



COMMUNITY AND BRAND ENGAGEMENT

July 2023

Prepared By: Craig Campbell, Director

The Fourth on St. Pete Pier

Date: July 4th

Location: St. Pete Pier

Staff Lead: Jake Hermann

Brand Activation:

- Powerboat Display
- Let's Shine Letters



Clearwater Celebrates America

Date: July 4th

Location: The Sound

Staff Lead: Sierra Arana

Partner Participation: Ruth Eckerd Hall

Brand Activation:

- Giant Adirondack Chair
- Gulp Coast Assets



Ice Cream Festival

Date: July 16th

Location: St. Pete Pier

Staff Lead: Sophia Sanders & Kaylin Strauch
(Interns)

***Activation Engagements:** 4,588

Brand Activation:

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



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

727 Day | 7:27 a.m.

Date: July 27th

Location: St. Pete Pier

Staff Lead: Brandee Bolden

Partner Participation: Café Tuk Tuk

Brand Activation:

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



727 Day | 7:27 p.m.

Date: July 27th

Location: Coachman Park

Staff Lead: Brandee Bolden

Partner Participation: Frios Gourmet Pops

Brand Activation:

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





ST.PETE
CLEARWATER

THANK YOU

