



Dear Restaurateur:

TAMPA RIVERFEST 2025 presented by Publix Super Markets is planned for May 2 & 3, 2025. The 9th annual Tampa Riverfest event is produced by the Friends of the Riverwalk nonprofit organization and is its largest fundraiser of the year. The event raises important funds to support further Riverwalk expansion and development that increases community access to the waterfront, improves mobility and connectivity, and increases people-oriented uses and experiences along the Riverwalk while creating an inviting outdoor destination showcasing downtown parks, museums, attractions, and businesses through outdoor public events and programming while building a stronger sense of community for everyone.

We plan to host our 6th **TASTE OF THE RIVERWALK** event **on Friday, May 2, 2025**, in Curtis Hixon Waterfront Park. Taste of the Riverwalk features restaurants that are on or near the Tampa Riverwalk and provides food samples to festival attendees with the purchase of a 3- or 5-tab wristband. Tampa Riverfest will also include live bands, vendor activations, a balloon glow, a wiener dog derby, a lantern parade and other activities.

We certainly understand the challenging times businesses are currently facing and are inquiring to see if your business would be interested in participating in **TASTE OF THE RIVERWALK** at Riverfest 2025. The time for the sampling will be from 5:30 PM– 9:00 PM. Page 2 of this letter outlines the requirements for each restaurant. There are a limited number of stations available. This inquiry has been sent to over 60 local businesses, but we only have space for 10 restaurants. Please respond by March 15, 2025, to secure your spot.

We hope to include a signature menu item from your restaurant and make this year's Tampa Riverfest the absolute best while highlighting the amazing food options we have in downtown Tampa and along the Riverwalk! Please review the information and interest form enclosed and let us know if you are interested in being a part of **TASTE OF THE RIVERWALK** at Tampa Riverfest 2025.

This free, annual event presented by Friends of the Riverwalk, in conjunction with various sponsors, the City of Tampa and Hillsborough County, will attract people to the Riverwalk and highlight Tampa's cultural institutions, local music and restaurants. Feel free to contact me directly with any questions you may have.

MaryBeth Williams

Executive Director

Friends of the Riverwalk, Inc.

mwilliams@thetampariverwalk.com

727-234-3858 (cell)



***Restaurant Benefits & Requirements for the Taste of the Riverwalk Event
at Tampa Riverfest 2025
Curtis Hixon Waterfront Park
Friday, May 2, 2025, 5:30 PM – 9:00 PM***

As a Taste of the Riverwalk Partner:

Restaurants Provide:

- Prepare a signature dish with 1,600 portions
- Provide paper goods (plates, napkins, forks) for 1,600 portions
- Staffing necessary to distribute food to guests
- Encouraged to decorate your table area with pleasing visuals (some restaurants really take this to another level, so you may want to plan accordingly)

Restaurants Receive:

- Name placement on sponsor signage for Taste of the Riverwalk event
- Four (4) complimentary VIP tickets to the event on Friday. VIP includes unlimited beer and light food.
- Location in the main tent
- (1) 6' front table for service
- Backstock area
- Plastic Table Covers
- 2' x 8' custom banner to include event logo and restaurant name
- Website recognition
- Social media recognition



Friday, May 2, 2025
5:30 P.M. – 9:00 P.M.
RESTAURANT INTEREST FORM

We are interested in participating in the “Taste of the Riverwalk” event held in Curtis Hixon Waterfront Park on May 2, 2025. We understand 1,600 portions must be provided. Participating in this event does not guarantee exclusivity. **Menu items approved on a first come first served basis. We want to avoid having duplicate menu items.** Restaurants are required to arrive on-site at the selected time to have an effective and efficient load-in.

Restaurant Name:	Contact Person:
Address:	City, State, Zip:
Phone:	Fax:
E-mail:	Company Website:

Description of the restaurant.

The food to be served.

How the food will be prepared (cooking method).

Note: We will not have access to electrical outlets in this area of the park.

Authorized Signature: _____ Date: _____

Please return form no later than March 15, 2025.

Contact Casey Young at 813-738-1490; cyoung@thetampariverwalk.com

Thank you for your participation – it is deeply appreciated!