



FRIENDS OF THE TAMPA RIVER WALK

2026 HOLIDAY SPONSORSHIP OPPORTUNITIES

Celebrate the magic of the holiday season while connecting your brand with thousands of residents and visitors along the Tampa Riverwalk. Help us transform downtown Tampa into a festive destination while putting your brand at the heart of Tampa's holiday celebrations

For more information, please contact info@thetampariverwalk.com









FRIENDS OF THE TAMPA RIVER WALK HOLIDAY SPECTACULAR

HOLIDAY SPECTACULAR

SPONSORSHIP OPPORTUNITIES

Guests enjoy festive holiday lights while strolling along the Tampa Riverwalk, with displays illuminating Riverwalk light poles, the Hillsborough River, Water Works Park, and Cotanchobee Park. The Holiday Spectacular transforms the Riverwalk into a festive waterfront destination from November through January.

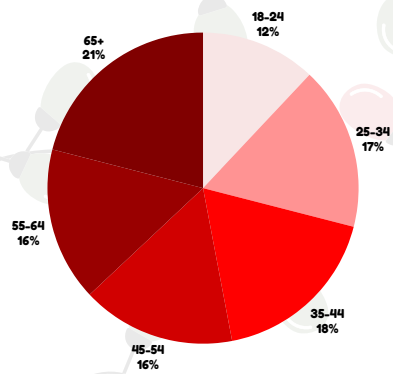




2026 Sponsorship Opportunities

BENEFITS	Presenting Sponsor $20,000	Large Floating Display Sponsor $11,000	Small Floating Display Sponsor $5,500	Photo Station Sponsor $3,000	Supporting Sponsor $1,500
Sponsor name featured as the Presenting Sponsor of the Holiday Spectacular	✓				
Illuminated 3' x 6' sponsor sign featured on a floating holiday installation	✓	✓	✓		
Opportunity to include branded promotional items in the Holiday Lighted Boat Parade Captain's Party gift bags	✓	✓	✓	✓	✓
Recognition on the Tampa Riverwalk website and social media	✓	✓	✓	✓	✓
Recognition in event press releases and media interviews.	✓				
Custom-designed photo station featuring the sponsor's logo				✓	
Branded gift tag displayed 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	6	3	2	1

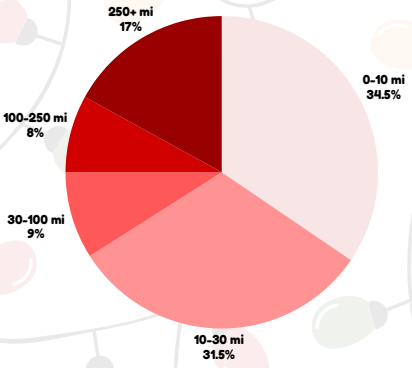
2025 STATS



VISITOR AGE DISTRIBUTION

Average Dwell Time:
58 mins

TOTAL VISITORS:
288k



VISITOR HOME ORIGIN FROM VENUE

HOLIDAY SPECTACULAR
RIVERWALK BRANDING LOCATIONS

Large Displays



Large Pirate Ship Display



Holiday Harbour Tree



Penguin and Igloo Display

Small Displays



Small Pirate Ship



Tree Forest



Pirate Sword Fight



Teddy on a Horse



Pirate with Spyglass & Treasure Chest



Toy Train



Gingerbread House, Boy and Girl

Photo Stations



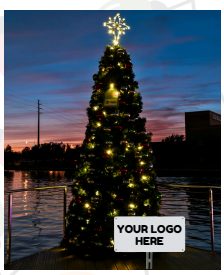
Water Works Park Display



Laurel Street Park Display



Water Works Park Gazebo Display



Water Works Park Boardwalk Display





FRIENDS OF THE TAMPA RIVER WALK
HOLIDAY TREE LIGHTING

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 performances, cookies and hot cocoa, pictures with Santa, a DJ and arts and crafts for the kids.





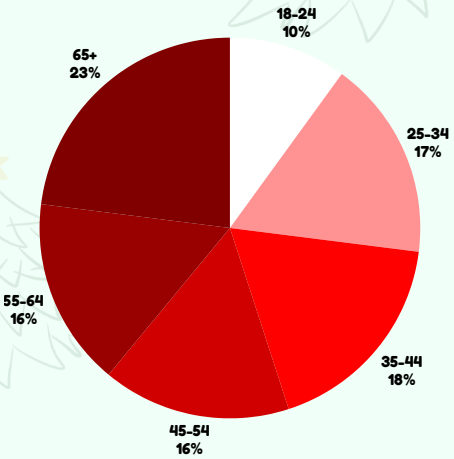
2026 Sponsorship Opportunities

BENEFITS	Presenting Sponsor $2,500	Supporting Sponsor $1,000	Vendor Sponsor $500
Sponsor name featured as the Presenting Sponsor of the Holiday Tree Lighting Ceremony	✓		
Sponsor logo prominently featured on event signage	✓		
Sponsor logo featured on event signage.	✓	✓	
Recognition in event press releases and during the Holiday Tree Lighting Ceremony	✓		
Recognition on the Tampa Riverwalk website and social media	✓	✓	✓
One (1) vendor space at the Holiday Tree Lighting Ceremony			✓

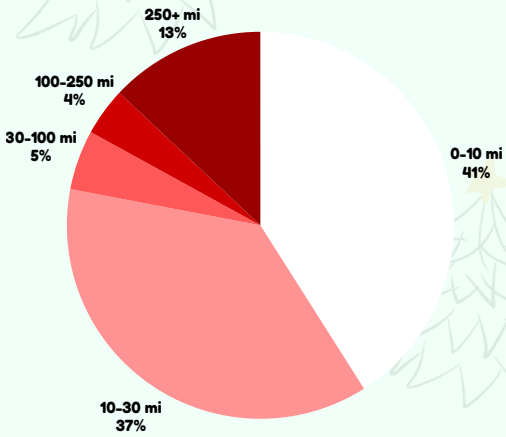
2025 STATS

Average Dwell Time:
64 mins

TOTAL VISITORS:
3k



VISITOR AGE DISTRIBUTION



VISITOR HOME ORIGIN FROM VENUE





FRIENDS OF THE TAMPA RIVER WALK
HOLIDAY BOAT PARADE

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.

- **91** BOATS REGISTERED
- **42k** SPECTATORS
- **59m** AVG. DWELL TIME
- **2.4** MILLION FACEBOOK IMPRESSIONS
- **3.3** MILLION FACEBOOK VIEWS





2026 Sponsorship Opportunities

BENEFITS	Presenting Sponsor $11,000	Captain's Party Sponsor $8,500	VIP Viewing Area Sponsor $5,500	Spot My Photos Sponsor $3,000	Supporting Sponsor $1,500
Sponsor name featured as the Presenting Sponsor of the Holiday Lighted Boat Parade					
Recognition on the Tampa Riverwalk website and social media					
Sponsor logo featured on event signage					
Opportunity to include branded promotional items in the Holiday Lighted Boat Parade Captain's Party gift bags					
Recognition in all event press releases and media interviews					
Sponsor name featured on Holiday Lighted Boat Parade trophies					
Sponsor name featured as the Captain's Party Sponsor					
Sponsor name featured as the VIP Sponsor					
Sponsor logo featured on all event photos delivered through the SpotMyPhotos platform					
One (1) vendor space at the Holiday Lighted Boat Parade.					
# of Boat Parade Captain's Party Invitations	8	6	4	2	2
# of VIP Viewing Area Invitations	8	6	4	2	
# of complimentary boat registrations.	5	4	3	2	1