SUNSHINE STREET TEAM

WHO WE ARE?

We are volunteer St. Petersburg residents and students. The ideal volunteer is someone who loves St. Pete, wants to know what is going on and wants to share their experiences with visitors to our city.

WHAT WE DO?

We help introduce and direct visitors to the city's many entertainment, cultural, and retail assets - creating enhanced visitor experiences, longer stays, positive word of mouth, and increased revenues.

VOLUNTEERS

Feeder organizations like USF and Eckerd college help identify volunteers

MARKETING

Business will have an opportunity to sponsor the program

ANALYSIS

Ongoing metrics will measure the impact

SUNSHINE STREET TEAM PROGRAM DETAILS

The Sunshine Street Team is a program created and administered by the St. Petersburg Downtown Business Association. We represent the arts, retail, restaurants, banking, utilities, city government and other various types of businesses, with a common interest of strengthening the downtown area.

Our research shows that tourists want to know *direct from the locals* the things to do, places to stay, restaurants and retail establishments in St. Pete. Visitors want to learn about hidden gems, just as much as they want access to well-known tourist attractions. **The Sunshine Street Team will serve as the local face of St. Pete, giving visitors personalized tips on navigating our city - taking them along our well-traveled tourist corridors *and* into areas they might not otherwise frequent.**

Here's how it will work: The Sunshine Street Team will deploy team members during peak days from October - May in key locations in downtown St. Pete. These locations include North Straub Park, South Straub Park and Beach Drive. During their shifts, Team Members will be roaming guides by answering questions and helping visitors find things to do, places to stay, restaurants and retail establishments. Our Team Members will be easily identified with T-Shirts and hats that boast the program's sponsors, as well as a locally-commissioned program logo.

Metrics: The Sunshine Street Team will also use interactions with visitors to build metrics about visitor interests, impressions of the City and other key data points so that our businesses can spot trends and follow a path of continuous improvement to the customer experience.

COMMUNITY SUPPORT

With early support from the City of St. Pete and The Chamber of Commerce, the Sunshine Street Team already has an infrastructure for success. We are excited to open sponsorship opportunities to our local businesses and organizations. Please see our sponsorship levels on the following page for more details.

SPONSORSHIP OPPORTUNITIES

St. Pete Ambassador - $5,000

- Large logo on Wayfinding Ambassador uniforms
- First opportunity to host/educate Wayfinding Ambassadors about your business
- Premier logo placement on social media, DBA website and promotional materials

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Community Partner - $2,500

- Medium logo on Wayfinding Ambassador uniforms
- Opportunity to host/educate Wayfinding Ambassadors about your business
- Medium logo placement on social media, DBA website and promotional materials

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Supporting Associate - $1,000

- Small logo on Wayfinding Ambassador uniforms
- Opportunity to educate Wayfinding Ambassadors about your business
- Small logo placement on social media, DBA website and promotional materials

SPONSORSHIP COMMITMENT FORM

SUNSHINE STREET TEAM / FALL 2016 - SUMMER 2017

Contact Name:_____ Phone:_____

Company:_____ Email: _____

☐ St. Pete Ambassador - $5,000

☐ Community Partner - $2,500 ☐ Supporting Associate - $1,000

PAYMENT BY CHECK

- Please mail your check to: Downtown Business Association
- 200 Second Ave. S #102, St. Petersburg, FL 33701

PAYMENT BY CREDIT CARD

I hereby authorize The Downtown Business Association of St. Petersburg, Florida to charge my credit card in the amount indicated above.

Credit Card Type: CIRCLE ONE

MASTERCARD VISA AMERICAN EXPRESS

Credit Card Account#_____ CVV#_____

Expiration date: _____/_____ Name on Credit Card _____

Company Name_____

Billing Street address:_____

Billing City:_____ State: _____Zip Code:_____

Printed Name:_____Signature_____

Today's Date: _____/_____/_____

PLEASE MAIL YOUR COMPLETED FORM TO:

Downtown Business Association

200 Second Ave. S #102, St. Petersburg, FL 33701

For more information or questions, please contact: Desiree Noisette - dnoisette@ceruleanblu.com