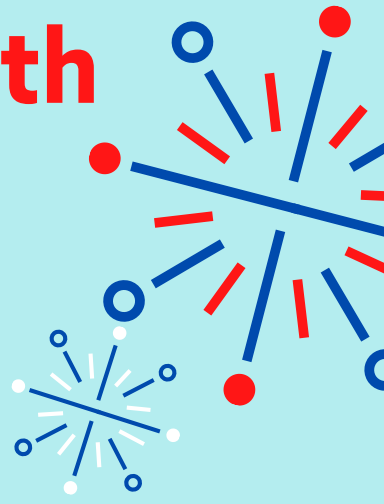


Celebrate July 4th with



FRIENDS OF
THE TAMPA
RIVER
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 signature events!

**EXPECTED
ATTENDANCE**
7,500

SOCIAL REACH

TAMPA RIVERWALK FOLLOWERS

FACEBOOK

59K

INSTAGRAM

41K

TWITTER

18k

SPONSORSHIP

JULY 4TH, 2023

#starspangledsparkman

**BOAT
PARADE
6PM**

**FIREWORKS
9PM**

**WATER
SKI SHOW
6PM**

**POKER
RUN
6PM**

**BLESSING
OF THE
FLEET
7:15PM**

**WHARF
OPENS
4PM**

**VIP AREA
6PM**

SPONSORSHIP OPPORTUNITIES

BOAT PARADE SPONSOR, \$7,500

- Exclusivity as the Presenting Sponsor of the July 4th Boat Parade
- 10'x20' space on the wharf for activation
- Prominent sponsor logo placement on event flyers, advertisements, and press releases
- Presenting Sponsor acknowledgment on the lead boat banner and the Blessing of the Fleet station banners
- Sponsor logo and website link prominently displayed on the event webpage
- Sponsorship acknowledgment from parade announcer during Boat Parade broadcast (if applicable)
- Photo opportunity with Presenting Sponsor and Grand Marshal Titus O'Neil
- (6) Tickets to the sponsor party, date, time and location TBD
- (4) Tickets to ride in the lead boat, Latitude Lindsey, during the Boat Parade
- (4) Complimentary VIP tickets
- (2) Complimentary boat entry for the Boat Parade
- Sponsor inclusion in social media posts

WATER SKI SHOW SPONSOR, \$5,000

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

CAPTAIN'S PARTY SPONSOR, \$5,000

- Exclusivity as the Captain's Party Sponsor of the July 4th Boat Parade
- Logo placement on event flyers, advertisements, and press releases
- Sponsor logo and website link displayed on the event webpage
- Sponsor inclusion in social media posts
- 10' x 10' activation space on the wharf during the boat parade
- Sponsorship acknowledgment from parade announcer during Boat Parade broadcast (if applicable)
- (4) Tickets to the sponsor party, date, time and location TBD
- (4) Complimentary VIP tickets
- (2) Complimentary boat entry for the Boat Parade

PHOTO BOOTH SPONSOR, \$2,500 (LIMIT 2)

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

SUPPORTING SPONSOR, \$1,000 (UNLIMITED)

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



@tampariverwalk



**BOAT
PARADE
6PM**



**WATER
SKI SHOW
6PM**



**WHARF
OPENS
4PM**

