



**2025**

**TAMPA**

**RIVERFEST**

PRESENTED BY

**Publix** MAY 2-3

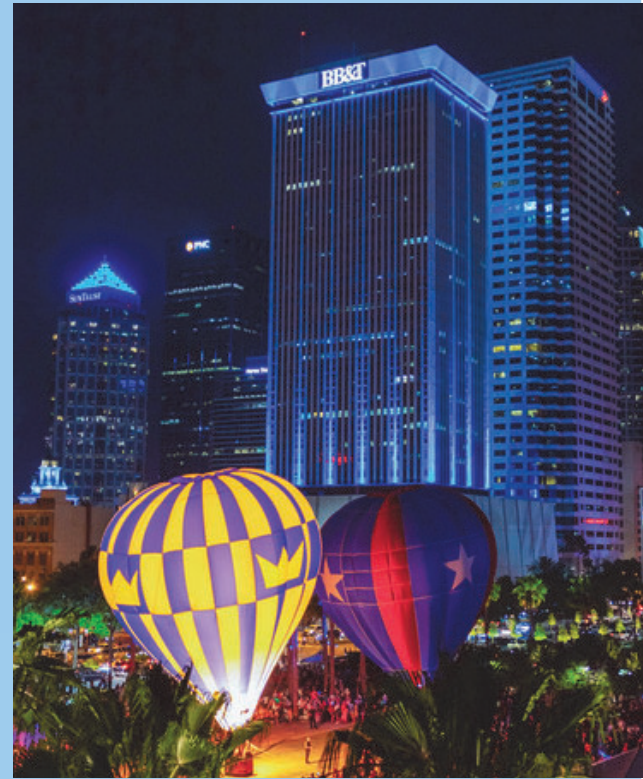
**SPONSORSHIP OPPORTUNITIES**



# ABOUT RIVERFEST

THETAMPARIVERWALK.COM

Riverfest is a public, two-day, free event that is held the first weekend in May. The festival spans the entire length of the Riverwalk and includes several parks and features family-friendly activities and events showcasing Tampa's cultural institutions, local music and restaurants.



**Live Entertainment**



**Taste of The Riverwalk**



**Wiener Dog Derby**



**Taco Fest**



**Lantern Parade**



**Hot Air Balloon Glow**

**and More!**

**For additional information,  
please contact:  
MaryBeth Williams  
Executive Director  
Friends of the Riverwalk, Inc.**



**201 N Franklin Street, Suite 2900  
Tampa, FL 33602  
Office: (813) 221-1539  
mwilliams@thetampariverwalk.com**



# RIVERFEST SCHEDULE

**Friday, May 2nd**  
5 PM - 10 PM

**Live Music: 5:00pm-10:00 pm**



**Taste of The Riverwalk: 5:30pm-9:00pm**

Sample food and beverages from restaurants and bars located along the Tampa Riverwalk

**VIP Tent: 5:00pm-10:00pm**



**Hot Air Balloon Glow 8:30pm**  
\*Subject to weather conditions

**Saturday, May 3rd**  
11 AM - 10:30 PM

**Yoga at Armature Works 9:00am**

**Paddle Invasion: 8:30am & 8:45am**

**Live Music: 11:00 am-10:30 pm**



**Wiener Dog Derby: 11:00am-5:00pm**

**Taco Fest 11:00am-8:00pm**

Sample tacos from local restaurants located on or near the Tampa Riverwalk

**Water Ski Show 4:00pm**



**VIP Tent: 5:00pm-10:30pm**

**Lantern Parade: 8:30pm**

**Hot Air Balloon Glow 8:30pm**  
\*Subject to weather conditions

# TAMPA RIVERWALK REACH



**7.2 k**  
Followers on Instagram



**72 k**  
Followers on Facebook



**100 k**  
E-mail Impressions



**2.1 k**  
Followers on LinkedIn

SPONSOR OPPORTUNITIES	PRESENTING \$27,500	DIAMOND \$16,500 CHWP MAIN STAGE / BEVERAGE	PLATINUM \$11,100 SPONSOR PARTY HOST	GOLD \$8,250 VIP TENT / WWP STAGE	SILVER \$5,500 LANTERN PARADE / WATER SKI/ BALLOON GLOW	BRONZE \$3,300 MARKETING PROMO TENT	PEARL \$1,650 SUPPORTING
Exclusivity as the presenting sponsor	✓						
Sponsor brand on event logo and billboard	✓						
Presenting sponsor announcement on all stages	✓						
Specific 10'x20' location for activation	✓	✓	✓	✓			
Specific 10'x10' location for activation	✓			✓	✓	✓	
Sponsor brand on event signage	✓	✓	✓	✓	✓	✓	
Print, TV and radio recognition	✓	✓	✓	✓	✓	✓	✓
Sponsor announcement on stage	8	4	2	2	1		
Social media recognition	6	5	4	3	2		
Daily VIP tickets	24	16	10	8	6	4	2
Sponsor party tickets	24	16	10	8	6	4	2

Have a sponsorship idea unique to your organization? Let us know!

We want to work with you to find the best return for your support of this signature event.

Sponsorship dollars accepted by Friends of the Tampa Riverwalk.

Please contact MaryBethWilliams at [mwilliams@thetampariverwalk.com](mailto:mwilliams@thetampariverwalk.com).