

SPORTS & EVENTS DEPARTMENT

September 2018

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

Staff Travel

SITE Classic 2018

Hilton Head, SC, Brandee Bolden

S.P.O.R.T.S - The Relationship Conference

Winston-Salem, NC, Caleb Peterson

Great American Beer Festival

Denver, CO, Tim Ramsberger, Sarah Kirchberg, Craig Campbell, Justin Leiser

U.S. Olympic Committee/National Governing Body Sales Mission

Colorado Springs, CO, Sarah Kirchberg

U.S. Aquatic Sports Convention

Jacksonville, FL, Caleb Peterson

Philadelphia Client Event

Philadelphia, PA, Sarah Kirchberg

Sports and Event Activation Highlights

NSA Labor Day Classic

Eddie C. Moore Complex, Clearwater, FL

- September 1-2, 2018
- 745 Participants
- 929 Room nights
- Youth fastpitch softball tournament
- Activation: Signage.

SITE Classic 2018

Hilton Head, SC

- September 6, 2018
- Supported Meetings & Conventions efforts to host future SITE events in destination.
- Activation: Sponsored pool party and beer garden. Signage. Games. Promotional items for guests.

Live Nation Concert - Activation

MidFlorida Credit Union Amphitheatre, Tampa, FL

- September 15, 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.

Tampa Bay Rowdies - Activation

Al Lang Stadium, St. Petersburg, FL

- September 15, 2018
- Activation: Pre-game activation included onsite booth, game for prizes, promotional materials, Register-to-Win and Brand Ambassadors promoting the destination.

NSA Michele Smith College Showcase & Softball for Hearts Tournament

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

- September 15-16, 2018
- 1,085 Participants
- 1,693 Room nights
- Youth fastpitch softball tournament
- Activation: Signage.

Great American Beer Festival

The Colorado Convention Center, Denver, CO

- September 20-22, 2018
- Description: Premier U.S. beer festival and competition.
- Activation: Onsite exhibit space promoting the destination and local craft brewery scene, encouraging attendees to travel to the "Gulp Coast". In partnership with five local Pinellas County breweries.

Tampa Bay Boat Show - Activation

Florida State Fair Grounds, Tampa, FL

- September 21-23, 2018
- Activation: Powerboat display.

Live Nation Concert - Activation

MidFlorida Credit Union Amphitheatre, Tampa, FL

- September 22, 2018
- Supported Marketing Department's "My Sunset Getaway" promotion.
- Activation: Pre-Concert activation including onsite booth, activation van, game for prizes, promotional materials, Register-to-Win and Brand Ambassadors promoting the destination.

GRSD Baseball Fall Classic

Joe DiMaggio & Frank Track, Clearwater, FL

- September 28-30, 2018
- 927 Participants
- 2,321 Room nights
- Youth baseball tournament
- Activation: Signage.

Sunshine State Games International Beach Games

Sheraton Sand Key Resort, Clearwater Beach, FL

- September 28-30, 2018
- Multi-sport, Olympic style beach sports festival
- Activation: Welcome Truss system and signage. Promotional items and collateral for athletes.

10th Annual Hooters Clearwater Super Boat National Championship - Activation

Coachman Park, Clearwater, FL

- September 28-30, 2018
- Professional Super Boat sanctioned racing event with a downtown Friday night parade, fireworks and racing along Pier 60.
- Activation: Powerboat in the parade, Activations Van onsite at all events, games for prizes, promotional materials, signage, register-to-win, and brand ambassadors promoting the destination.

Live Nation Concert - Activation

MidFlorida Credit Union Amphitheatre, Tampa, FL

- September 28, 2018
- Supported Marketing Department's "My Sunset Getaway" promotion.
- Activation: Pre-Concert activation included onsite booth, game for prizes, promotional materials, Register-to-Win and Brand Ambassadors promoting the destination