

# COMMUNITY & BRAND ENGAGEMENT

April 2025

Prepared By: Craig Campbell, Director



ST.PETE  
CLEARWATER, FL

# ISCA Senior Swim Cup

**Date:** March 25<sup>th</sup> – April 13<sup>th</sup>

**Location:** North Shore Pool

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Falcon Flags
- Branded Banners

**Messaging:**

- VisitSPC.com



# Dunedin Highland Games

**Date:** April 5<sup>th</sup>

**Location:** Highlander Park Dunedin

**Staff Lead:** Sierra Arana

**Partner Support:** St. Pete-Clearwater Intl. Airport,

**\*Activation Engagements:** 30,980

## **Brand Activation:**

- Welcome Truss
- & Branded Van
- Promotional Items

## **Messaging:**

- VisitSPC.com, From Visitors with Love



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

# Tampa Bay Blues Festival

**Date:** April 11<sup>th</sup> – 13<sup>th</sup>

**Location:** Vinoy Park St. Pete

**Staff Lead:** Brandee Bolden

**\*Activation Engagements:** 3,640

**Brand Activation:**

- & Branded Tent
- Falcon Flags
- Promotional Items

**Messaging:**

- America's Favorite Beaches & So Much More



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



# MICHELIN Guide Ceremony 2025

**Date:** April 17<sup>th</sup>

**Location:** Four Season Orlando

**Staff Lead:** Brandee Bolden

**Partner Integration:** The Dali Museum

## **Brand Activation:**

- Museum Walls
- Dali Paintings
- Dali Cookbook
- Dali Impersonator

## **Messaging:**

- Palette & Palate



# St. Pete Pier Spring Fest & Easter Egg Hunt

**Date:** April 20<sup>th</sup>

**Location:** St. Pete Pier

**Staff Lead:** Brandee Bolden

**Brand Activation:**

- Falcon Flags

**Messaging:**

- VisitSPC.com



# Sunscreen Film Festival

**Date:** April 24<sup>th</sup> – 27<sup>th</sup>

**Location:** Sundial St. Pete

**Staff Lead:** Sierra Arana

**Department Support:** Film

**Brand Activation:**

- Falcon Flags

**Messaging:**

- VisitSPC.com



# Spring King of the Beach

**Date:** April 24<sup>th</sup> – 26<sup>th</sup>

**Location:** Roc Park, Madeira Beach

**Staff Lead:** Jake Hermann

**Brand Activation:**

- Welcome Truss
- Promotional Items

**Messaging:**

- America's Favorite Beaches & So Much More





# Saint Anthony's Triathlon

**Date:** April 25<sup>th</sup> – 26<sup>th</sup>

**Location:** Vinoy Park, St. Pete

**Staff Lead:** Sierra Arana

**Department Support:** Sports

**Brand Activation:**

- Giant Adirondack Chair
- Falcon Flags

**Messaging:**

- VisitSPC.com



# Pier 60 Sugar Sand Festival

**Date:** April 26<sup>th</sup> – 27<sup>th</sup>

**Location:** St. Pete Pier

**Staff Lead:** Jake Hermann

**Partner Support:** St. Pete-Clearwater Intl. Airport,  
FloridaRAMA

**\*Activation Engagements:** 75,006

## Brand Activation:

- Ginormous Bucket
- & Branded Tent
- Promotional Items

## Messaging:

- America's Favorite Beaches & So Much More



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

# Volunteer Appreciation FAM Tour

**Date:** April 26<sup>th</sup>

**Location:** Clearwater & Clearwater Beach

- Coachman Park
- BayCare Sound
- Clearwater Marine Aquarium
- Pier 60

**Staff Lead:** Sierra Arana / Brandee Bolden

**Brand Activation:**

- Appreciation FAM for Brand Ambassadors





# Corporate Sports Fest

**Date:** April 26<sup>th</sup>

**Location:** Bilmar Resort, Treasure Island

**Staff Lead:** Jake Hermann

**Department Support:** Sports

**Brand Activation:**

- Falcon Flags

**Messaging:**

- VisitSPC.com

