



COMMUNITY AND BRAND ENGAGEMENT

November 2023

Prepared By: Craig Campbell, Director

Fiesta in the Park

Date: November 4th & 5th

Location: Lake Eola (Orlando)

Staff Lead: Sierra Arana

Partner Participation: Creative Pinellas

***Activation Engagements:** 2,634

Brand Activation:

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



Savor St. Pete

Date: November 4th & 5th

Location: Vinoy Park

Staff Lead: Brandee Bolden

Brand Activation:

- Welcome Truss
- VSPC Branded Boat



Rise Up Concert Series – The Revivalist

Date: November 4th

Location: St. Pete Pier

Staff Lead: Jake Hermann

Partner Participation: St. Pete International Airport (PIE)

***Activation Engagements:** 634

Brand Activation:

- Activation Space
- Promotional Items
- Signage



ANNIKA driven by Gainbridge at Pelican

Date: November 7th - 12th

Location: Pelican Golf Course (Belleair)

Staff Lead: Jake Hermann

***Activation Engagements:** 6,842

Brand Activation:

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



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

30th Annual Fall King of the Beach

Date: November 10th & 11th

Location: Roc Park (Madeira Beach)

Staff Lead: Jake Hermann

Brand Activation:

- VSPC Branded Boat
- Promotional Items
- Signage



St. Pete Run Fest

Date: November 10th - 12th

Location: Albert Whitted Park

Staff Lead: Brandee Bolden

Partner Participation: St. Pete International Airport (PIE)

***Activation Engagements:** 27,700

Brand Activation:

- Giant Adirondack Chair
- Welcome Truss
- Activation Space
- VSPC Branded Activations Van
- Promotional Items
- Brand Ambassadors
- Signage



ARTSventure

Date: November 11th

Location: Creative Pinellas / FL Botanical Gardens

Staff Lead: Sierra Arana

- Brand Activation:**
- Let's Shine Letters



15th Annual Sanding Ovations

Date: November 16th - 19th

Location: Treasure Island

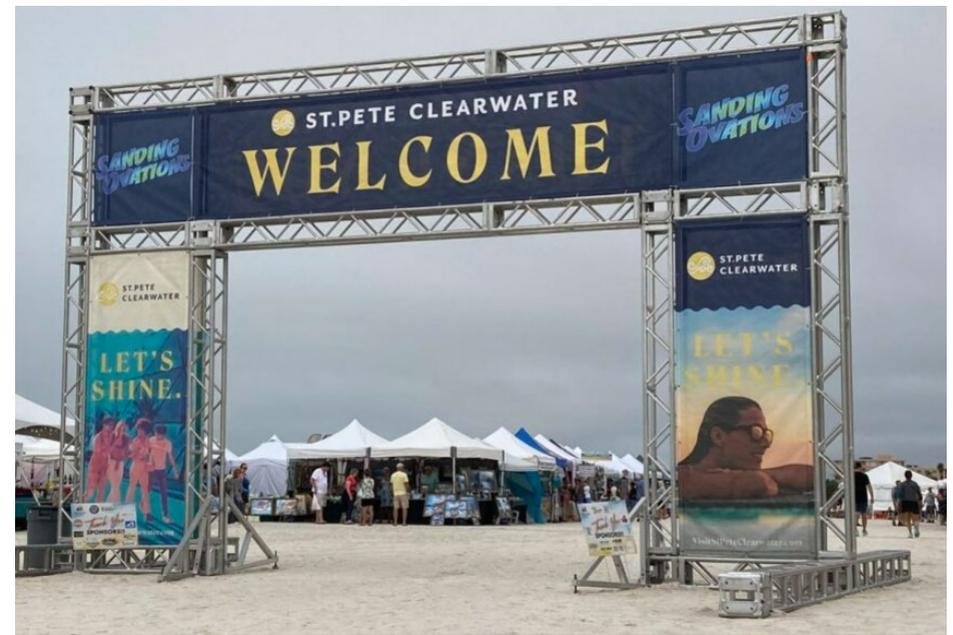
Staff Lead: Sierra Arana

Partner Participation: St. Pete International Airport (PIE)

***Activation Engagements:** 25,196

Brand Activation:

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



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

St. Pete Bike Fest

Date: November 16th - 19th

Location: Orange City Choppers (OCC)

Staff Lead: Jake Hermann

Brand Activation:

- VSPC Branded Boat



St. Pete Beach Jamboree

Date: November 18th

Location: Horan Park - St. Pete Beach

Staff Lead: Jake Hermann

Brand Activation:

- Promotional Giveaways
- Signage (Gulp Coast)



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



Shopaploozza

Date: November 25th & 26th

Location: Vinoy Park

Staff Lead: Brandee Bolden

Partner Participation: St. Pete International Airport (PIE)

***Activation Engagements:** 28,786

Brand Activation:

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



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



ST.PETE
CLEARWATER

THANK YOU

