

# COMMUNITY & BRAND ENGAGEMENT

February 2025

Prepared By: Craig Campbell, Director



ST.PETE  
CLEARWATER, FL

# Brand Ambassador Training

**Date:** February 4<sup>th</sup>

**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 7<sup>th</sup> – 9<sup>th</sup>

**Location:** Oldsmar Complex

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Branded Bar
- Falcon Flags
- Promotional Items

**Messaging:**

- VSPC.com



# Philadelphia Union / Clearwater Chargers Youth Clinic

**Date:** February 12<sup>th</sup>

**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 13<sup>th</sup>

**Location:** University of Tampa

**Staff Lead:** Brandee Bolden

**Brand Activation:**

- Tabling Event
  - Brand Ambassador/Intern Recruitment

**Messaging:**

- VSPC.com



# Shriner's Clearwater Invitational

**Date:** February 13<sup>th</sup> – 16<sup>th</sup>

**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 14<sup>th</sup> – 16<sup>th</sup>

**Location:** St. Pete Yacht Club

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Branded Banners
- Falcon Flags

**Messaging:**

- VSPC.com



# Ray's Fan Fest

**Date:** February 15<sup>th</sup>

**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 16<sup>th</sup>

**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 20<sup>th</sup>

**Location:** University of Tampa

**Staff Lead:** Sierra Arana

**Brand Activation:**

- Tabling Event
  - Brand Ambassador/Intern Recruitment

**Messaging:**

- VSPC.com



# Arts & Seafood on the Waterfront

**Date:** February 22<sup>nd</sup> – 23<sup>rd</sup>

**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 22<sup>nd</sup>

**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 28<sup>th</sup> – March 2<sup>nd</sup>

**Location:** Coachman Park, Clearwater

**Staff Lead:** Brandee Bolden

**Brand Activation:**

- Concert Stage

**Messaging:**

- From Visitors With Love



# Firestone Grand Prix

**Date:** February 28<sup>th</sup> – March 3<sup>rd</sup>

**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 28<sup>th</sup> – March 30<sup>th</sup>

**Location:** Tampa Bay Area

**Staff Lead:** Brandee Bolden

## Brand Activation:

- Gulp Coast Tent
- Gulp Coast Bar
- Gulp Coast Flags

## Messaging:

- Gulp Coast

