



COMMUNITY AND BRAND ENGAGEMENT December 2023 Prepared By: Craig Campbell, Director

Holiday Lights in the Gardens

Date: November 24th – January 1st

Location: FL Botanical Gardens

Staff Lead: Brandee Bolden

Brand Activation:

- Giant Adirondack Chair
- Let's Shine Letters
- Signage





NYC Santa in the Sun

Date: December 1st - 3rd

Location: Manhattan, NY (Central Park)

Staff Lead: Jake Hermann, Sierra Arana

Partner Participation: Clearwater Marine Aquarium

*Activation Engagements: 20,964

Brand Activation:

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



The Next Big Thing

Date: December 3rd

Location: The Sound

Staff Lead: Brandee Bolden / Craig Campbell

*Activation Engagements: 2,276

Brand Activation:

- Activation Space
- Promotional Items
- Signage



12 Days of Christmas Parade

Date: December 12th

Location: Island Way Grille, Clearwater Beach

Staff Lead: Brandee Bolden

Brand Activation:

- Branded Boat
- Promotional Items





Rise Up Concert Series – Ludacris

Date: December 15th

Location: St. Pete Pier

Staff Lead: Jake Hermann

*Activation Engagements: 414

Brand Activation:

- Activation Space
- Promotional Items
- Signage



Enchant Christmas

Date: December 17th

Location: Tropicana Field

Staff Lead: Sierra Arana

*Activation Engagements: 5,134

Brand Activation:

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



ReliaQuest Bowl Beach Day

Date: December 30th

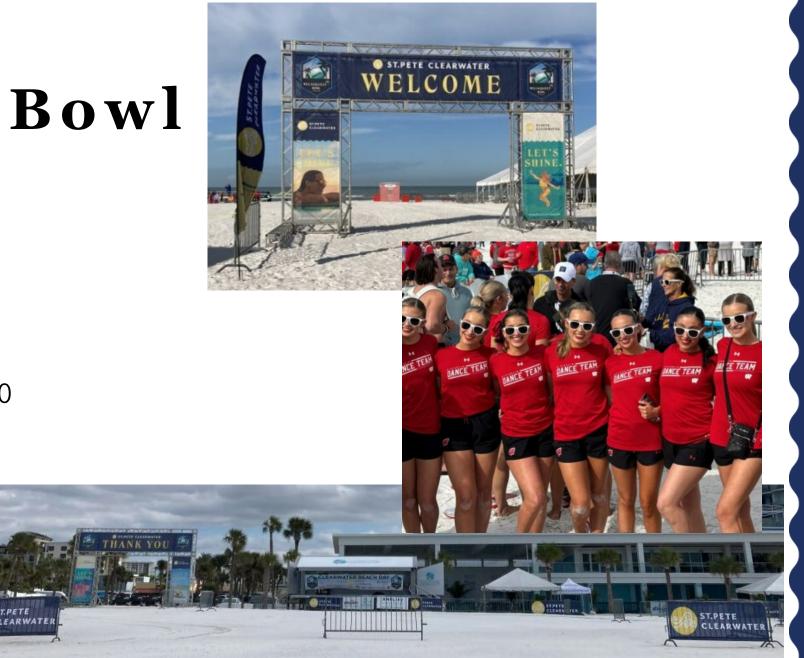
Location: Hilton Clearwater Beach

Staff Lead: Jake Hermann

*Activation Engagements: 11,320

Brand Activation:

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





THANK YOU



