

COMMUNITY & BRAND ENGAGEMENT

October 2025

Prepared By: Craig Campbell, Director



ST.PETE
CLEARWATER, FL

Piertoberfest

St. Pete Pier Fall Festival & Pumpkin Patch

Paws on Parade

Date: October 4th – 26th

Location: St. Pete Pier

Staff Lead: Jake Hermann

Brand Activation:

- Branded Giant Adirondack Chair

Messaging:

- America's Favorite Beaches & So Much More



Brand Ambassador Training

Date: October 8th

Location: Visit SPC Office

Staff Lead: Daniela Slater / Brandee Bolden

Messaging:

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



Great American Beer Festival

Date: October 9th – 11th

Location: The Colorado Convention Center (Denver, CO)

Staff Lead: Jake Hermann

Partner Integration: Green Bench Brewing Company, Clearwater Brewing Company, Crooked Thumb Brewery

***Activation Engagements:** 40,490

Brand Activation:

- Branded Tiki Hut
- Branded Backdrop
- Gulp Coast Assets
- Spin Wheel
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More



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

Clearwater Jazz Holiday

Date: October 16th – 19th

Location: Coachman Park (Clearwater)

Staff Lead: Daniela Slater

***Activation Engagements:** 30,148

Brand Activation:

- Branded Tent
- Concert Stage
- Promotional Items
- Brand Ambassadors

Messaging:

- America's Favorite Beaches & So Much More



USF Government Recruitment Fair

Date: October 22nd

Location: University of Tampa (Tampa, FL)

Staff Lead: Brandee Bolden / Adrianna Vargas (Intern)

Tabling Event:

- Brand Ambassador Recruitment
- Intern Recruitment

Messaging:

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



John's Pass Seafood Festival

Date: October 24th – 26th

Location: John's Pass Village & Boardwalk

Staff Lead: Jake Hermann

Partner Integration: Club Wyndham Clearwater Beach, Clearwater Beach Marriott Resort on Sand Key, St Pete-Clearwater Intl Airport

***Activation Engagements:** 9,316

Brand Activation:

- Concert Stage
- Plinko
- Promotional Items
- Brand Ambassadors

Messaging:

- America's Favorite Beaches & So Much More



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

TEAMS Conference

Date: October 26th – 29th

Location: Greater Columbus Convention Center
(Columbus, Ohio)

Staff Lead: Jake Hermann

Brand Activation:

- Hop up Backdrop
- Branded Signage

Messaging:

- SportsSPC.com



Halloween on Central

Date: October 26th

Location: Downtown St. Pete

Staff Lead: Brandee Bolden

***Activation Engagements:** 6,280

Brand Activation:

- Ampersand Wrapped Van
- Co-Branded Halloween Bags
- Coloring Wall
- Promotional Items
- Brand Ambassadors

Messaging:

- America's Favorite Beaches & So Much More

