



## COMMUNITY AND BRAND ENGAGEMENT

# June 2024

Prepared By: Craig Campbell, Director

## Gulf to Bay Training

Date: June 12<sup>th</sup>

Location: VSPC Office

Staff Lead: Brandee Bolden / Sierra Arana

### **Brand Activation:**

 Destination training given to partners from the Brand Activations Team



# Dog Days @ The Don

Date: June 21st

**Location:** The Don Cesar Hotel

Staff Lead: Craig Campbell

### **Brand Activation:**

Hop Up Backdrop

Adirondack Chairs



### Philly Union Take Over

Date: June 22<sup>nd</sup>

Location: Philadelphia, PA | Subaru

Stadium

Staff Lead: Jake Hermann / Sierra Arana

\*Activation Engagements: 7,342

- Activation Space
- Brand Ambassadors
- Promotional Items
- Signage



### Phillies Take Over

Date: June 23rd

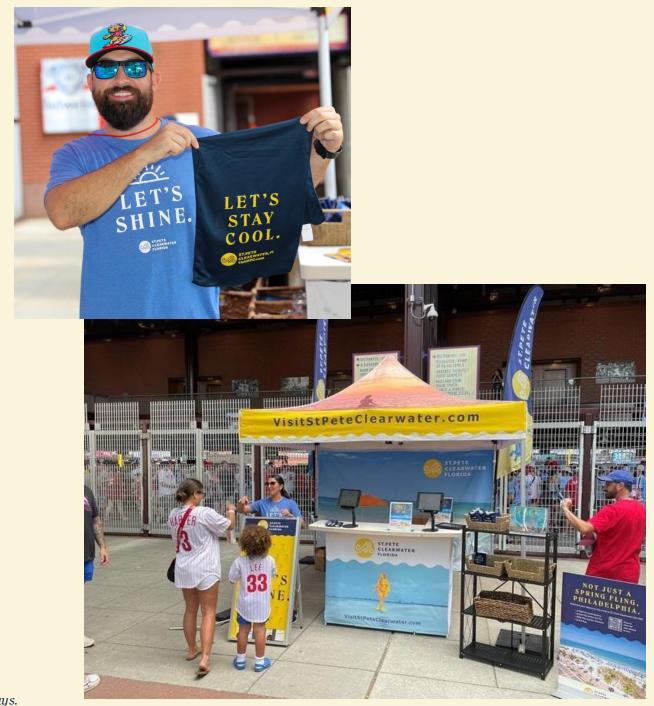
**Location:** Philadelphia, PA | Citizens Bank

Park

Staff Lead: Jake Hermann / Sierra Arana

\*Activation Engagements: 7,342

- Activation Space
- Brand Ambassadors
- Promotional Items
- Signage



### St. Pete Pride Parade

Date: June 22<sup>nd</sup>

Location: Downtown St. Pete

Staff Lead: Craig Campbell / Brandee

Bolden

Partner Participation: PIE, Clearwater Marine Aquarium, P.C. Human Services, St. Pete Run Fest

- Branded Truss
- Clearwater Jolley Trolley
- Promotional Items







### St. Pete Pride Festival

Date: June 23rd

**Location:** Central Ave St. Pete

Staff Lead: Craig Campbell / Brandee Bolden

Partner Participation: PIE, Clearwater Marine

Aquarium, Ruth Eckerd Hall, P.C. Human

Services, St. Pete Run Fest

\*Activation Engagements: 22,920

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







# THANK YOU

