



**2024**

**TAMPA**

**RIVERFEST**

ANOTHER FRIENDS OF THE RIVERWALK EVENT

**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 Vendors**



**Lantern Parade**



**Hot Air Balloon Glow  
and More!**

**For additional information,  
please contact:  
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Executive Director  
Friends of the Riverwalk, Inc.**



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# RIVERFEST SCHEDULE

## Friday May 3rd

5:00pm-10:00pm

**Live Entertainment: 5:30pm-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 4th

11:00am-10:00pm

**Live Entertainment: 2:00 pm-10:00 pm**

**Yoga 9:00am**

**Wiener Dog Derby: 11:00am-5:00pm**



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

**Water Works Park Riverfest Market  
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



**47k**

Followers on Instagram



**58k**

Followers on Facebook



**172k**

E-mail Impressions



**2k**

Followers on LinkedIn

## Sponsor Opportunities

	<b>Presenting</b> \$27,500	<b>Diamond</b> CHWP Main stage \$16,500	<b>Platinum</b> Sponsor party host \$11,100	<b>Gold</b> VIP Tent WWP Stage \$8,250	<b>Silver</b> Lantern Parade Balloon Glow \$5,500	<b>Bronze</b> Marketing tents \$3,300	<b>Pearl</b> Supporting \$1,650
Exclusivity as the presenting sponsor of Riverfest	✓						
Sponsors name & brand incorporated into the logo and advertisement on I-275 billboard	✓						
Presenting sponsor announcement on all stages at event	✓						
Specific 10x20 location identified for activation	✓	✓	✓	✓			
Specific 10x10 location identified for activation	✓			✓	✓	✓	
Brand exposure and signage offered	✓	✓	✓	✓	✓	✓	
Media recognition through newspaper, TV, radio, social media	✓	✓	✓	✓	✓	✓	✓
Sponsor announcements on stage	<b>8</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>1</b>		
Media Recognition	<b>6</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>2</b>		
Daily tickets to VIP tent	<b>30</b>	<b>20</b>	<b>15</b>	<b>10</b>	<b>6</b>	<b>4</b>	<b>2</b>
Tickets to sponsor party	<b>26</b>	<b>16</b>	<b>10</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>

Tickets to sponsor party