



ST.PETE
CLEARWATER

COMMUNITY AND BRAND ENGAGEMENT

January 2024

Prepared By: Craig Campbell, Director

Styx @ The Sound

Date: January 5th

Location: The Sound

Staff Lead: Sierra Arana

***Activation Engagements:** 2,360

Brand Activation:

- Activation Space
- Promotional Items
- Signage



St. Pete Bacon & BBQ Festival

Date: January 13th - 14th

Location: Vinoy Park, St. Pete

Staff Lead: Brandee Bolden

***Activation Engagements:** 1,958

Brand Activation:

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



MLK Dream Big Parade

Date: January 15th

Location: Downtown St. Pete

Staff Lead: Sierra Arana

Brand Activation:

- Branded Boat
- Promotional Items
- Signage



USF St. Pete Spring Recruitment Fair

Date: January 16th

Location: USF St. Pete

Staff Lead: Sierra Arana

Brand Activation:

- Tabling Opportunity
- Promotional Items
- Brand Ambassador Recruitment



John's Pass Seafood Festival

Date: January 19th - 21st

Location: John's Pass, Madeira Beach

Staff Lead: Jake Hermann

***Activation Engagements:** 40,256

Brand Activation:

- Concert Stage
- Activation Space
- Brand Ambassadors
- Promotional Items
- Signage



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

Festivals of Speed

Date: January 21st

Location: Vinoy Park, St. Pete

Staff Lead: Sierra Arana

Partner Participation: St. Pete/
Clearwater International Airport

***Activation Engagements:** 3,240

Brand Activation:

- Branded Boat
- Activation Space
- Promotional Items
- Brand Ambassadors
- Signage



PIE Day

Date: January 23rd

Location: St. Pete / Clearwater International Airport

Staff Lead: Brandee Bolden

Brand Activation:

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



WWE Media Junket

Date: January 26th

Location: Hilton St. Pete Carillon

Staff Lead: Sierra Arana

Brand Activation:

- Backdrops
- Adirondack Chairs
- Signage



WWE Royal Rumble

Date: January 27th

Location: Tropicana Field

Staff Lead: Jake Hermann

***Activation Engagements:** 14,000

Brand Activation:

- Activation Space
- Promotional Items
- Brand Ambassadors
- Signage



Gulf to Bay Training

Date: January 31st

Location: Visit St. Pete Clearwater Office

Staff Lead: Brandee Bolden, Sierra Arana

Brand Activation:

- Presentation to Partners on the destination
- Promotional Items





ST.PETE
CLEARWATER

THANK YOU

