



ABOUT THE BOAT PARADE

The parade begins in the Convention Center Basin, travels to the Heights and ends at Sparkman Wharf. Two Blessing of the Fleet stations will be located along the route. Prizes for 1st, 2nd and 3rd place boats.

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 newest and soon to be signature events!

SPONSORSHIP

JULY 4TH, 2021

**EXPECTED
ATTENDANCE**

10,000

SOCIAL REACH

TAMPA RIVERWALK FOLLOWERS

FACEBOOK

48K

INSTAGRAM

28.1K

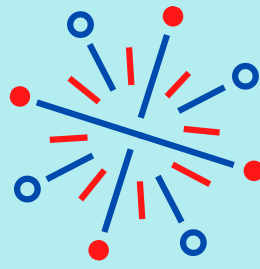
TWITTER

14.8k

#TAMPAFOURTH

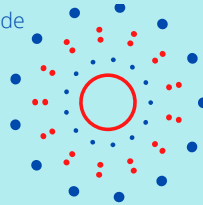


SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR - \$10,000

- Exclusivity as the Presenting Sponsor of the July 4th Boat Parade
- Recognition as Presenting Sponsor with prominent logo placement on event flyers, posters, advertisements, website and press releases
- Presenting Sponsor acknowledgement on the lead boat banner of the Friends of the Riverwalk July 4th Parade
- Presenting Sponsor acknowledgement on the Blessing of the Fleet station banners for the Friends of the Riverwalk July 4th Parade
- Sponsor logo and website link prominently displayed on Friends of the Riverwalk Boat Parade website event page
- Sponsorship acknowledgement from parade announcer during Boat Parade broadcast
- Corporate table for 8 aboard Yacht StarShip Blessing of the Fleet Cruise
- Photo opportunity with Presenting Sponsor and Grand Marshall
- Complimentary boat entry for the Boat Parade
- Sponsor inclusion in social media posts



PARADE ROUTE

GOLD SPONSOR - \$5,000

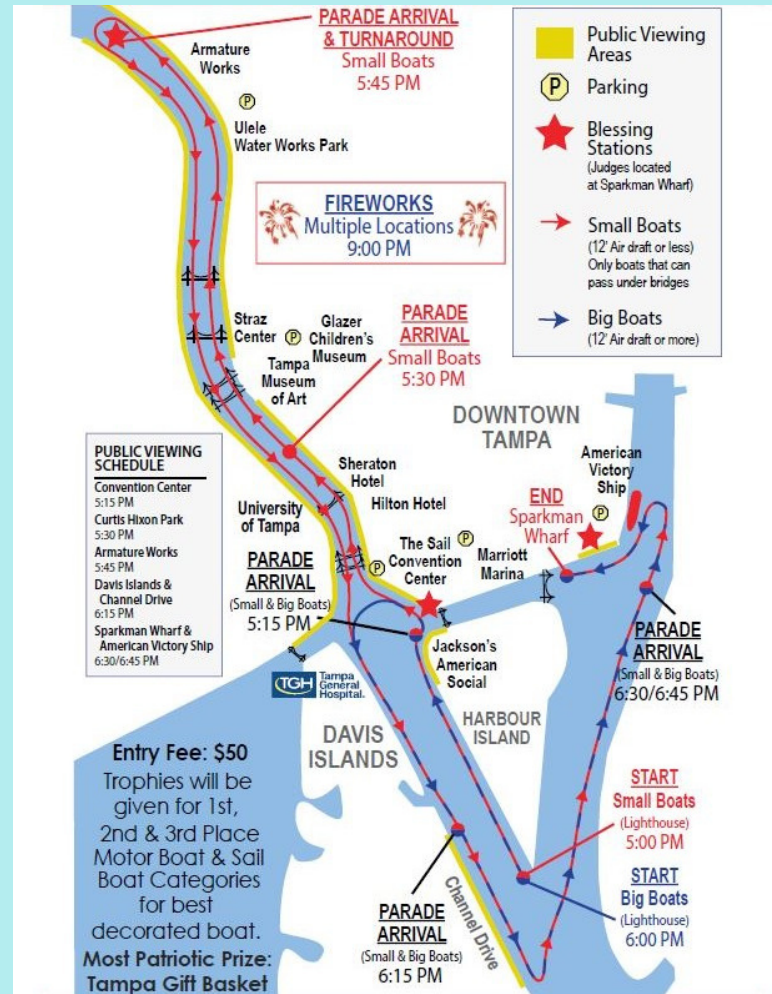
- Sponsor logo and website link on Friends of the Riverwalk Boat Parade website event page
- Recognition as Gold Sponsor on event flyers, posters, advertisements, website and press releases
- Gold Sponsor acknowledgement on the lead boat banner of the Friends of the Riverwalk July 4th Parade
- Gold Sponsor acknowledgement on the Blessing of the Fleet station banners for the Friends of the Riverwalk July 4th Parade
- Sponsorship acknowledgement from parade announcer during Boat Parade broadcast
- Sponsor inclusion in social media posts

SILVER SPONSOR - \$3,000

- Sponsor logo and website link on Friends of the Riverwalk Boat Parade website event page
- Recognition as Silver Sponsor on event flyers, posters, advertisements, website and press releases
- Silver Sponsor acknowledgement on the lead boat banner of the Friends of the Riverwalk July 4th Parade
- Silver Sponsor acknowledgement on the Blessing of the Fleet station banners for the Friends of the Riverwalk July 4th Parade
- Sponsorship acknowledgement from parade announcer during Boat Parade broadcast
- Sponsor inclusion in social media posts

BRONZE SPONSOR - \$1,500

- Sponsor logo and website link on Friends of the Riverwalk Boat Parade website event page
- Recognition as Bronze Sponsor on event flyers, posters, advertisements, website and press releases
- Bronze Sponsor acknowledgement on the lead boat banner of the Friends of the Riverwalk July 4th Parade
- Bronze Sponsor acknowledgement on the Blessing of the Fleet station banners for the Friends of the Riverwalk July 4th Parade
- Sponsorship acknowledgement from parade announcer during Boat Parade broadcast
- Sponsor inclusion in social media posts



#TAMPAFOURTH

