



JULY 4TH BOAT PARADE SPONSORSHIP OPPORTUNITIES













**A SALUTE TO THE RED, WHITE AND BLUE
HONORING OUR MILITARY AND FIRST RESPONDERS**

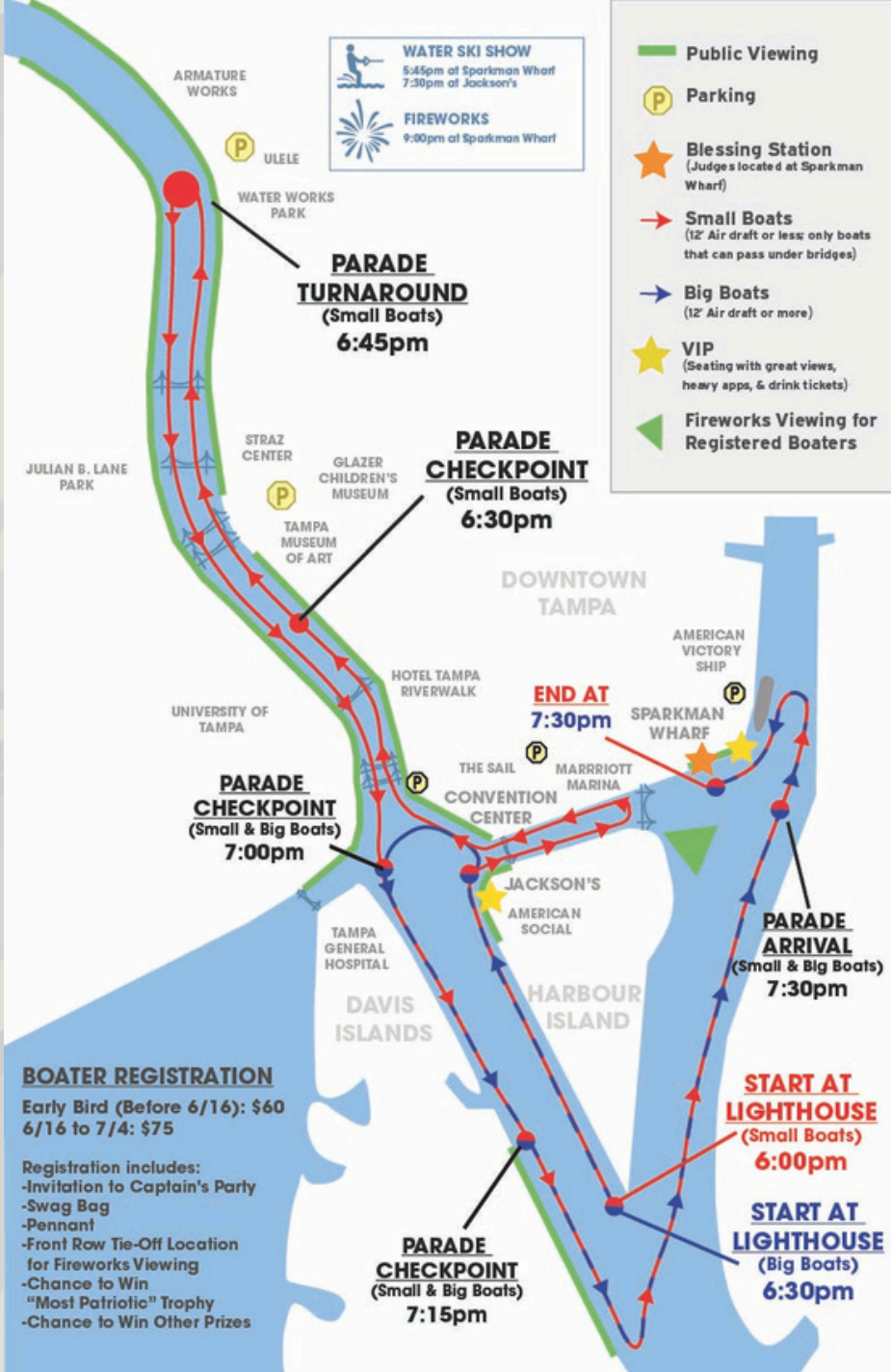
Patriotic boat parade spanning the Hillsborough River with a Captain's Party, Water Ski Show, Blessing of the Fleet, and fireworks. Boaters compete for the most patriotic boat, and viewers enjoy the entertainment and decor of the parade all along the Riverwalk and side of the river.



WHY SPONSOR?

Help us expand the City of Tampa's Fourth of July celebration with a boat parade, water ski show and 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!

BENEFITS	Boat Parade Sponsor \$8,250	Water Ski Show Sponsor \$5,500	Captain's Party Sponsor \$5,500	VIP Sponsor \$5,500	Photo Station Sponsor \$2,750	Supporting Sponsor \$1,500
Exclusivity as presenting sponsor						
10' x 20' space on the wharf for activation						
Sponsor logo on Water Ski Show flags						
10' x 10' space on the wharf for activation						
Sponsor logo and branding incorporated into Photo Station(s)						
Sponsor acknowledgement on event signage, website and social media posts						
Captain's Party Tickets	6	4	4	4	2	2
Complimentary VIP Tickets (Choice of location)	6	4	4	4	2	2
Complimentary Boat Parade Entry	2	2	2	2	1	1



EVENT SCHEDULE

5:45 PM

SPARKMAN WHARF WATER SKI SHOW

6:00 PM

BOAT PARADE BEGINS

7:30 PM

BLESSING OF THE FLEET

7:30 PM

JACKSON'S WATER SKI SHOW

9:00 PM

FIREWORKS

EXPECTED ATTENDANCE

7,500

SOCIAL REACH

FACEBOOK

77K

INSTAGRAM

12.7K

EMAIL IMPRESSIONS

100K

JULY 4TH BOAT PARADE DEMOGRAPHICS (2024)

Approx. averages of full Riverwalk, Sparkman Wharf, and Water Works Park

TOTAL VISITORS
(total of all locations):

34.1K

Average
Dwell Time:

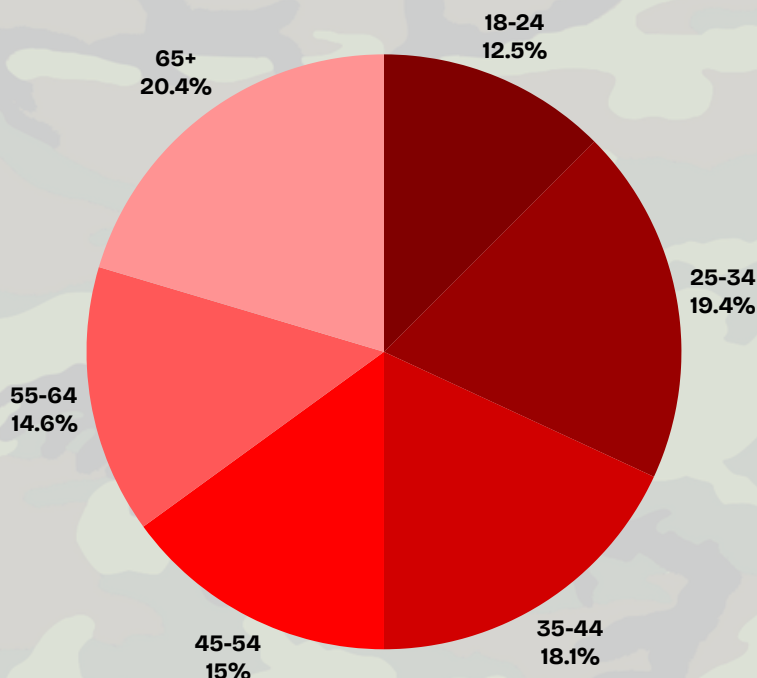
92 mins

Median Household
Income

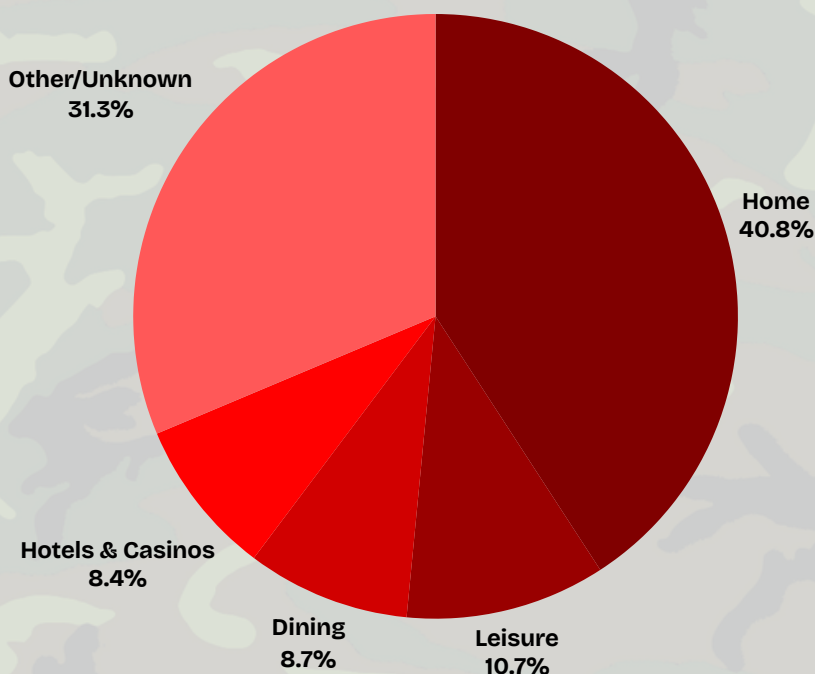
\$66.5K

Bachelor's Degree
or higher:

31.4%



VISITOR AGE DISTRIBUTION



POST-EVENT VISITOR JOURNEY

CONTACT INFORMATION



General Contact
info@thetampariverwalk.com



MaryBeth Williams, Executive Director
mwilliams@thetampariverwalk.com



Instagram
[@tampa_riverwalk](https://www.instagram.com/tampa_riverwalk)



Facebook
[Tampa Riverwalk](https://www.facebook.com/TampaRiverwalk)



LinkedIn
[Friends of the Riverwalk](https://www.linkedin.com/company/friends-of-the-tampa-riverwalk)

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.