



# 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 21<sup>st</sup>

**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

## Brand Activation:

- Activation Space
- Brand Ambassadors
- Promotional Items
- Signage



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



# Phillies Take Over

**Date:** June 23<sup>rd</sup>

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

**Staff Lead:** Jake Hermann / Sierra Arana

**\*Activation Engagements:** 7,342

## Brand Activation:

- Activation Space
- Brand Ambassadors
- Promotional Items
- Signage



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



# 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

**Brand Activation:**

- Branded Truss
- Clearwater Jolley Trolley
- Promotional Items





# St. Pete Pride Festival

**Date:** June 23<sup>rd</sup>

**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

## Brand Activation:

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



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



# THANK YOU

