



# 2025 HOLIDAY SPONSORSHIP OPPORTUNITIES





# HOLIDAY SPECTACULAR

# SPONSORSHIP

# OPPORTUNITIES

Guests enjoy the festive holiday lights while strolling along the Riverwalk. Displays can be found along Riverwalk light poles, in the Hillsborough River, and in Water Works Park. The light display is presented from November to January.



# WHY SPONSOR?

Help us expand the Holiday Spectacular light display on the Hillsborough River. 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!

<b>BENEFITS</b>	<b>Presenting Sponsor \$20,000</b>	<b>Diamond Sponsor \$11,000</b>	<b>Gold Sponsor \$5,500</b>	<b>Silver Sponsor \$2,750</b>	<b>Bronze Sponsor \$1,500</b>
Name and brand incorporated into the Holiday Spectacular logo as presenting sponsor					
Specific location identified for branding along the Riverwalk during the event					
Opportunity to provide branded prizes to boat parade participants					
Opportunity to provide branded prizes to other sponsors					
Branded Photo Station Display					
Recognition on signage, press release, newspaper, TV, radio, social media, and website (when applicable)					
Illuminated 3'x6' sponsor sign on a lighted display					
Opportunity to provide promotional items in boater swag bags (150)					
Branded gift tag on an illuminated oak tree in Water Works Park					
# of Boat Parade Captain's Party Invitations	10	8	4	2	-
# of Boat Parade VIP Viewing Area Invitations	10	8	4	2	-
# of Complimentary Boat Registrations	6	5	3	1	1

**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. Nonprofit pricing available. Please contact MaryBeth Williams at [mwilliams@thetampariverwalk.com](mailto:mwilliams@thetampariverwalk.com).

# HOLIDAY SPECTACULAR

## RIVERWALK BRANDING LOCATIONS

### DIAMOND SPONSOR

- 📍 Holiday Harbour Tree
- 📍 Large Pirate Ship Display
- 📍 Penguin and Igloo Display

### GOLD SPONSOR

- 📍 Pirate Sword Fight
- 📍 Small Pirate Ship
- 📍 Pirate with Spyglass & Treasure Chest
- 📍 Toy Train
- 📍 Gingerbread House, Boy and Girl
- 📍 Tree Forest
- 📍 Teddy on a Horse

### SILVER SPONSOR

- 📍 Water Works Park Gazebo Display
- 📍 Laurel Street Park Display
- 📍 Water Works Park Boardwalk Display
- 📍 Cotanchobee Pier Display



# HOLIDAY TREE LIGHTING

# SPONSORSHIP OPPORTUNITIES

Kick off the holiday season with the annual Tampa Riverwalk Tree Lighting. Tampa Mayor Jane Castor will sail along the Hillsborough River basin in a Pirate Water Taxi to the Convention Center docks to symbolically “flip the switch” on a floating 35-foot-tall Christmas tree and officially kick off the Holiday Spectacular. Other activities include a holiday market, cookies and hot cocoa, pictures with Santa, a DJ and arts and crafts for the kids.



# WHY SPONSOR?

Help us expand the Riverwalk Tree Lighting with a lighting ceremony, pictures with Santa, arts and crafts, and more. 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	Evergreen Sponsor \$1,000	Garland Sponsor \$500	Mistletoe Sponsor \$250
Name on sponsor banner			
Included in press release			
Recognized in ceremony			
Logo on sponsor banner			
Name and logo on printed materials			
Name and logo on website			
Name and logo on social media			

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# HOLIDAY BOAT PARADE

# SPONSORSHIP OPPORTUNITIES

Tampa's largest lighted boat parade occurs at the end of December along the Hillsborough River in Downtown Tampa. The parade spans from the southern tip of Davis Islands and boats turn around at the Heights and head to Sparkman Wharf where judging will occur and the parade will end. 1st, 2nd, and 3rd place winners will be named, and all registered boats will receive prizes! All boaters who register for the parade will be invited to a special Captain's Meeting with entertainment, food and beverages the week before the boat parade.



# WHY SPONSOR?

Help us expand the Holiday Boat Parade with a Captain's Party, VIP Viewing Area, and more. 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!

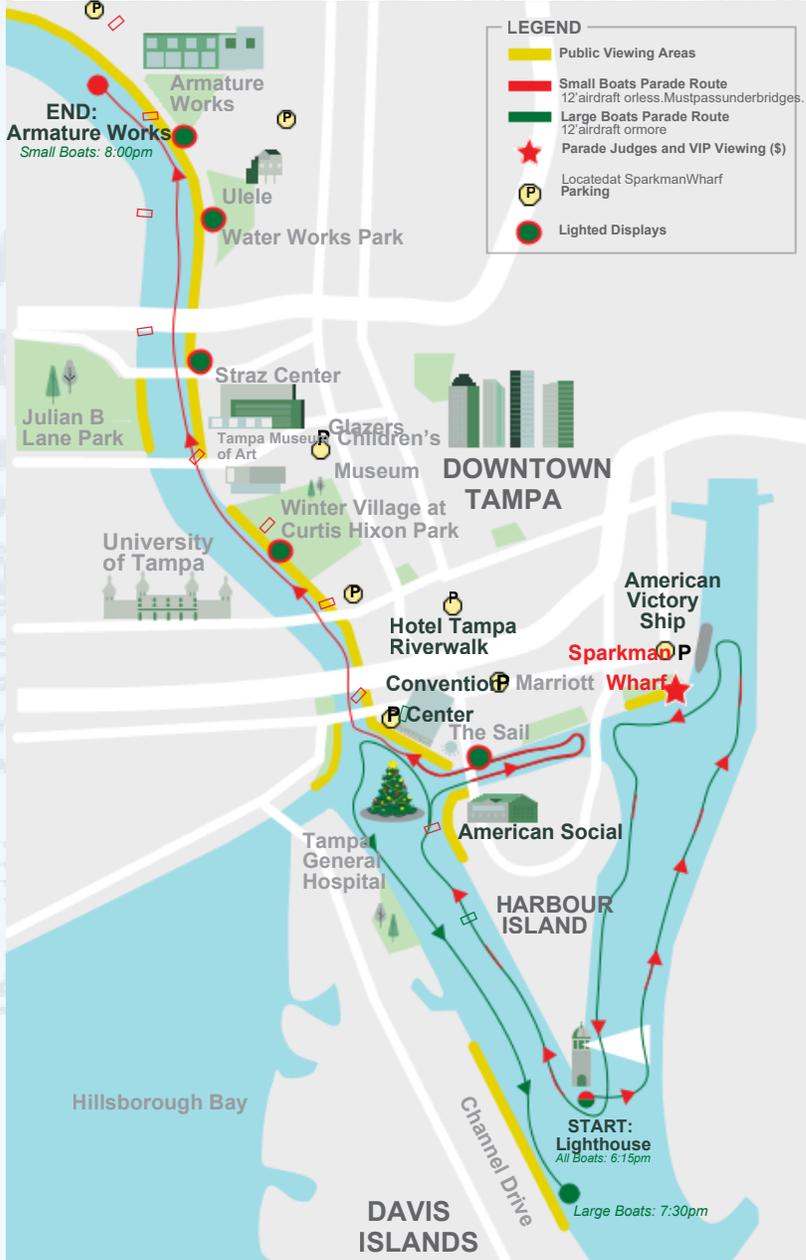
<b>BENEFITS</b>	<b>Presenting Sponsor \$11,000</b>	<b>Captain's Party Sponsor \$8,250</b>	<b>VIP Viewing Area Sponsor \$5,500</b>	<b>Supporting Sponsor \$1,500</b>
Exclusive naming rights as type of sponsor				
Speaking opportunity on TV/radio interviews related to boat parade				
Sponsor name or logo included on trophies				
Exclusive recognition as type of sponsor in all print/digital materials, website, & social media				
Recognition as a supporting sponsor in all print/digital materials, website, & social media				
Speaking opportunity at Captain's Party				
Activation opportunity in VIP viewing area				
Opportunity to provide promotional items in boater swag bags (150)				
<b># of Boat Entries for Boat Parade</b>	<b>5</b>	<b>4</b>	<b>3</b>	<b>1</b>
<b># of Boat Parade Captain's Party Invitations</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>2</b>
<b>Boat Parade VIP Viewing Area Invitations</b>	<b>8</b>	<b>6</b>	<b>4</b>	<b>-</b>

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# HOLIDAY BOAT PARADE MAP



## PUBLIC VIEWING SCHEDULE

### Lighthouse

6:15PM- Small Boat then Large Boat  
Parade Start

### SPARKMAN WHARF

6:30PM- Small Boat then Large Boat

### DAVIS ISLANDS & CHANNEL DRIVE

6:45PM- Small Boat then Large Boat

### Marriott

7:00PM- Small Boats

### Tampa Convention Center

7:15PM- Small Boat then Large Boat

### CURTIS HIXON PARK

7:30PM- Small Boats Only

### WATER WORKS

7:45PM- Small Boats Only

### ARMATURE WORKS

8:00PM- Small and Large Boat  
Parade Ends

\*all times are approximate

# 2024 DEMOGRAPHICS

## BOAT PARADE

TOTAL VISITORS:

**30.1K**

Average  
Dwell Time:

**72 mins**

TOTAL VISITORS:

**2,480**

Average  
Dwell Time:

**72 mins**

## TREE LIGHTING

## SPECTACULAR

TOTAL VISITORS:

**36.5K**

Average  
Dwell Time:

**64 mins**

# SOCIAL REACH



FACEBOOK  
FOLLOWERS

**84.7K**



INSTAGRAM  
FOLLOWERS

**14.2K**



EMAIL  
IMPRESSIONS

**100K**

# CONTACT INFORMATION



General Contact  
[info@thetampariverwalk.com](mailto:info@thetampariverwalk.com)



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