



COMMUNITY AND BRAND ENGAGEMENT

March 2023

Prepared By: Craig Campbell, Director

Firestone Grand Prix

Date: March 3-5

Location: Albert Whitted Park

Staff Lead: Brandee Bolden

***Activation Engagements:** 19,512

Brand Activation:

- Activation Space
- Media Center Activation
- Promotional Items
- Spinning Wheel
- Signage
- Brand Ambassadors



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

Skyway 10k

Date: February 16 - 19

Location: Tropicana Field

Staff Lead: Jake Hermann

Department Support: Sports

Brand Activation:

- Truss
- Signage



Valspar Championship



- **Date:** March 16-19
- **Location:** Innisbrook Resort
- **Staff Lead:** Brandee Bolden
- ***Activation Engagements:** 22,256
- **Brand Activation:**
 - Activation Space
 - Promotional Items
 - Signage
 - Brand Ambassadors



St. Pete Tall Ships Festival

Date: March 31 – April 2

Location: Port of St. Pete

Staff Lead: Brandee Bolden

***Activation Engagements:** 10,544

Brand Activation:

- Activation Space
- Promotional Items
- Truss
- Signage
- Brand Ambassadors



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



ST.PETE
CLEARWATER

THANK YOU

