

JULY 4TH WITH

FRIENDS OF THE

RIVERWALK

WALK

ABOUT THE BOAT PARADE

The parade begins in the Convention Center Basin, travels to the Heights and ends at Sparkman Wharf. The parade will kick off with a Water Ski Show and have a Blessing of the Fleet station located at Sparkman Wharf. Throughout the parade boats will participate in a Poker Run by checking in to qualify for more prizes!

WHY SPONSOR?

Help us expand the City of Tampa's Fourth of July celebration with a boat parade before the fireworks. This can only be accomplished through the generous support of our community partners. Don't miss this opportunity to associate your brand with one of Tampa's newest and soon to be signature events!

EXPECTED ATTENDANCE

10,000

BOAT PARADE
6PM

FIREWORKS
9:15PM

SOCIAL REACH

TAMPA RIVERWALK FOLLOWERS

FACEBOOK

54K

INSTAGRAM

36.4K

TWITTER

16.5k

WATER SKI SHOW
6PM

POKER RUN
6PM

WHARF OPENS
4PM

BLESSING OF THE FLEET
7:15PM

SPONSORSHIP

JULY 4TH, 2022

#TAMPAFOURTH

SPONSORSHIP OPPORTUNITIES

BOAT PARADE SPONSOR, \$5,000

- Exclusivity as the Presenting Sponsor of the July 4th Boat Parade
- Recognition as Presenting Sponsor with prominent logo placement on event flyers, advertisements, website and press releases
- Presenting Sponsor acknowledgement on the lead boat banner
- Presenting Sponsor acknowledgement on the Blessing of the Fleet station banners
- Sponsor logo and website link prominently displayed on the event webpage
- Sponsorship acknowledgement from parade announcer during Boat Parade broadcast (if applicable)
- Photo opportunity with Presenting Sponsor and Grand Marshall
- (6) Tickets to the sponsor party, date, time and location TBD
- (2) Complimentary boat entry for the Boat Parade
- Sponsor inclusion in social media posts

SOLD

WATER SKI SHOW SPONSOR, \$5,000

- Exclusivity as the Presenting Sponsor of the July 4th Water Ski Show
- Recognition as the Water Ski Show Sponsor with logo placement on event flyers, advertisements, website and press releases
- Sponsor logo on flags used in Water Ski Show
- Sponsor logo and website link prominently displayed on the event webpage
- Sponsorship acknowledgement from parade announcer during Boat Parade broadcast (if applicable)
- Photo opportunity with Presenting Sponsor and Grand Marshall
- (6) Tickets to the sponsor party, date, time and location TBD
- (2) Complimentary boat entry for the Boat Parade
- Sponsor inclusion in social media posts

SOLD

PHOTO BOOTH SPONSOR, \$2,500

- Recognition as Photo Booth Sponsor on event flyers, advertisements, website and press releases
- Sponsor logo and branding on photo booth station at event
- Sponsor logo and website link on Friends of the Riverwalk Boat Parade website event page
- Sponsorship acknowledgement from parade announcer during Boat Parade broadcast (if applicable)
- (4) Tickets to the sponsor party, date, time and location TBD
- (1) Complimentary boat entry for the Boat Parade
- Sponsor inclusion in social media posts

SOLD

VENDOR BOOTH SPONSOR, \$2,000 (LIMIT 2)

- 10'x10' space on wharf for activation
- Recognition as Supporting Sponsor on event flyers, posters, advertisements, website and press releases
- Sponsor logo and website link on Friends of the Riverwalk Boat Parade website event page
- Supporting Sponsor acknowledgement on the lead boat banner
- Supporting Sponsor acknowledgement on the Blessing of the Fleet station banners
- Sponsorship acknowledgement from parade announcer during Boat Parade broadcast (if applicable)
- (2) Tickets to the sponsor party, date, time and location TBD
- (1) Complimentary boat entry for the Boat Parade
- Sponsor inclusion in social media posts

SUPPORTING SPONSOR, \$1,000 (UNLIMITED)

- Recognition as Supporting Sponsor on event flyers, posters, advertisements, website and press releases
- Sponsor logo and website link on Friends of the Riverwalk Boat Parade website event page
- Supporting Sponsor acknowledgement on the lead boat banner
- Supporting Sponsor acknowledgement on the Blessing of the Fleet station banners
- Sponsorship acknowledgement from parade announcer during Boat Parade broadcast (if applicable)
- (2) Tickets to the sponsor party, date, time and location TBD
- (1) Complimentary boat entry for the Boat Parade
- Sponsor inclusion in social media posts