



# COMMUNITY AND BRAND ENGAGEMENT

## October 2023

Prepared By: Craig Campbell, Director

# Piertoberfest

**Date:** October 1<sup>st</sup>

**Location:** St. Pete Pier

**Staff Lead:** Jake Hermann

**Brand Activation:**

- Giant Adirondack Chair



# Publix Rock N Roll Running Series

**Date:** October 6<sup>th</sup> - 8<sup>th</sup>

**Location:** Coachman Park

**Staff Lead:** Brandee Bolden

**\*Activation Engagements:** 21,658

## Brand Activation:

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



# St. Pete Fall Fest & Pumpkin Patch

**Date:** October 7<sup>th</sup> - 15<sup>th</sup>

**Location:** St. Pete Pier

**Staff Lead:** Jake Hermann

**Brand Activation:**

- Giant Adirondack Chair
- Promotional Items



# SHINE St. Pete Mural Festival

**Date:** October 13<sup>th</sup> - 22<sup>nd</sup>

**Location:** Overspray - St. Pete

**Staff Lead:** Sierra Arana

**Brand Activation:**

- Let's Shine Letters
- Lanyards



# Clearwater Jazz Holiday

**Date:** October 19<sup>th</sup> - 22<sup>nd</sup>

**Location:** The Sound

**Staff Lead:** Sierra Arana

**\*Activation Engagements:** 13,388

## Brand Activation:

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



# Crit(s) Championship

**Date:** October 20<sup>th</sup> - 22<sup>nd</sup>

**Location:** Downtown St. Pete

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Signage



# 40<sup>th</sup> ISA World Championship Shuffleboard

**Date:** October 22<sup>nd</sup> - 27<sup>th</sup>

**Location:** St. Pete Shuffleboard Club

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Signage
- Activation Assets





# St. Pete Yacht Club J70 World Championship

**Date:** October 27<sup>th</sup> - 29<sup>th</sup>

**Location:** St. Pete Yacht Club

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Signage
- Activation Assets



# Halloween on Central

**Date:** October 29<sup>th</sup>

**Location:** Central Ave St. Pete

**Staff Lead:** Brandee Bolden

**Partner Participation:** St. Pete Pride

**\*Activation Engagements:** 6,948

## Brand Activation:

- Giant Coloring Book
- Activation Space
- Promotional Items
- Brand Ambassadors
- Signage





ST.PETE  
CLEARWATER

# THANK YOU

