

COMMUNITY & BRAND ENGAGEMENT

May 2025

Prepared By: Craig Campbell, Director



ST.PETE
CLEARWATER, FL

Tampa Bay Beaches Chamber Tourism Lunch

Date: May 2nd

Location: TradeWinds Resort

Staff Lead: Jake Hermann

Department Support: Community

Brand Activation:

- Branded Bar
- Foam & Sign
- Partner Survey Collateral

Messaging:

- America's Favorite Beaches & So Much More



National Travel & Tourism Week Travel Rally

Date: May 5th

Location: St. Pete-Clearwater International Airport

Staff Lead: Sierra Arana

Department Support: Community

***Activation Engagements:** 4,240

Brand Activation:

- Branded Bars
- Spin the Wheel
- Promotional Items

Messaging:

- From Visitors with Love



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

Besties Awards Show

Date: May 8th

Location: Floridian Social

Staff Lead: Brandee Bolden

Department Support: Community & Marketing

Brand Activation:

- & Branded Tent
- Branded Hop-Ups

Messaging:

- America's Favorite Beaches & So Much More



St. Pete Tacos & Tequila

Date: May 9th – 11th

Location: Vinoy Park St. Pete

Staff Lead: Jake Hermann

Brand Activation:

- Welcome Truss

Messaging:

- America's Favorite Beaches & So Much More



Philadelphia Union Game

Date: May 14th

Location: Philadelphia, PA

Staff Lead: Jake Hermann / Brandee Bolden

Department Support: Marketing

***Activation Engagements:** 4,842

Brand Activation:

- Giant Adirondack Chair
- & Branded Tent
- Plinko
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More



American Athletic Baseball Conference

Date: May 20th – 25th

Location: BayCare Ballpark

Staff Lead: Jake Hermann

Department Support: Sports

Brand Activation:

- Giant Adirondack Chair
- Ginormous & Branded Bucket
- Signage
- Falcon Flags
- Skyline Lit Backdrop
- City of Clearwater Dolphins

Messaging:

- VisitSPC.com



Pineapple Cup

Date: May 19th

Location: Par Bar St. Pete

Staff Lead: Craig Campbell

Brand Activation:

- Branded Backdrop
- Branded Barrell Coolers
- Pineapple Cup

Messaging:

- Annual Competition VSPC vs.VTB

