

# **SPORTS & EVENTS DEPARTMENT**

**October 2018**

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

## **Staff Travel**

### **TEAMS Conference**

Louisville, KY, Sarah Kirchberg, Caleb Peterson

### **AAU National Convention**

Cleveland, OH, Caleb Peterson

### **Orlando City Soccer Club Meetings**

Orlando, FL, Tim Ramsberger, Craig Campbell

### **NASC 4S Summit**

Cleveland, OH, Sarah Kirchberg, Caleb Peterson

## **Sports and Event Activation Highlights**

### **GRSD Top Gun USA International World Championships**

Joe DiMaggio Complex and Tack Fields, Clearwater, FL

- October 5-8, 2018
- 1,238 Participants
- 2,476 Room nights
- International Baseball World Championships
- Activation: Signage.

### **Hops for Hospice**

Spectrum Field, Clearwater, FL

- October 6, 2018
- Supported Community Relations & Gulp Coast campaign.
- Activation: Booth space promoting the destination and Gulp Coast campaign and passport program.

### **Clearwater Classic National Showcase**

Eddie C. Moore Complex, Clearwater, FL

- October 6-7, 2018
- 510 Participants
- 510 Room nights
- Youth National fastpitch softball showcase
- Activation: Signage.

### **Live Nation Concert - Activation**

MidFlorida Credit Union Amphitheatre, Tampa, FL

- October 12, 2018
- Supported Marketing Department's "My Sunset Getaway" promotion.
- Activation: Concert activation including onsite booth, promotional materials, Register-to-Win and Brand Ambassadors promoting the destination.

### **St. Leo Reverse Exposure Tournament**

Eddie C. Moore Complex, Clearwater, FL and R.O.C. Park, Madeira Beach, FL

- October 13-14, 2018
- 1,020 Participants
- 2,015 Room nights
- Youth fastpitch softball tournament
- Activation: Signage.

### **Team One Under Armour Showcase**

Walter Fuller Complex, St. Petersburg, FL

- October 13-14, 2018
- 445 Participants
- 1,300 Room nights
- Youth baseball showcase
- Activation: Signage.

### **Clearwater Jazz Holiday - Activation**

Coachman Park, Clearwater, FL

- October 18-21, 2018
- Activation: Onsite VSPC footprint featured branded tent, photo backdrop, promotional materials, games for prizes, Register-to-Win and Brand Ambassadors promoting the destination. "Gulp Coast Beer Garden" sponsorship including signage, Register-to-Win and other branding (tent, volunteer t-shirts, promotional materials) promoting the Gulp Coast campaign and passport program.

### **NSA King of the Hill**

Eddie C. Moore Complex, Clearwater, FL

- October 20-21, 2018
- 745 Participants
- 1,185 Room nights
- Youth fastpitch softball tournament
- Activation: Signage.

### **John's Pass Seafood Festival- Activation**

John's Pass, Madeira Beach, FL

- October 25-28, 2018

- Activation: Onsite VSPC footprint featured Activations Van, branded tent, photo backdrop, promotional materials, games for prizes, Register-to-Win and Brand Ambassadors promoting the destination.

### **Oktoberfest Craft Beer/BooFest**

Tampa Bay Downs, Tampa, FL

- October 27, 2018
- Activation: Booth space promoting the destination and Gulp Coast campaign and passport program.

### **Kona Worlds Windsurfing Championship**

Clearwater Community Sailing Center, Clearwater Beach, FL

- October 26-30, 2018
- 100 Participants
- 250 Room nights
- Windsurfing world championship
- Activation: Signage. Welcome reception featured VSPC signage, branding and promotional materials for participants.

### **NSA Bomberween**

Eddie C. Moore Complex, Clearwater, FL

- October 27-28, 2018
- 840 Participants
- 1,385 Room nights
- Youth fastpitch softball tournament
- Activation: Signage.