















FRIENDS OF  
THE TAMPA  
**RIVER  
WALK**  
July 4th Boat Parade

# SPONSORSHIP OPPORTUNITIES



## JULY 4TH BOAT PARADE

THURSDAY, JULY 4, 2024 - SPARKMAN WHARF

BENEFITS	BOAT PARADE SPONSOR	WATER SKI SHOW SPONSOR	CAPTAIN'S PARTY SPONSOR	PENNANT FLAG SPONSOR	PHOTO STATION SPONSOR	SUPPORTING SPONSOR
	\$10,000	\$5,000	\$5,000	\$2,500	\$2,500	\$1,000
Exclusivity as Presenting Sponsor						
10'x20' space on the wharf for activation						
Sponsor logo on flags used in Water Ski Show						
10'x10' space on the wharf for activation						
Sponsor Logo and branding incorporated into boater pennant flags						
Sponsor Logo and branding incorporated into Photo Station(s)						
Sponsor acknowledgement on event signage, website and social media posts						
Tickets to the Captain's Party	6	4	4	2	2	2
Complimentary VIP Tickets	4	4	4	2	2	2
Complimentary Boat Parade Entry	2	2	1	1	1	1

## 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 to conclude the parade at Sparkman Wharf. Fireworks to follow the parade at 9 PM.

## 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 signature events!

**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 MaryBeth Williams at [mwilliams@thetampariverwalk.com](mailto:mwilliams@thetampariverwalk.com).*



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**EXPECTED ATTENDANCE**

**7,500**

★ **SOCIAL REACH** ★

**TAMPA RIVERWALK FOLLOWERS**

**FACEBOOK**

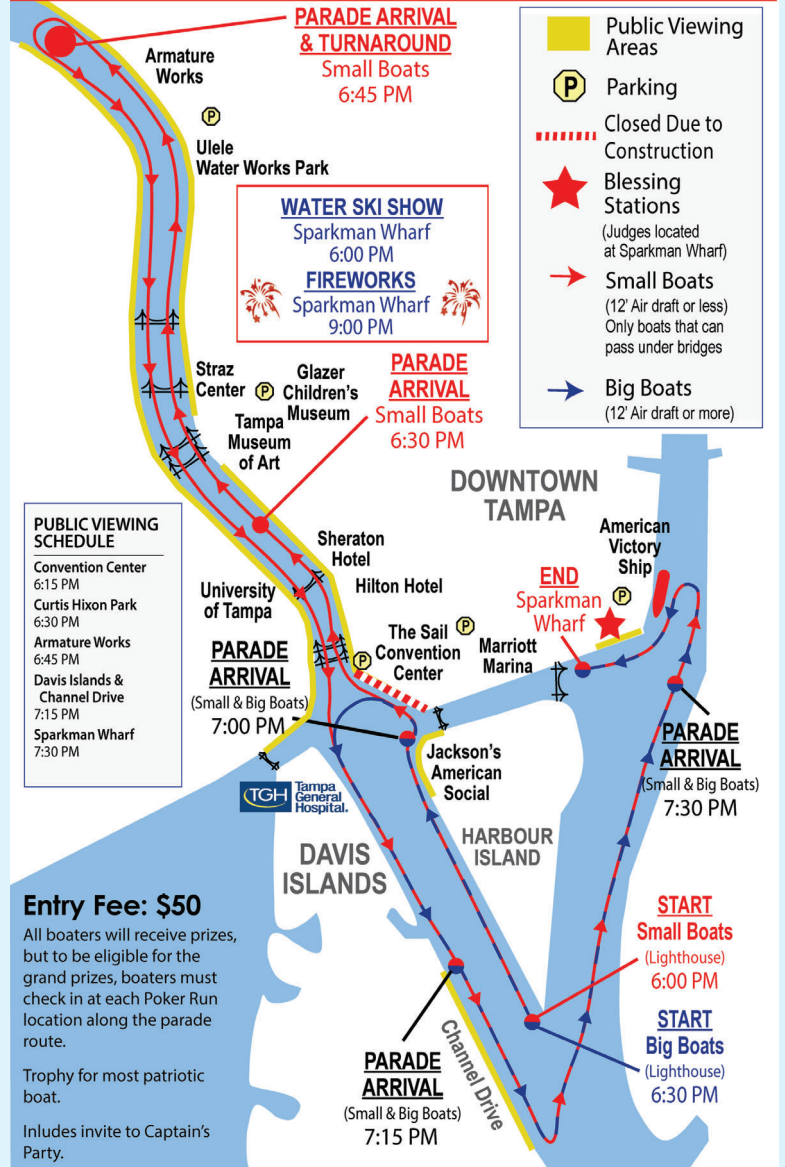
**70K**

**INSTAGRAM**

**48K**

**TWITTER**

**18K**



Vessels must register online at [THEAMPARIVERWALK.COM](http://THEAMPARIVERWALK.COM)



**EVENT SCHEDULE**

4 PM - LOWER WHARF OPENS

6 PM - WATER SKI SHOW

7:30 PM - BOATS ARRIVE & BLESSING

9 PM - FIREWORKS

