

# **SPORTS & EVENTS DEPARTMENT**

**August 2018**

**Prepared by: Sarah Kirchberg, Senior Business Development Manager  
Craig Campbell, Senior Event Productions Manager**

## **Staff Travel**

### **Boardmasters 2018**

Newquay, UK, Tim Ramsberger, Craig Campbell

### **Connect Sports**

Salt Lake City, UT, Sarah Kirchberg and Caleb Peterson

### **MLS Activation – New York Red Bulls**

Harrison, NJ, Tim Ramsberger, Sarah Kirchberg, Justin Leiser, Brandee Bolden

## **Sports and Event Activation Highlights**

### **National Deaf Softball Tournament**

Eddie C. Moore Complex, Clearwater, FL

- August 2-4, 2018
- 714 Participants
- 1,719 Room nights
- Adult slow-pitch softball tournament
- Activation: Signage.

### **IBC Summer Nationals**

Joe DiMaggio Fields, Frank Tack Fields, Clearwater, FL

- August 2-5, 2018
- 983 Participants
- 5,685 Room nights
- Youth baseball tournament
- Activation: Signage.

### **PWBA St. Pete Clearwater Open**

Seminole Lanes, Seminole, FL

- August 2-4, 2018
- 200 Participants
- 848 Room nights
- Professional women's bowling tournament
- Activation: Powerboat display. Signage. Onsite booth. Promotional materials for athletes.

### **NSA Rawlings Summer Championship**

Eddie C. Moore Complex, Clearwater, FL

- August 4-5, 2018
- 675 Participants
- 838 Room nights
- Youth fastpitch softball tournament
- Activation: Signage.

### **Boardmasters 2018**

Fistral Beach, Newquay, U.K.

- August 8-12, 2018
- Activation: In collaboration with the U.K. office, planned and executed major brand activation. Fan engagement included VR goggles with destination footage, cornhole game for prizes, promotional materials, Register-to-Win, recreation of iconic Pier 60, live artists and Brand Ambassadors promoting the destination.

### **National Senior Games Board of Directors Meeting**

Spectrum Field, Clearwater, FL

- August 15-19, 2018
- 35 Participants
- 75 Room nights
- NSGA Board of Directors meeting
- Activation: Signage.

### **New York Red Bulls - Activation**

Harrison, NJ

- August 26, 2018
- Out-of-market activation per NYRB marketing agreement
- Activation: Pre-game activation included onsite booth, game for prizes, promotional materials, Register-to-Win and Brand Ambassadors promoting the destination. Post-game fireworks show presented by Visit St. Pete Clearwater.

### **International Swim Coaches Association Hall of Fame Coaches Clinic**

Hilton Resort & Spa, Clearwater Beach, FL

- August 28-31, 2018
- International swim coach's clinic and banquet