

COMMUNITY & BRAND ENGAGEMENT

September 2025

Prepared By: Craig Campbell, Director



ST.PETE
CLEARWATER, FL

Monster Energy St. Pete Powerboat P1 Grand Prix

Date: September 5th – 7th

Location: St. Pete Pier & Vinoy Park

Staff Lead: Jake Hermann

Brand Activation:

- Branded Powerboat
- Branded Concert Stage

Messaging:

- America's Favorite Beaches & So Much More



Atlanta Food and Wine Festival

Date: September 11th – 14th

Location: The Home Depot Backyard at the Mercedes-Benz Stadium (Atlanta, GA)

Staff Lead: Brandee Bolden / Jessica Morrow (Marketing)

Partner Integration: Beachside Hospitality (Crabby Bills), Savor St. Pete

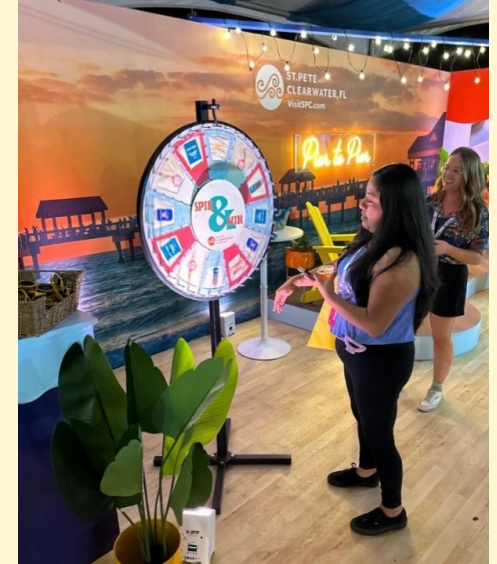
***Activation Engagements:** 16,190

Brand Activation:

- Branded A21 Structure
- Spin Wheel
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More



University of Tampa Internship Fair

Date: September 17th

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



Tampa Bay Buccaneers vs. New York Jets Game

Date: September 21st

Location: Raymond James Stadium (Tampa, FL)

Staff Lead: Brandee Bolden

***Activation Engagements:** 3,654

Brand Activation:

- Ampersand Wrapped Van
- Plinko
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More



Clearwater Offshore Nationals

Date: September 26th – 28th

Location: Pier 60 & Downtown Clearwater

Staff Lead: Brandee Bolden

Brand Activation:

- Branded Signage

Messaging:

- VisitSPC.com



Tampa Bay Buccaneers vs. Philadelphia Eagles Game

Date: September 28th

Location: Raymond James Stadium (Tampa, FL)

Staff Lead: Jake Hermann

***Activation Engagements:** 8,658

Brand Activation:

- Ampersand Wrapped Van
- Co-Branded Bucket Hats
- Plinko
- Promotional Items

Messaging:

- America's Favorite Beaches & So Much More

