



ST.PETE
CLEARWATER

COMMUNITY AND BRAND ENGAGEMENT

December 2022

Prepared By: Craig Campbell, Director

Holiday Lights in the Gardens

Date: November 25 - January 8th

Location: Florida Botanical Gardens
Largo

Staff Lead: Brandee Bolden

Brand Activation:

- Giant Adirondack Chair



Holiday Lights in the Gardens- Plant Sale



- **Date:** December 9-10
- **Location:** Florida Botanical Gardens
- **Staff Lead:** Brandee Bolden
- ***Activation Engagements:** 1,570
- **Brand Activation:**
 - Activation Space
 - Giant Adirondack Chair
 - Promotional Items
 - Brand Ambassadors

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

Tampa International Airport FAM Trip

Date: December 15

Location: St. Pete Pier

Staff Lead: Brandee Bolden

Brand Activation:

Group of 27 Brand Ambassadors exploring St. Pete's Pier and downtown St. Pete



ReliaQuest Beach Bash

Date: December 30

Location: Hilton Clearwater Beach

Staff Lead: Brandee Bolden

***Activation Engagements:** 16,044

Brand Activation:

- Activation Space
- Promotional Items
- Signage
- Truss
- Brand Ambassadors



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



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THANK YOU

