



RIVERWALK TRICK OR TREAT

SPONSORSHIP OPPORTUNITIES





























Children in costume and their families are invited to come and trick or treat along the Riverwalk at this **FREE** community event! Other activities include a Costume Contest, a movie in the park, a flash mob, pumpkin patch, and more! The trick or treat path will span from Cotanchobee Park to the Tampa Convention Center.

NEW! Trick or Treat is moving to Cotanchobee Park!



WHY SPONSOR?

Help us expand the Riverwalk Trick or Treat celebration with a costume contest, pumpkin patch, street dance battle, flash mob, and movie in the park. 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	Title Sponsor \$8,250	Costume Contest Sponsor \$5,500	Movie in the Park Sponsor \$5,500	Treat Bag Sponsor \$3,300	Photo Station Sponsor \$2,750	Treat Station \$650
Sponsor name and logo incorporated into the Riverwalk Trick or Treat logo						
Premier 10'x20' trick or treat station/promotion space						
Logo recognition on front side of the Trick or Treat bags						
Shared logo recognition on one side of the Trick or Treat bags						
Sponsor name on event signage throughout the event						
Sponsor acknowledgement on website and social media posts						
Media recognition through all means used by event						
10'x10' trick or treat/promotion space with (1) 6' table and (2) chairs						

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.

In addition to sponsorship opportunities, we are also accepting monetary donations to help cover the costs of volunteer-led candy stations.

Sponsorship dollars accepted by Friends of the Tampa Riverwalk. Nonprofit pricing available.

Please contact MaryBeth Williams at mwilliams@thetampariverwalk.com.

2024 DEMOGRAPHICS

TOTAL VISITORS
(total of all locations):

19.3K

Average
Dwell Time:

64.5 mins

TREAT STATIONS

50+

HOTSPOTS

2

PHOTO STATIONS

3

TREAT BAGS

5000

FOOD TRUCKS

8

DJ'S

3

SOCIAL REACH



FACEBOOK
FOLLOWERS

84.7K



INSTAGRAM
FOLLOWERS

14.1K



EMAIL
IMPRESSIONS

100K

CONTACT INFORMATION



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Instagram
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Facebook
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