



# COMMUNITY AND BRAND ENGAGEMENT

## May 2023

Prepared By: Craig Campbell, Director

# National Travel & Tourism Week (Rays Game)

**Date:** May 7<sup>th</sup>

**Location:** Tropicana Field

**Staff Lead:** Brandee Bolden

**\*Activation Engagements:** 14,240

**Brand Activation:**

- Let's Shine Letters
- Activation Space
- Promotional Items
- Signage



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



# National Travel & Tourism Week (Travel Rally)

**Date:** May 8<sup>th</sup>

**Location:** St. Pete Clearwater International Airport

**Staff Lead:** Brandee Bolden

**Partner Integration:** Chambers, Creative Pinellas, PIE

**Brand Activation:**

- Let's Shine Letters
- Activation Space
- Promotional Items





# National Travel & Tourism Week (Industry Kickball Tournament)

**Date:** May 9<sup>th</sup>

**Location:** Oldsmar Sports Complex

**Staff Lead:** Brandee Bolden

**Industry Integration:** Visit Tampa Bay

**Brand Activation:**

- Tents, Coolers, Pineapple Cup





# National Travel & Tourism Week (VSPC FAM Tarpon Springs & Palm Harbor)

**Date:** May 11<sup>th</sup>

**Location:** Tarpon Springs & Palm Harbor

**Staff Lead:** Brandee Bolden

**Partner Integration:** Clearwater Jolley Trolley, Innisbrook Resort, Palm Harbor Chamber, Tarpon Springs Chamber, de Bine Brewing Company



# National Travel & Tourism Week (Tampa Bay Beaches Chamber Industry Lunch)

**Date:** May 12<sup>th</sup>

**Location:** TradeWinds Resort

**Staff Lead:** Brandee Bolden

**Brand Activation:**

- Let's Shine Letters





# Philadelphia Phillies Game



- **Date:** May 19<sup>th</sup>
- **Location:** Philadelphia, PA
- **Staff Lead:** Jake Hermann
- **Department Support:** Marketing
- **\*Activation Engagements:** 4,797
- **Brand Activation:**
  - Activation Space
  - Wheel
  - Promotional Items
  - Signage

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

# Philadelphia Union Game

- **Date:** May 20<sup>th</sup>
- **Location:** Philadelphia, PA
- **Staff Lead:** Sierra Arana
- **Department Support:** Marketing
- **\*Activation Engagements:** 4,797
- **Brand Activation:**
  - Activation Space
  - Wheel
  - Promotional Items
  - Signage



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



# Florida Soccer School Memorial Day Heroes Cup

**Date:** May 25<sup>th</sup> – 28<sup>th</sup>

**Location:** Oldsmar Sports Complex & Eckerd College

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Tents, Tables & Coolers
- Promotional Items
- Signage





# THANK YOU

