



# MLK Parade / 45 Days of Excellence

*January 19 – February 14, 2026*

- MLK Parade previously approved for \$65,000 (Organizer: Advantage Village Academy)
  - City of St. Petersburg RFP awarded to new organizer: Tampa Bay Collard Green Festival, Inc., necessitating new Elite Event Funding application
  - New organizer submitted application on 11/3/25 requesting \$65,000 in funding
  - Joint event with MLK Parade and Tampa Bay Collard Green Festival
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# MLK Parade / 45 Days of Excellence

- **Key Metrics** *\*Estimate for both events combined in 2025*
    - 15,000 Attendees
    - 1,200 Room Nights
    - 1,050,435 Economic Impact
  - **Staff Recommendation** \$65,000 (same level as previous organizer)
  - TDC recommendation to be reviewed by BCC December 16
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## Section A: General Information

### 1. Organization/Contact Information

**Organization Legal Name** Tampa Bay Collard Green Festival Inc.

**Organization Address** 3135 1st Ave N, 12161  
St Petersburg, FL, 33730

**EXHIBIT A: Upload Documentation  
Verifying Organization's Legal Identity  
and Registration with the State of  
Florida, Division of Corporations.**

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**Corporate/Tax Status** Not-For-Profit Entity

**FEI/EIN Number** 82-2281304

**Primary Contact Name** Samantha Harris

**Primary Contact Email Address** samantha@tbcgf.org

**Primary Contact Office #** (877) 298-2243

**Primary Contact Mobile #** (727) 542-8448

**Authorized Contract Signer Name (as  
listed on Sunbiz.org)** Samantha Harris

**Authorized Contract Signer Title** President

## Section B: Event Information & Request

### 1. Event Details

Official Event Name	St Pete MLK Parade/ 45 Days of Excellence
Event Location	1st Ave N & Bayshore DE SE St Petersburg
Event Start Date	Monday, January 19, 2026
Event End Date	Saturday, February 14, 2026
Event Website	www.tbcgf.org
Original Event Year	1987 Parade/ 2018 Festival

### 2. Event Description

#### Event Description

The 45 Days of Excellence™ is a citywide cultural window that celebrates unity, health, and heritage through two cornerstone events: the St. Pete MLK Parade™ (Jan 19) and the Tampa Bay Collard Green Festival™ (Feb 14). Together, these events attract more than 120,000 attendees, 7 million media impressions, and over \$6 million in economic activity. The initiative unites residents, visitors, and organizations in a shared mission of community pride, tourism growth, and cultural preservation.

### 3. Requested Funding Amount

Requested Funding Amount	65,000.00
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**Describe generally how the requested funding amount will be spent. How much will be allocated towards marketing versus sponsorship?**

70% toward marketing and media placements; 30% toward sponsorship activation, production, and tourism measurement.

### 4. Public Funding

#### Public Funding

Year	Public Entity	Grant Funding Award	In-Kind Services Value
2025	City of St. Petersburg	230,000	125,000

### 5. Sustainability Practices

**Briefly describe any sustainability initiatives/practices, and how your event aligns with Pinellas County-encouraged**

[guidelines](#)

.

## **Sustainability**

The event follows Pinellas County's Low-Waste Event Guidelines by utilizing compostable vendor materials, eliminating Styrofoam, reducing printed collateral, and partnering with local recycling and composting services. Vendors are required to incorporate biodegradable or recyclable service ware.

## Section C: Event History & Projections

### 1. Post-Event Report

Have you received Elite Event funding previously?

No

### 2. Projected Attendance & Room Nights

Projected "unique" paid, credentialed and/or otherwise documented attendees 120,000

Projected "unique" attendees from outside of Pinellas County 45,000

What percentage of "unique" attendees are expected to stay overnight in Pinellas County accommodations? 38%

### 3. Attendance History

A. Provide your event's unique attendee and non-local unique attendee history for the following years. Leave blank if no event occurred or has not yet occurred in that year.

	2024	2023	2022	2021	2020
Event's Unique Attendee History	76500	68000	46800	0	73000
Event's Non-Local Unique Attendee History	3100	29000	28000	0	39000

B. Complete the chart below to illustrate how you calculated unique attendees. Leave blank if no event occurred or has not yet occurred in that year.

	2024	2023	2022	2021	2020
Single Day Tickets					
Multi-Day Tickets	72000	62000	59000	0	57000
Comp Tickets Redeemed	72000	62000	59000	0	57000
N/A - Event is Free					

	2024	2023	2022	2021	2020
Staff	27	27	25	0	20
Contractor/Worker	10	10	8	0	6
Media	6	6	6	0	4
Volunteer	65	50	50	0	45
Single Day Credential					
Other					

**C. Explain the methodology used to determine your unique attendee calculation (i.e. paid admittance, comp tickets, credentials used, etc.)**

Attendance for the St. Pete MLK Parade™ and Tampa Bay Collard Green Festival™ is determined using a multi-point verification system designed to capture both participant and spectator data. Because the events are free and open to the public, TBCGF Inc. utilizes a combination of credential-based registration, vendor and participant rosters, and geo-tracking analytics to measure unique attendance.

Specifically, parade units, marching bands, nonprofits, and vendors are all required to register through an online form that captures participant numbers and zip codes. On event days, QR-coded credentials and digital check-ins track volunteers, staff, and participants entering staging areas.

Spectator data is supported by mobile geofencing and pedestrian density counts along the parade route and festival footprint, analyzed against prior-year averages. Additional validation is gathered through post-event surveys, media viewership metrics, and on-site drone imaging to estimate real-time attendance flow.

This blended methodology ensures an accurate, auditable estimate of total and non-local unique attendees, providing reliable data for Visit St. Pete/Clearwater’s tourism impact analysis.

**Is your event ticketed? If so, please provide zip code data to substantiate attendance figures.**

No

## Section D: Marketing & Advertising Plan

### 1. Advertising Plan

**EXHIBIT D: Using the Microsoft Excel template provided, upload your Event's Marketing & Advertising Plan.**

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### 2. In addition to your Advertising Plan, what other marketing activities will you deploy to generate additional event attendance and/or room nights to Pinellas County?

**For example, include details on your targeted demographics, psychographics, geographics, influencers, content marketing, email marketing, etc.**

Beyond the paid Advertising Plan, Tampa Bay Collard Green Festival Inc. will implement an integrated marketing campaign designed to increase regional attendance, overnight stays, and brand engagement across multiple audience segments.

**Target Demographics:** Multigenerational families, cultural tourists, health and wellness enthusiasts, and food-and-music lovers ages 25–65. The campaign also targets civic groups, educators, and regional travelers seeking Black History Month and Presidents' Day weekend experiences.

**Psychographics & Geographics:** Audiences motivated by community, culture, and wellness who travel from Central and South Florida (Orlando, Tampa, Miami, Jacksonville), as well as out-of-state markets with direct flights into PIE and TPA.

**Digital & Social Content Marketing:** Year-round storytelling across Facebook, Instagram, YouTube, and TikTok featuring 45 Days of Excellence™ highlights, behind-the-scenes footage, and short-form reels spotlighting local culture, cuisine, and wellness. Sponsored posts will drive traffic to hotel partners, Visit SPC's "Places to Stay" link, and event registration pages.

**Influencer Engagement:** Regional content creators and community ambassadors will share their travel itineraries ("Stay & Play in St. Pete") showcasing overnight experiences, downtown attractions, and nearby beaches.

**Email & CRM Outreach:** More than 20,000 subscribers will receive segmented e-newsletters featuring hotel deals, parade updates, and festival itineraries encouraging weekend stays.

**Earned Media & Community Partnerships:** Press releases distributed statewide, radio interviews, and co-branded event calendars will further boost visibility. Collectively, these tactics aim to convert day visitors into overnight guests and reinforce St. Petersburg as Florida's leading destination for cultural tourism and wellness travel.



## Section E: Public Relations Plan

### 1. Describe your P.R. plans to promote the event to local, regional, national, and international media.

For 2026, Tampa Bay Collard Green Festival Inc. will implement a comprehensive public relations strategy designed to elevate the visibility of the St. Pete MLK Parade™, the Tampa Bay Collard Green Festival™, and the 45 Days of Excellence™ across local, regional, and national audiences.

TBCGF Inc. will retain Write Knox Press PR, the same public relations firm that has successfully managed media outreach for the Tampa Bay Collard Green Festival over the past three years. The agency will expand its efforts to include the St. Pete MLK Parade™ and the full 45-day cultural window, coordinating all press, media relations, and brand storytelling under one cohesive campaign.

The PR plan includes targeted press releases, media pitches, and interview coordination with major Florida outlets (Bay News 9, Tampa Bay Times, Spectrum, WTSP, iHeart Radio), as well as regional and national coverage through PR Newswire and multicultural lifestyle publications.

Additionally, earned-media efforts will feature human-interest stories, influencer collaborations, and bilingual content highlighting cultural tourism and wellness. Media kits, digital assets, and post-event recaps will be distributed statewide and to national editors, ensuring broad visibility for St. Petersburg as a leading destination for culture, community, and inclusive tourism.

### EXHIBIT E: Upload your Event's Public Relations Plan.

Publi... .pdf

### 2. Will media be invited to cover your event?

Yes

### 3. Will the Event be broadcast on national television or other national broadcast services such as network cable, a streaming service affiliated with a network cable company, or other CTV/OLV/OTT viewing platforms (as defined in the guidelines)?

No

## Section F: Sponsorship Benefits

### 1. Baseline Benefits

#### Available Benefits to VisitSPC

Logo Placement on website w/ hyperlink

Logo Placement on marketing collateral where sponsors are recognized

Website Page dedicated to "Places to Stay" linking VisitSPC accommodations

Database Communications: (2) pre-event and (1) post-event dedicated messages

Event Access for VisitSPC Media Staff

Event Onsite Activation Space in high traffic location

Data Collection via Crowd Attendee Technology

#### Provide additional information regarding Baseline Benefits

Visit St. Pete/Clearwater will receive full baseline recognition and activation benefits across all 45 Days of Excellence™ platforms. This includes logo placement with hyperlink on both official event websites – [www.stpetemlkparade.com](http://www.stpetemlkparade.com) and [www.tbcgf.org](http://www.tbcgf.org) – and visibility on all printed programs, signage, and digital marketing collateral.

A "Places to Stay" section will link directly to VisitSPC accommodations to drive overnight visitation. Dedicated database communications (two pre-event and one post-event) will feature VisitSPC's branding and travel messaging to more than 20,000 subscribers.

On-site, VisitSPC will have premium activation space in high-traffic areas at both the Parade and Festival for destination displays, promotional material distribution, and visitor engagement. The organization will also receive media and photography access for content capture, and post-event data collection through QR codes, attendance metrics, and surveys to measure visitor origin and hotel impact.

These integrated baseline benefits ensure consistent brand exposure, measurable engagement, and a direct connection between event attendance and tourism outcomes for Pinellas County.

### 2. Sponsorship Proposal

#### EXHIBIT F: Upload your Sponsorship Proposal

SPO... .pdf

Will VisitSPC be the exclusive destination marketing organization at your event?

Yes

### 3. Tickets & Hospitality

**Provide details for any ticket or hospitality opportunity at your event, including retail value. Tickets to be utilized for VisitSPC business purposes. (n/a if non-ticketed event)**

The St. Pete MLK Parade™ and Tampa Bay Collard Green Festival™ are free and open to the public; however, hospitality opportunities are available for Visit St. Pete/Clearwater business purposes.

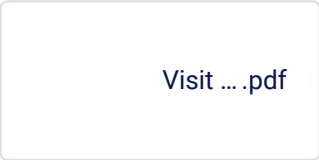
VisitSPC will receive dual VIP hospitality access for up to twenty (20) guests during both events. This includes reserved seating at the Parade Grandstand along the downtown route and access to the designated Hospitality Lounge at the Festival site (2240 9th Ave S).

These spaces offer excellent visibility for client engagement, media interviews, and promotional networking. The combined retail value of the hospitality experience is approximately \$5,000, inclusive of reserved seating, catered refreshments, credentials, and branded materials.

While the events remain non-ticketed, these curated hospitality opportunities provide meaningful brand exposure and relationship-building for Visit SPC’s tourism partners and invited guests

### 4. Event Onsite Activation

**EXHIBIT G: Upload your event map indicating where any VSPC marketing benefits and assets will be featured within the event footprint.**



## **Section G: Pinellas County Government Affiliations**

List below the names of any directors, officers, members, principals or employees of the applicant that are either Pinellas County employees, or that sit on any boards, commissions, or committees of Pinellas County government.

## Section H: Certification and Compliance Agreement

I hereby certify that the information contained in the Application submitted herewith is true and correct to the best of my knowledge, that the above-referenced Applicant is eligible for funding per the Elite Event Funding Guidelines, and I will abide by all legal, financial, and reporting requirements including providing verification of paid or documented attendees or room nights generated by the event. I further certify:

Initial each item below.

**1) I have read and understand the Visit St. Pete/Clearwater (VSPC) Executive Summary and Annual Media Plan.**



**2) I have read and understand the Elite Event Funding Guidelines and agree to all Conditions of Funding.**



**3) I acknowledge and understand I must complete and submit a fully completed Application per the Application Requirements & Instructions to be considered for funding. I acknowledge and understand that Applications that are not complete will be declared ineligible and will not be forwarded to the review panel for funding consideration.**



**4) I acknowledge and understand that receipt of any funding for this event is contingent upon a fully executed agreement, prepared by the County, that includes the County's required terms and conditions. I acknowledge that I have reviewed the Elite Event Funding Agreement and all terms and conditions are acceptable.**



**5) I acknowledge and understand that all TDC-recommended and BCC-approved funding amounts are considered "up to and not to exceed" amounts and subject to negotiation of contract terms with VSPC.**



**I certify I am an Authorized Corporate Officer or an Authorized Individual (if a municipality) on behalf of Applicant.**

**Authorized By**

Samantha Harris

**Title**

President

**Phone Number**

(727) 542-8448

**Email**

samantha@tbcgf.org

**Signature**

A handwritten signature in dark ink, appearing to be the initials 'SH' or a stylized 'S' followed by a 'H'.

**Date**

Monday, November 3, 2025

## Updated - 2026 St. Pete MLK Parade Marketing Plan

**Presented to Visit St. Pete Clearwater – Funding Request: \$65,000**

### 1. Overview

TBCGF Inc. has secured Tuskegee University and Alabama A&M University as marquee HBCU marching bands for the 2026 St. Pete MLK Parade, solidifying its position as Florida's premier MLK celebration. This campaign aims to elevate regional tourism, cultural engagement, and community pride during the 45 Days of Excellence, spanning December 2025 through February 2026.

The marketing campaign will amplify “The Power of a Dream” brand across radio, television, streaming, outdoor, and digital platforms reaching an estimated 3.8 million cumulative impressions across Florida and key feeder markets.

### 2. Marketing Objectives

- Drive visitor tourism from key drive-in markets: **Atlanta, Jacksonville, Orlando, and Miami.**
- Boost regional and national awareness through measurable digital, radio, and billboard campaigns.
- Promote the parade weekend and ancillary events
- Strengthen brand alignment with Visit St. Pete Clearwater as a champion of culture, diversity, and economic impact.

### 3. Core Messaging

#### Taglines by Placement

- **Local (Tampa Bay):** “The Power of a Dream.”  
→ *Volunteer. Participate. Celebrate at StPeteMLKParade.com.*
- **Regional Drive Markets (I-4 & I-95 Corridors):** “All Roads Lead to the Dream.”
- **Airports & Travel Media:** “All Flights Lead to the Dream.”

All creatives will use cohesive branding, high-resolution imagery, and QR-enabled call-to-actions.

#### 4. Multi-Market Media Strategy

##### A. Spectrum Reach (Cable & Streaming TV)

- **Target Audience:** Adults 25–54, festival attendees, families, and homeowners (61% married, 65% women, \$105K avg. HH income).
- **Zones:** Central & East Hillsborough, Mid & South Pinellas, Manatee, and North Pinellas.
- **Networks:** HGTV, Food Network, CNN, ESPN, Hallmark, and The Weather Channel.
- **Campaign Dates:** December 15, 2025 – January 19, 2026
- **Reach:** ~1.2M impressions
- **Metrics:** 82% of festival attendees use Spectrum Streaming TV – No geographic waste.

##### B. CMG / 101.5 The Vibe (Radio + Onsite Integration)

- **Weekly Schedule:** 22 x :30 commercials per week x 4 weeks = **88 total spots**
- **Promotional Liners:** 20 x :15 live + 20 x :30 pre-recorded promos
- **Digital:** Inclusion on 1015TheVibe.com with direct links to the parade website
- **On-Air Feature:** *Frontpage Tampa Bay Sunday Magazine Show* (6a–8a)
- **Onsite Activation:** DJ Eiken stage host during Parade Weekend
- **Estimated Impressions:** 1,000,000+ (radio + digital + social combined)



### C. Clear Channel Outdoor (Out-of-Market Billboards)

Four-week placements (Dec. 22, 2025 – Jan. 18, 2026):

Market	Location	Weekly 18+ Impressions	Est. 4-Week Impressions
Atlanta	I-285 @ Lawrenceville Hwy & I-85 @ Jimmy Carter Blvd	637,000	2.5M
Orlando	Kirkman Rd & International Dr	272,000	1.1M
Jacksonville	I-95 S/O Airport Rd & I-95 N/O University Blvd	359,000	1.4M
Miami	Airport Expressway near NW 37th Ave	299,000	1.2M

**Total Out-of-Market Impressions (4 weeks):  $\approx$  6.2 million gross impressions**

### D. Local Market Integration

- **PSTA Bus Wraps:** Downtown + Deuces corridor (Jan 2026)
- **Street Pole Banners:** 40+ banners along 16th Street and 1st Avenue S
- **Business Partner Posters:** 250+ 11x17” prints across local shops with QR codes
- **E-Bike/Scooter Wraps:** Lime & Veo fleets branded for MLK Week (high-density visibility)

### 5. Social Media & Digital Campaign

- **Posting Frequency:** 3–4 times per week (3 static + 1 reel)
- **Platforms:** Instagram, Facebook, TikTok, YouTube, Threads
- **Content Themes:**
  - Behind-the-scenes band prep (Tuskegee & AAMU)
  - Volunteer highlights & sponsor spotlights
  - “Power of a Dream” quotes + event countdown reels
- **Boosted Campaign Budget:** \$6,000 total (Paid Meta Ads + Geo-targeting)

- **Estimated Reach:** 850,000+ across owned and paid media

## 6. Creative Concepts

- **Skyway Lights Activation:** Coordinate FDOT to illuminate the bridge in MLK colors.
- **Temporary Mural Installation:** “The Power of a Dream” along MLK Street South.
- **Drone Footage & Live Stream:** Produced in partnership with Ten Twenty-Six Media.
- **Hashtags:** StPeteMLKParade #ThePowerOfADream #VisitSPC

## 7. Metrics & Deliverables

Platform	Est. Impressions	Duration	Deliverable
<b>Spectrum Reach (Streaming/Cable)</b>	1.2M	4 weeks	30-sec ad across top networks
<b>CMG/101.5 The Vibe</b>	1M+	4 weeks	88 spots + digital promo
<b>Clear Channel Outdoor (4 cities)</b>	6.2M	4 weeks	Digital billboards
<b>Social Media (Paid + Organic)</b>	850K	8 weeks	Geo-targeted engagement
<b>Local Advertising &amp; Print (Posters, Bus Wraps)</b>	400K	6 weeks	Neighborhood saturation
<b>TOTAL ESTIMATED IMPRESSIONS</b>	<b>~9.65 million</b>		

## 8. Funding Allocation (Proposed \$65,000)

Category	Allocation	Description
Spectrum Reach (TV/Streaming)	\$20,000	Multi-zone targeting across Tampa DMA
CMG / 101.5 The Vibe (Radio)	\$5,000	Radio, social, and onsite integration
Clear Channel Outdoor	\$30,000	Billboard campaigns across ATL, ORL, JAX, MIA
Social Media + PR	\$6,000	Paid social, influencer seeding, press
Local Street + Bus Wrap Campaign	\$4,000	PSTA, banners, and small business placements

## 9. Anticipated Outcomes

- **Attendance Growth:** +20% increase over 2025 (estimated 45,000 attendees)
- **Tourism Impact:** 25% of attendees from outside Pinellas County
- **Digital Engagement:** 300% increase in web traffic (via QR and UTM tracking)
- **Community Reach:** Over four hundred local businesses and volunteers engaged

## **SPONSORSHIP PROPOSAL**

### **VISIT ST. PETE/CLEARWATER**

### **ST. PETE MLK PARADE™ & TAMPA BAY COLLARD GREEN FESTIVAL™**

**Presented by Tampa Bay Collard Green Festival Inc.**

## **I. INTRODUCTION**

The **St. Pete MLK Parade™**, produced by **Tampa Bay Collard Green Festival Inc. (TBCGF Inc.)**, is the nation's longest-running Martin Luther King Jr. parade and the largest annual cultural celebration in St. Petersburg. Over the past four years, this historic event has generated more than **\$19 million in economic impact**, stimulating small businesses, hotels, restaurants, and local vendors across Pinellas County.

In 2026, the Parade joins forces with the **Tampa Bay Collard Green Festival™** under the **45 Days of Excellence™** cultural window (January 1–February 14, 2026), creating a 45-day period of unity, wellness, and heritage that amplifies civic pride and drives measurable economic and social impact.

By sponsoring the **Dual Impact Program**, Visit St. Pete/Clearwater strengthens its commitment to inclusive tourism and community vitality, celebrating the city's legacy of excellence, service, and cultural leadership.

## **II. ECONOMIC IMPACT OVERVIEW**

### **Combined 2026 Economic Reach**

- **Total In-Person Attendance:** 120,000+ participants (Parade + Festival)
- **Media Impressions:** 7 Million + across TV, radio, digital, and print
- **Regional Economic Impact:** \$6 Million +
- **Community Partners Engaged:** 300+ organizations and volunteers
- **Participating Units (Bands, Floats, Vendors):** 700+
- **Total Media Value:** \$1.2 Million +

The Parade and Festival together form the centerpiece of the City of St. Petersburg's winter tourism season, with measurable outcomes that boost hotel occupancy (85–95%), increase retail spending, and create high-visibility cultural tourism opportunities.

### **III. SPONSORSHIP BENEFITS & MARKETING OPPORTUNITIES**

#### **Elite Sponsorship Package: \$65,000 Investment**

##### **A. Marketing Benefits & Exposure**

- **Television & Broadcast Advertising:**  
Featured across major local networks (ABC, NBC, FOX, Spectrum News, Bay News 9) with over **800,000 broadcast impressions**, including dedicated sponsor segments and tourism-focused features.
- **Radio Advertising & Mentions:**  
Spotlighted on WMNF, and The Beat 101.5 with over **400,000+ drive-time impressions**, and community features on cultural programming.
- **Digital & Social Media Campaigns:**  
Co-branded creative distributed through Facebook, Instagram, TikTok, and YouTube, producing over **one million impressions** during the 45 Days of Excellence™. Includes influencer partnerships, paid ad campaigns, and co-branded posts highlighting Visit St. Pete/Clearwater's leadership in cultural tourism.
- **Print & Outdoor Advertising:**  
Full-page ads in the *Tampa Bay Times* and *Orlando Sentinel* (combined 700,000+ readership), and high-visibility City of St. Petersburg billboards across key corridors.
- **Community Integration:**  
Sponsor logo placement on official Parade and Festival signage, banners, media walls, and post-event reports.

### **IV. 45 DAYS OF EXCELLENCE™ — CULTURAL TOURISM & COMMUNITY IMPACT**

The **45 Days of Excellence™** (January 1 – February 14, 2026) unites two cornerstone events:

1. **The St. Pete MLK Parade™ (January 19, 2026)** — a nationally recognized civic tradition honoring Dr. Martin Luther King Jr. through unity, cultural pride, and celebration of service.
2. **The Tampa Bay Collard Green Festival™ (February 14, 2026)** — a vibrant, health-centered cultural festival promoting food justice, wellness, and small business empowerment.

Throughout this 45-day window, Visit St. Pete/Clearwater will receive ongoing exposure through co-branded marketing, television segments, influencer content, and event signage.

This partnership highlights the city as a national destination for cultural tourism, community service, and inclusive celebrations, celebrated in two high-impact, family-friendly events that embody the spirit of Dr. King’s legacy.

## **V. DUAL IMPACT SPONSORSHIP LEVELS**

<b><u>Level</u></b>	<b><u>Investment</u></b>	<b><u>Key Benefits</u></b>
<b>Presenting Partner</b>	<b>\$65,000</b>	Presenting rights for both events — “The St. Pete MLK Parade™ & Tampa Bay Collard Green Festival™ Presented by [Sponsor]” • Top-tier branding on billboards, TV/radio, and stages • Dual VIP hospitality for 20 guests • Parade entry + Premium Festival booth • Featured media interview and logo in all press releases
<b>Unity &amp; Wellness Partner</b>	<b>\$25,000</b>	Co-title recognition for both events • Logo placement across all marketing • 45 Days of Excellence™ cross-branding • Premium booth at both events • 12 VIP credentials • Feature in post-event impact report
<b>Community Impact Partner</b>	<b>\$15,000</b>	On-site activation at both events • Parade entry + Festival booth • Logo on digital/print materials • 8 VIP passes • Recognition in radio and social media campaigns
<b>Supporting Partner</b>	<b>\$8,500</b>	Dual on-site signage + inclusion on both event websites and newsletters • 4 VIP passes • Vendor or activation space at one event • Recognition in media recaps
<b>Adopt-a-Youth &amp; Band Partner</b>	<b>\$2,500</b>	Provides travel meals and stipends for HBCU bands and youth entrepreneurs • Logo on youth or band signage • Website recognition and social media spotlight across both events

## **VI. MEDIA VALUE & IN-KIND EXPOSURE**

**Total Paid & Earned Media Value: \$1.2 Million +**

- **Television & Radio Exposure: \$350,000 +**
- **Digital & Social Media Marketing: \$400,000 +**
- **Print & Outdoor Advertising: \$250,000 +**
- **Event Branding & Activation: \$200,000 +**
- **Visit St. Pete/Clearwater In-Kind Value: \$100,000 +**

Sponsors receive placement in all earned media recaps, TV/radio interviews, social media promotions, and event highlight reels throughout the 45 Days of Excellence™.

## **VII. CURRENT SPONSOR PARTNERS**

- **Publix Super Markets**
- **Simply Healthcare Plans**
- **Johns Hopkins All Children's Hospital**
- **Foundation for a Healthy St. Petersburg**
- **BayCare**
- **Orlando Health**
- Additional sponsorships in negotiation with regional and national corporate partners.

## **VIII. CONCLUSION**

The **St. Pete MLK Parade™** and **Tampa Bay Collard Green Festival™** together represent the heart of the **45 Days of Excellence™** where **heritage meets health, service meets celebration, and unity meets economic opportunity.**

With Visit St. Pete/Clearwater as an Elite Dual Impact Partner, these events will not only uplift communities but also strengthen the region's position as a national model for cultural tourism and inclusive economic growth.

TBCGF Inc. invites you to partner in building a legacy of health, equity, and excellence that honors Dr. King's dream while advancing the future of St. Petersburg.