



2023



**SPONSORSHIP
OPPORTUNITIES**



ABOUT RIVERFEST

THETAMPARIVERFEST.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



Food Vendor



Lantern Parade



**Hot Air Balloon Glow
and More!**

**For additional information,
please contact:**

MaryBeth Williams

Executive Director

Friends of the Riverwalk, Inc.



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RIVERFEST SCHEDULE

Friday May 5th

5:00pm-10:00pm

Live Entertainment: 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 6th

10:00am-10:30pm

Live Entertainment: 10:00 am-10:30 pm

Yoga 9:00am

Wiener Dog Derby: 10:00am-5:00pm



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

Hillsborough County School Performances 11:00am-5:00pm

Food Vendors 11am-10:00pm



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

Lantern Parade: 8:30pm

Hot Air Balloon Glow 8:30pm

**Subject to weather conditions*

@TAMPARIVERWALK REACH



39.4 k

Followers on Instagram



57 k

Followers on Facebook



57 k

E-mail Impressions



1.4 k

Followers on LinkedIn

Sponsor Opportunities	Presenting \$25,000	Diamond CHWP Main stage \$15,000	Platinum Sponsor party host \$10,000	Gold VIP Tent \$7,500	Silver Lantern Parade Hot Air Balloon Glow WWP Stage \$5,000	Bronze Marketing tents \$3,000	Pearl \$1,500
Exclusivity as the presenting sponsor of Riverfest	✓						
Sponsors name & brand incorporated into the Riverfest logo	✓						
Sponsor name and brand included on the I-275 billboard	✓						
Specific 10x20 location identified for vendor activation	✓	✓	✓				
Specific 10x10 location identified for vendor activation				✓	✓	✓	
Brand exposure and signage offered	✓	✓	✓	✓	✓	✓	
Website recognition	✓	✓	✓	✓	✓	✓	✓
Sponsor announcements on stage	8	4	2	2	1		
Exclusive social media posts	6	5	4	3	2		
Daily tickets to VIP tent	30	20	15	10	6	4	2
Tickets to sponsor party	26	16	10	8	6	4	2