



# COMMUNITY AND BRAND ENGAGEMENT

## February 2024

Prepared By: Craig Campbell, Director

# Philadelphia Union Kids Camp

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

**Location:** Eddie C. Moore Complex

**Staff Lead:** Brandee Bolden

**Partner Participation:** Philadelphia Union

**Brand Activation:**

- Activation Space
- Promotional Items



# Shriner's Children Clearwater Invitational

**Date:** February 15<sup>th</sup> – 18<sup>th</sup>

**Location:** Eddie C. Moore Sports  
Complex

**Staff Lead:** Jake Hermann

**\*Activation Engagements:** 28,464

## Brand Activation:

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



# Inservice President's Day

**Date:** February 19<sup>th</sup>

**Location:** Sand Key Park

**Staff Lead:** Craig Campbell

**Brand Activation:**

- Corn Hole Sets



# Rays Fan Fest

**Date:** February 17<sup>th</sup>

**Location:** Tropicana Field

**Staff Lead:** Sierra Arana

**\*Activation Engagements:** 10,556

## Brand Activation:

- Activation Space
- Promotional Items
- Brand Ambassadors
- Signage



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

# Gasparilla Classic

**Date:** February 23<sup>rd</sup> - 25<sup>th</sup>

**Location:** Tropicana Field

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Giant Adirondack Chair



# Clearwater Sea-Blues Festival

**Date:** February 23<sup>rd</sup> – 25<sup>th</sup>

**Location:** Coachman Park

**Staff Lead:** Brandee Bolden

**Partner Participation:** PIE, Clearwater Marine Aquarium

**\*Activation Engagements:** 7,370

## Brand Activation:

- Activation Space
- Brand Ambassadors
- Promotional Items
- Signage



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

# Safety Harbor Arts & Seafood on the Waterfront

**Date:** February 24<sup>th</sup> - 25<sup>th</sup>

**Location:** Safety Harbor Pier

**Staff Lead:** Jake Hermann

**Brand Activation:**

- Let's Shine Letters
- Promotional Items
- Signage



# Localtopia

**Date:** February 24<sup>th</sup>

**Location:** Williams Park (St. Pete)

**Staff Lead:** Sierra Arana

**Partner Participation:** PIE, The Dali

**\*Activation Engagements:** 14,972

## Brand Activation:

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



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



ST.PETE  
CLEARWATER

# THANK YOU

