COMMUNITY & BRAND ENGAGEMENT

February 2025

Prepared By: Craig Campbell, Director



Brand Ambassador Training

Date: February 4th

Location: VSPC Office, Largo

Staff Lead: Brandee Bolden / Sierra Arana

Brand Activation:

Training Brand Ambassadors

Messaging:

• America's Best Beaches & So Much More





USA BMX 2025 Sunshine State Championship Qualifier

Date: February 7th – 9th

Location: Oldsmar Complex

Staff Lead: Jake Hermann

Department Support: Sports

Brand Activation:

Branded Bar

Falcon Flags

Promotional Items

Messaging:



Philadelphia Union / Clearwater Chargers Youth Clinic

Date: February 12th

Location: Joe DiMaggio Field, Clearwater

Staff Lead: Brandee Bolden

Department Support: Marketing

Brand Activation:

- Branded Bar
- Promotional Items

Messaging:

From Visitors with Love





University of Tampa Internship Fair

Date: February 13th

Location: University of Tampa

Staff Lead: Brandee Bolden

Brand Activation:

Tabling Event

Brand Ambassador/Intern Recruitment

Messaging:



Shriner's Clearwater Invitational

Date: February 13th – 16th

Location: Eddie C. Moore Complex, Clearwater

Staff Lead: Jake Hermann

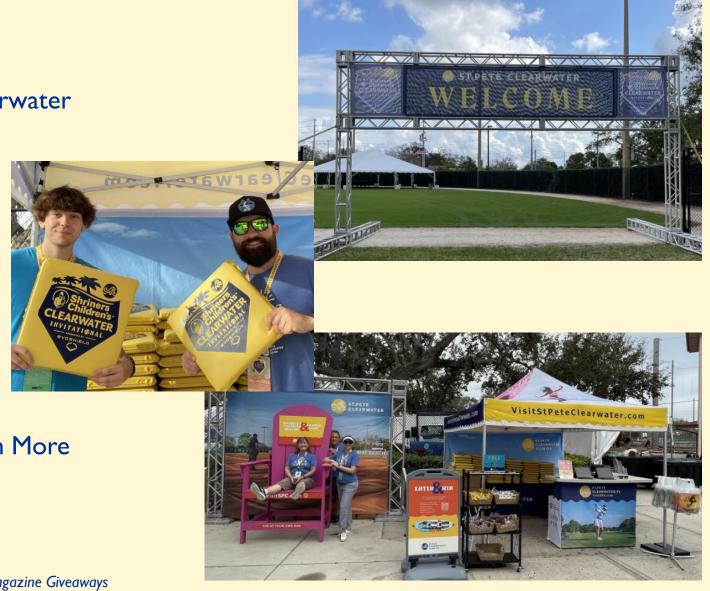
*Activation Engagements: 31,010

Brand Activation:

- Welcome Truss
- Giant Adirondack Chair
- & Branded Bar
- & Branded Tent

Messaging:

America's Best Beaches & So Much More



^{*}Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways

Helly Hansen Sailing World Regatta Series

Date: February 14th - 16th

Location: St. Pete Yacht Club

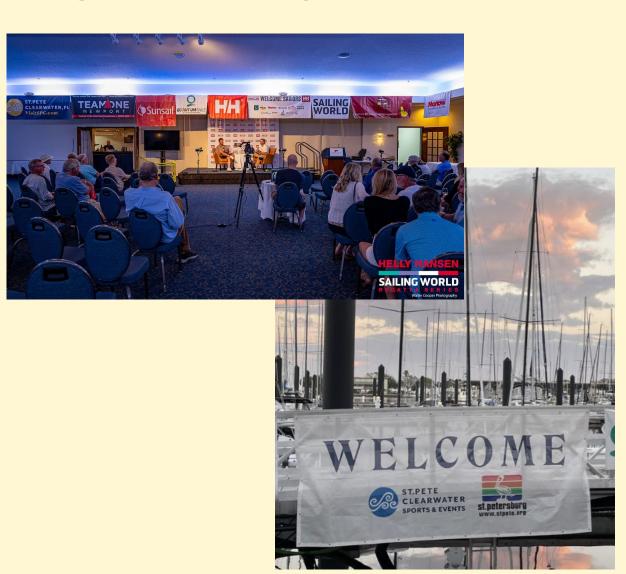
Staff Lead: Jake Hermann

Department Support: Sports

Brand Activation:

- Branded Banners
- Falcon Flags

Messaging:



Ray's Fan Fest

Date: February 15th

Location: St. Pete Pier

Staff Lead: Sierra Arana

*Activation Engagements: 9,514

Brand Activation:

Concert Stage

- Branded Bar
- Branded Tent
- Spin the Wheel
- Promotional Items

Messaging:

From Visitors With Love



^{*}Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways

Festivals of Speed

Date: February 16th

Location: Vinoy Park, St. Pete

Staff Lead: Sierra Arana

Brand Activation:

Branded Boat

Messaging:

• America's Favorite Beaches



University of South Florida Internship Fair

Date: February 20th

Location: University of Tampa

Staff Lead: Sierra Arana

Brand Activation:

Tabling Event

Brand Ambassador/Intern Recruitment

Messaging:



Arts & Seafood on the Waterfront

Date: February 22nd – 23rd

Location: Safety Harbor Waterfront Park

Staff Lead: Sierra Arana

Department Support: Sports

Brand Activation:

- Giant Adirondack Chair
- Promotional Items

Messaging:

America's Best Beaches & So Much More



Localtopia

Date: February 22nd

Location: Williams Park, St. Pete

Staff Lead: Brandee Bolden

*Activation Engagements: 14,854

Brand Activation:

& Branded Bar

& Branded Tent

Gulp Coast Tent

Partner Support: The Dali Museum & St. Pete

Clearwater International Airport

Messaging:

From Visitors With Love



^{*}Engagements include Registrations, Promotional Items, and Destination Magazine Giveaways

Clearwater Sea-Blues Festival

Date: February 28th – March 2nd

Location: Coachman Park, Clearwater

Staff Lead: Brandee Bolden

Brand Activation:

Concert Stage

Messaging:

• From Visitors With Love



Firestone Grand Prix

Date: February 28th – March 3rd

Location: Downtown St. Pete

Staff Lead: Sierra Arana

*Activation Engagements: 15,656

Brand Activation:

Welcome Truss

Branded Boat

& Branded Bar

& Branded Tent

• Flags & Banners

Partner Support: St. Pete Clearwater International

Airport

Messaging:

America's Best Beaches & So Much More

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



Tampa Bay Brewer's Alliance

Date: February 28th – March 30th

Location: Tampa Bay Area

Staff Lead: Brandee Bolden

Brand Activation:

Gulp Coast Tent

• Gulp Coast Bar

Gulp Coast Flags

Messaging:

Gulp Coast

