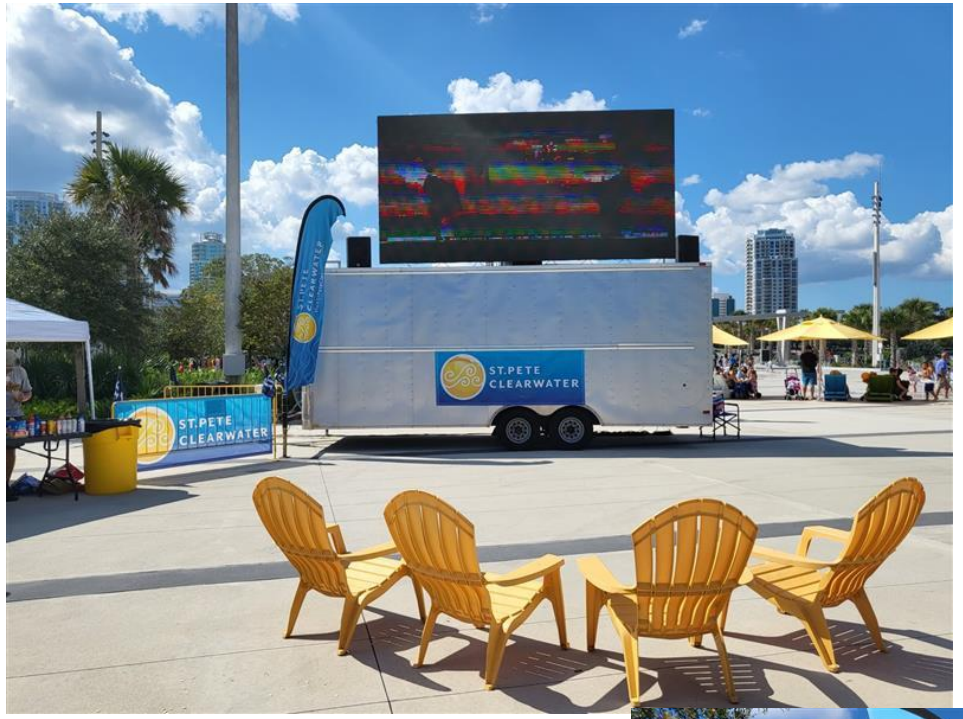
COMMUNITY & BRAND ENGAGEMENT OCTOBER 2021

ST.PETE CLEARWATER

Prepared by: Craig Campbell, Director

HALLMARK CHANNEL MOVIE PREMIERE

- Date: October 7th
- Location: Clearwater Marine Aquarium
- Staff Lead: Brandee Bolden
- Brand Activation: Skyline backdrop
- Department Support: Film



ALDS (AMERICAN LEAGUE DIVISION SERIES) RAYS WATCH PARTY

- Date: October 10th-11th
- Location: St. Pete Pier
- Staff Lead: Brandee Bolden
- Brand Activation: Flags, signage

CLEARWATER JAZZ HOLIDAY

- Date: October 14th – 17th
- Location: BayCare Ballpark
- Staff Lead: Brandee Bolden
- Brand Activation: On-site footprint with promotional materials, register-to-win, boat

THE BIG CLEAN-UP

- Date: October 16th
- Location: Clearwater Beach
- Staff Lead: Justin Leiser
- Brand Activation: Onsite footprint

"UT AFTER HOURS" BRAND AMBASSADOR RECRUITING

- Date: October 26th
- Location: University of Tampa
- Staff Lead: Brandee Bolden
- Brand Activation: On-site info table with collateral

THANK YOU!