

COMMUNITY & BRAND ENGAGEMENT

March 2025

Prepared By: Craig Campbell, Director



ST.PETE
CLEARWATER, FL

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



Dunedin Mardi Gras Parade

Date: March 4th

Location: Downtown Dunedin

Staff Lead: Sierra Arana / Craig Campbell

Brand Activation:

- Branded Boat
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More



Tampa Bay Lightning Pride Night

Date: March 4th

Location: Amalie Arena

Staff Lead: Brandee Bolden / Jake Hermann

Department Support: Marketing

***Activation Engagements:** 4,630

Brand Activation:

- & Branded Van
- Spinning Wheel
- Falcon Flags
- Promotional Items

Messaging:

- Let's Celebrate LOVE



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

Back to the Beach, Sand & Kites & Coastal Delights

Date: March 8th – 9th

Location: Treasure Island

Staff Lead: Daniela Slater / Dayton Zabriskie / Sierra Arana

***Activation Engagements:** 17,804

Brand Activation:

- & Branded Tent
- Plinko
- Falcon Flags
- Promotional Items

Messaging:

- VisitSPC.com, From Visitors with Love



Reggae Rise Up

Date: March 13th – 16th

Location: Vinoy Park, St. Pete

Staff Lead: Jake Hermann

Brand Activation:

- Branded Welcome Truss

Messaging:

- VisitSPC.com



Valspar Championship

Date: March 20th – 23rd

Location: Innisbrook Resort & Spa

Staff Lead: Jake Hermann

Partner Support: St. Pete/Clearwater International Airport

***Activation Engagements:** 27,266

Brand Activation:

- Branded Ginormous Bucket
- & Branded Tent
- Golf Game
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More



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

Synapse

Date: March 25th

Location: Raymond James Stadium, Tampa

Staff Lead: Jake Hermann

Partner Support: PC Economic Development

Brand Activation:

- Golf Game



ISCA Senior Swim Cup

Date: March 25th – April 13th

Location: North Shore Pool

Staff Lead: Jake Hermann

Department Support: Sports

Brand Activation:

- Falcon Flags
- Branded Banners

Messaging:

- VisitSPC.com



USF Bulls Market

Date: March 25th

Location: University of South Florida (St. Pete)

Staff Lead: Daniela Slater (Intern)

Brand Activation:

- Tabling Event
 - Brand Ambassador/Intern Recruitment



Hair In The Park, Opening Night In The Park

Date: March 28th

Location: Demens Landing Park, St. Pete

Staff Lead: Sierra Arana

***Activation Engagements:** 17,842

Brand Activation:

- Giant Adirondack Chair
- & Branded Bar
- Promotional Items

Messaging:

- From Visitors With Love



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

John's Pass Seafood Festival

Date: March 28th – 30th

Location: John's Pass, Madeira Beach

Staff Lead: Brandee Bolden

Partner Support: Florida Pure Sea Salt, SkyBeach

Hotel & Marina, Residence Inn Tierra Verde

***Activation Engagements:** 74,354

Brand Activation:

- Branded Concert Stage
- & Branded Tents
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More

