

COMMUNITY & BRAND ENGAGEMENT

August 2025

Prepared By: Craig Campbell, Director



ST.PETE
CLEARWATER, FL

Bolts Brew Fest

Date: August 1st

Location: Amalie Arena (Tampa, FL)

Staff Lead: Brandee Bolden

***Activation Engagements:** 7,740

Brand Activation:

- Gulp Coast Branded Bar
- Plinko
- Promotional Items

Messaging:

- GulpCoast.com



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

ISCA Summer Elite Showcase

Date: August 6th – 9th

Location: Northshore Pool (St. Pete)

Staff Lead: Jake Hermann

Department Support: Sports

Brand Activation:

- Branded Signage

Messaging:

- VisitSPC.com



Piedmont Park Arts Festival

Date: August 14th – 17th

Location: Piedmont Park (Atlanta, GA)

Staff Lead: Brandee Bolden

Partner Integration: Creative Pinellas

***Activation Engagements:** 12,054

Brand Activation:

- Branded Van
- Branded Tents
- Coloring Wall
- Promotional Items
- Brand Ambassadors

Messaging:

- America's Favorite Beaches & So Much More



Halfway There: A Celebration of Craft Beer

Date: August 23rd

Location: The Coliseum (St. Pete)

Staff Lead: Jake Hermann

***Activation Engagements:** 2,258

Brand Activation:

- Gulp Coast Branded Bar
- Plinko
- Promotional Items

Messaging:

- GulpCoast.com



USFSP Bull Connect

Date: August 26th

Location: University of South FL (St. Pete)

Staff Lead: Elise Eason (Intern)

Tabling Event:

- Brand Ambassador Recruitment
- Intern Recruitment

Messaging:

- VisitSPC.com/BrandAmbassador
- VisitSPC.com/Internship



SPC Clearwater Beach Bash

Date: August 28th

Location: St. Pete College Clearwater Campus
(Clearwater)

Staff Lead: Elise Eason (Intern)

Tabling Event:

- Brand Ambassador Recruitment
- Intern Recruitment

Messaging:

- VisitSPC.com/BrandAmbassador
- VisitSPC.com/Internship



Saint Leo University Welcome Back Event

Date: August 29th

Location: Saint Leo University (Saint Leo, FL)

Staff Lead: Brandee Bolden

Tabling Event:

- Brand Ambassador Recruitment
- Intern Recruitment

Messaging:

- [VisitSPC.com/BrandAmbassador](https://www.visitstpeteclearwater.com/BrandAmbassador)
- [VisitSPC.com/Internship](https://www.visitstpeteclearwater.com/Internship)



Cincinnati FC & Union Games National Beach Day

Date: August 30th

Location: (Cincinnati, OH)

Staff Lead: Jake Hermann

***Activation Engagements:** 3,164

Brand Activation:

- Branded Tents
- Soccer Toss Game
- Signage
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More

