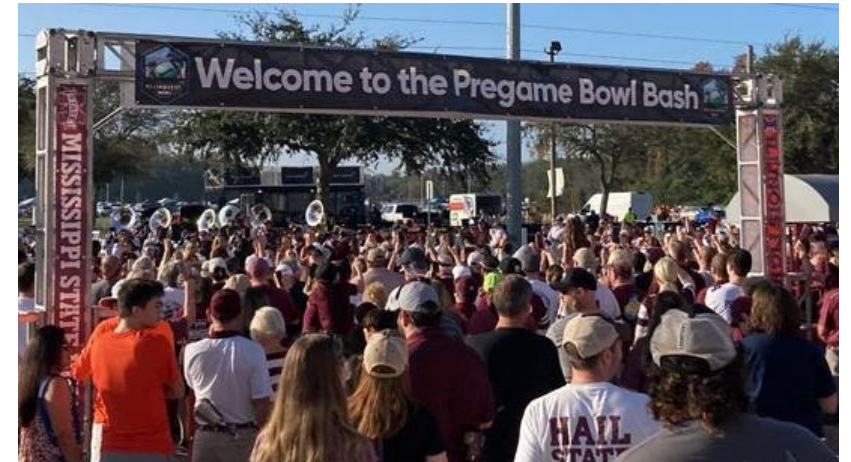
Location: Raymond James Stadium

Staff Lead: Jake Hermann

***Activation Engagements:** 16,044

Brand Activation:

- Activation Space
- Promotional Items
- Signage
- Brand Ambassadors



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

John's Pass Seafood Festival

Date: January 13 - 15

Location: John's Pass Madeira Beach

Staff Lead: Jake Hermann

***Activation Engagements:** 13,234

Brand Activation:

- Activation Space
- Promotional Items
- Signage
- Brand Ambassadors



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



MLK Parade



- **Date:** January 16
- **Location:** Downtown St. Pete
- **Staff Lead:** Brandee Bolden
- **Brand Activation:**
 - Branded Boat
 - Parade Giveaways
 - Signage



Festivals of Speed

- **Date:** January 22
- **Location:** Vinoy Park St. Pete
- **Staff Lead:** Brandee Bolden
- **Brand Activation:**
 - Truss
 - Branded Boat



NY Travel & Adventure Show + Warm Up to Win

Date: January 27 - 31

Location: Manhattan, NY

Department Support: Marketing

Staff Lead: Brandee Bolden / Jake Hermann

Brand Activation:

- Activation Spaces
- Promotional Items
- Giant Letters
- Brand Ambassadors





THANK YOU

