



# COMMUNITY AND BRAND ENGAGEMENT

## December 2023

Prepared By: Craig Campbell, Director

# Holiday Lights in the Gardens

**Date:** November 24<sup>th</sup> - January 1<sup>st</sup>

**Location:** FL Botanical Gardens

**Staff Lead:** Brandee Bolden

**Brand Activation:**

- Giant Adirondack Chair
- Let's Shine Letters
- Signage





# NYC Santa in the Sun

**Date:** December 1<sup>st</sup> – 3<sup>rd</sup>

**Location:** Manhattan, NY (Central Park)

**Staff Lead:** Jake Hermann, Sierra Arana

**Partner Participation:** Clearwater Marine Aquarium

**\*Activation Engagements:** 20,964

## Brand Activation:

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





# The Next Big Thing

**Date:** December 3<sup>rd</sup>

**Location:** The Sound

**Staff Lead:** Brandee Bolden / Craig Campbell

**\*Activation Engagements:** 2,276

## Brand Activation:

- Activation Space
- Promotional Items
- Signage



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

# 12 Days of Christmas Parade

**Date:** December 12<sup>th</sup>

**Location:** Island Way Grille, Clearwater Beach

**Staff Lead:** Brandee Bolden

**Brand Activation:**

- Branded Boat
- Promotional Items





# Rise Up Concert Series – Ludacris

**Date:** December 15<sup>th</sup>

**Location:** St. Pete Pier

**Staff Lead:** Jake Hermann

**\*Activation Engagements:** 414

**Brand Activation:**

- Activation Space
- Promotional Items
- Signage



# Enchant Christmas

**Date:** December 17<sup>th</sup>

**Location:** Tropicana Field

**Staff Lead:** Sierra Arana

**\*Activation Engagements:** 5,134

## Brand Activation:

- Let's Shine Letters
- Activation Space
- Promotional Items
- Brand Ambassadors
- Signage



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



# ReliaQuest Bowl Beach Day

**Date:** December 30<sup>th</sup>

**Location:** Hilton Clearwater Beach

**Staff Lead:** Jake Hermann

**\*Activation Engagements:** 11,320

## Brand Activation:

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







ST.PETE  
CLEARWATER

# THANK YOU

