

COMMUNITY & BRAND ENGAGEMENT

November 2025

Prepared By: Craig Campbell, Director



ST.PETE
CLEARWATER, FL

Fiesta at the Park

Date: November 1st – 2nd

Location: Lake Eola (Orlando, FL)

Staff Lead: Daniela Slater

Partner Integration:

***Activation Engagements:** 6,100

Brand Activation:

- Branded Activations Van
- Plinko
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More



Salsa at the District

Date: November 1st – 2nd

Location: Downtown Clearwater

Staff Lead: Craig Campbell

Brand Activation:

- Branded Boat

Messaging:

- America's Favorite Beaches & So Much More



Savor St. Pete

Date: November 1st – 2nd

Location: Vinoy Park St. Pete

Staff Lead: Brandee Bolden

***Activation Engagements:** 13,000

Brand Activation:

- Branded Welcome Truss
- Branded Tent
- Spin Wheel
- Promotional Items
- Brand Ambassadors

Messaging:

- America's Favorite Beaches & So Much More



32nd Annual Fall King of the Beach

Date: November 6th – 8th

Location: Roc Park (Madeira Beach)

Staff Lead: Jake Hermann

Brand Activation:

- Welcome Truss
- Signage
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More



The Annika Driven by Gainbridge at Pelican

Date: November 12th – 16th

Location: Pelican Golf Club (Bellair)

Staff Lead: Jake Hermann

Partner Integration: FloridaRAMA, St Pete-Clearwater Intl Airport

***Activation Engagements:** 10,140

Brand Activation:

- Branded Umbrella Stand
- FloridaRAMA golf game
- Promotional Items
- Brand Ambassadors

Messaging:

- From Visitors with Love



Showdown in St. Pete Division 1 Basketball Tournament

Date: November 13th – 18th

Location: Eckerd College (St. Pete)

Staff Lead: Jake Hermann

Department Support: Sports

Brand Activation:

- Branded Signage

Messaging:

- SportsSPC.com



Holiday Lights in the Gardens

Date: November 14th – January 2nd

Location: FL Botanical Gardens (Largo)

Staff Lead: Daniela Slater

Brand Activation:

- Branded Activations Chair

Messaging:

- America's Favorite Beaches & So Much More



St. Pete Run Fest

Date: November 14th – 16th

Location: Albert Whitted Park (St. Pete)

Staff Lead: Brandee Bolden

Brand Activation:

- Branded Welcome Truss
- Branded Boat
- Coloring Wall
- Signage

Messaging:

- America's Favorite Beaches & So Much More



Sanding Ovations

Date: November 20th – 23rd

Location: Treasure Island Beach

Staff Lead: Brandee Bolden

Partner Integration: Dali Museum, Club Wyndham
Clearwater Beach, Valspar Championship, St Pete-Clearwater
Intl Airport

***Activation Engagements:** 72,922

Brand Activation:

- Concert Stage
- Promotional Items
- Brand Ambassadors

Messaging:

- America's Favorite Beaches & So Much More



St. Pete Country Fest

Date: November 21st – 23rd

Location: Vinoy Park (St. Pete)

Staff Lead: Jake Hermann

***Activation Engagements:** 5,102

Brand Activation:

- Welcome Truss
- Branded Activations Van
- Plinko
- Promotional Items
- Brand Ambassadors

Messaging:

- America's Favorite Beaches & So Much More



Dunedin Celtic Music Festival

Date: November 22nd – 23rd

Location: Highlander Park (Dunedin)

Staff Lead: Daniela Slater

Brand Activation:

- Branded Boat

Messaging:

- America's Favorite Beaches & So Much More



Shopapalooza

Date: November 29th – 30th

Location: Vinoy Park (St. Pete)

Staff Lead: Jake Hermann

Brand Activation:

- Branded Welcome Truss
- Signage

Messaging:

- America's Favorite Beaches & So Much More

