



Friends of the Tampa Riverwalk
**PARTNERSHIP
OPPORTUNITIES**
2026-2027





Vision

To be America's Iconic Riverwalk



Mission

Working in partnership with the city to develop, activate and promote Tampa's downtown waterfront.

Signature Events

Trick or Treat



Holiday Spectacular & Lighted Boat Parade



New Year's Eve



July 4th Boat Parade



Tampa Riverfest



Fast Facts

- 501(c)(3) Charitable organization
- 2.6 miles of riverfront walkway
- Over 2 million visitors each year
- 58k Website monthly visitors
- 110k Facebook followers
- 24k Instagram followers
- 5k+ Newsletter subscribers
- 51% open rate

Riverwalk Banner Program

Elevate your organization's visibility and support the continued growth of the Tampa Riverwalk by featuring your name and logo on a vibrant waterfront banner. Positioned along one of Tampa's most iconic destinations, your brand will receive valuable exposure to nearly 2 million visitors annually, including tourists, residents, and the growing downtown Tampa community.



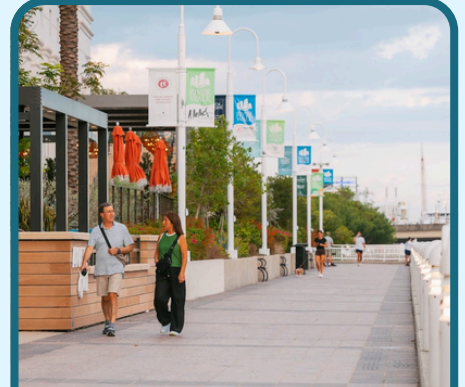
\$350

3-month period



\$550

6-month period

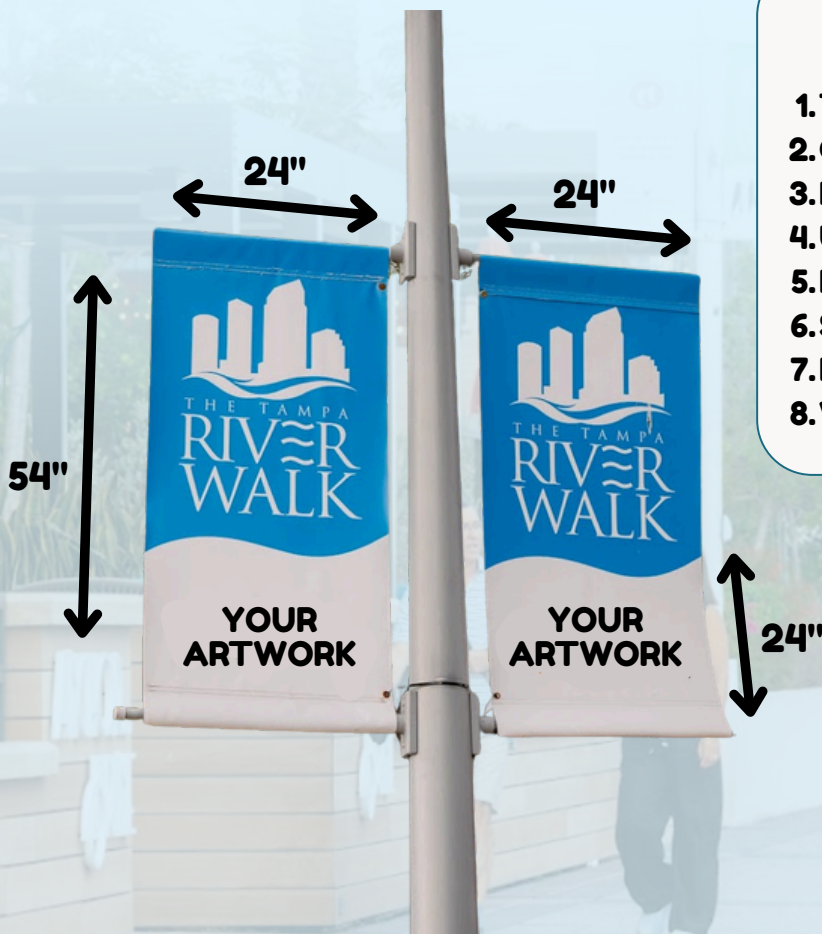


\$1,000

12-month period

Price includes banner production. Advertiser provides desired artwork and approves final proof before printing. Discounts available for bulk orders (>5)

Banner Size



Banner Locations

1. Tampa Bay History Center (Poles 1-8)
2. Cotanchobee Fort Brooke Park (Poles 9-26)
3. Marriott Water Street (Poles 27-36)
4. USF Park (Poles 37-50)
5. MacDill Park (Poles 52-59)
6. Straz Center (Poles 62-82)
7. Doyle Carlton Parkway (Poles 83-95)
8. Water Works Park (Poles 96-107)

★ Corporate Memberships ★

Corporate Members play a vital role in supporting our mission to activate and enhance the Tampa Riverwalk while enjoying exclusive benefits throughout the year. Membership perks include Riverwalk banner recognition, VIP tickets to signature events, discounted sponsorship opportunities, invitations to exclusive Member Mixers, and recognition across our newsletter, social media channels, and website.

	Cost	Riverfest VIP Tickets	Holiday Boat Parade VIP Tickets	Riverwalk Banner	Free Trick-Or-Treat Booth	Member Mixer Invitations	Social Media Recognition	Website Feature	Riverwalk Roundup Spotlight	Event Sponsorship Discount
Diamond	\$5,500	8	6	3	✓	✓	✓	✓	✓	20%
Platinum	\$4,500	6	4	2	✓	✓	✓	✓	✓	15%
Gold	\$2,500	4	2	1	✓	✓	✓	✓	✓	10%
Silver	\$1,250	2			✓	✓	✓	✓	✓	5%
Bronze	\$650					✓	✓	✓	✓	
Pearl	\$500					✓		✓	✓	

Tampa Attractions Brochure

	Cost	TAA Brochure Ad	Brochure Distribution (15,000+ annually)	Social Media & Website	Member Mixer Invitations	Enhanced Brochure Ad with Picture	12-Month Banners
Diamond	\$5,500	Front Cover	✓	✓	✓	✓	3
Platinum	\$4,500	Full Page	✓	✓	✓	✓	2
Gold	\$2,500	½ Page	✓	✓	✓	✓	1
Silver	\$1,250	¼ Page	✓	✓	✓		
Bronze	\$650	¼ Page	✓	✓	✓		

Full-Page Ad



Half-Page Ad



Quarter-Page Ad



Benefits

- ✓ Listing on the Tampa Riverwalk website
- ✓ Tampa Riverwalk social media promotion
- ✓ Priority to participate in Friends of the Riverwalk events
- ✓ Complimentary Riverwalk banners* with discount on additional banners
- ✓ Invitation to Tampa Riverwalk Member Mixers

Over 150,000 copies are distributed annually
The #1 brochure pulled in racks throughout the Tampa Bay Area



Front



Back

Co-Host a Riverwalk Cleanup

Our cleanups are in partnership with Keep Tampa Bay Beautiful as a part of their Trash Free Waters Program and serves as a call to action to create more sustainable communities by focusing volunteer efforts on activities that impact individuals in need, lead to aesthetic community improvements, and provide a positive environmental impact.



★ Benefits ★

- ✓ Enhance corporate social responsibility
- ✓ Boost brand image and reputation
- ✓ Foster Community engagement and goodwill
- ✓ Networking and relationship building
- ✓ Creating a safer community



Co-Host a Member Mixer

Friends of the Riverwalk Member Mixers offer corporate and community members the opportunity to connect in a relaxed networking environment while enjoying complimentary hors d'oeuvres and beverages. Held quarterly, each Member Mixer highlights a local business or attraction, giving hosts the chance to showcase their venue, provide food and drinks, and welcome attendees with a brief presentation about their organization.



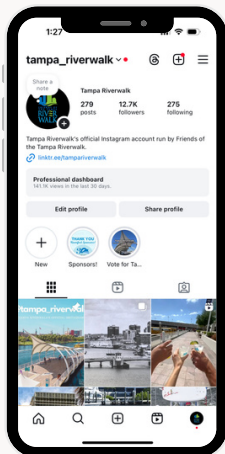
★ Benefits ★

- ✓ Foster Community engagement and goodwill
- ✓ Networking and relationship building
- ✓ Boost brand image and reputation
- ✓ Showcase products and services



Tampa Riverwalk Media Reach

INSTAGRAM: TAMPA_RIVERWALK



24K FOLLOWERS

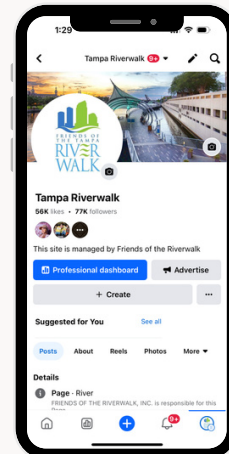
58K REACH

307K VIEWS

8K INTERACTIONS

**PER MONTH, JUNE
2026 STATISTICS**

FACEBOOK: TAMPA RIVERWALK



105K FOLLOWERS

410K REACH

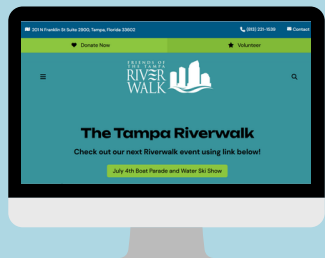
969.2K VIEWS

17K INTERACTIONS

**PER MONTH, JUNE
2026 STATISTICS**

WEBSITE: THETAMPARIVERWALK.COM

2025 STATISTICS



401K VISITORS



698K PAGE VIEWS



2:39 AVG. TIME PER VISIT

WEEKLY NEWSLETTER: THE RIVERWALK ROUNDUP

The Riverwalk Roundup is the Friends of the Riverwalk's weekly newsletter, featuring upcoming events around the Riverwalk and information on F.O.R events. It is sent out every Thursday at 10am.



Newsletter Impact:

- Event awareness
- Stengthen brand awareness
- Increases website traffic
- Increase sales

**5K
ACTIVE
CONTACTS**

**50%
OPEN RATE**

Advertise with us!

Package	Includes	Price
Community Calendar/Regular newsletter Listing	Event listing on calendar	Free
Basic Social Media Highlight	1 Facebook Story & 1 Instagram Story	\$75
Social Spotlight	Facebook + Instagram feed post	\$200
Newsletter Feature	Featured event with custom event ad and link	\$150
Event Boost	FB Post + IG Post + newsletter feature	\$350
Premier Partner Package	2 social posts, 3 stories, newsletter feature	\$500

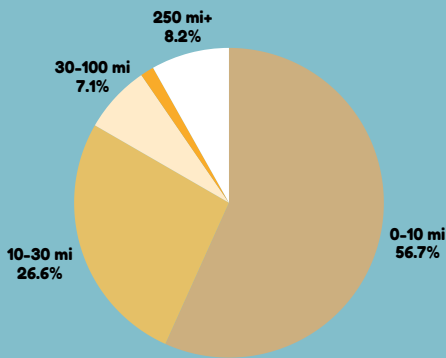
NEW YEAR'S EVE

December 31, 2026

Friends of the Tampa Riverwalk, in partnership with Jackson's Bistro, Bar & Sushi and community sponsors, proudly presents Tampa's New Year's Eve Fireworks Celebration, a free community tradition that lights up downtown Tampa.



2026 STATS



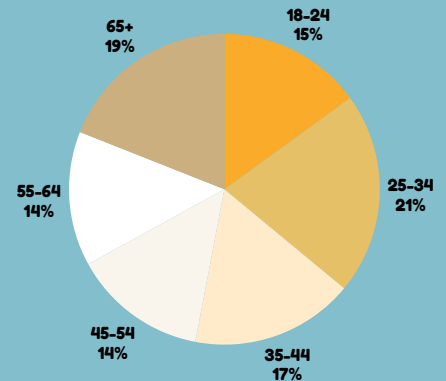
VISITOR HOME ORIGIN
FROM VENUE

Average Dwell Time:

88 mins

TOTAL VISITORS:

7K



VISITOR AGE
DISTRIBUTION

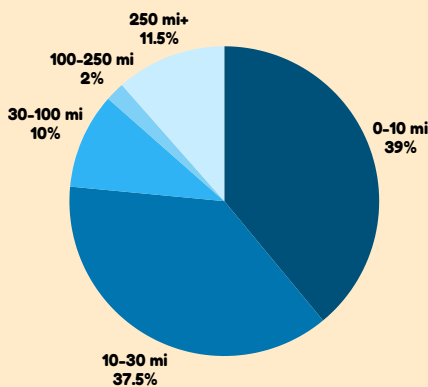
Level	Benefits
Presenting - \$10,000	- Sponsor name featured as the Presenting Sponsor of the New Year's Eve Celebration. - Sponsor logo prominently featured on event signage. - Recognition in all event press releases and media interviews. - Recognition on the Tampa Riverwalk website and social media. - Exclusive private VIP hospitality experience for up to twenty (20) guests with
Fireworks - \$5,000	- Sponsor name featured as the Fireworks Sponsor of the New Year's Eve Celebration. - Sponsor logo featured on event signage. - Recognition in all event press releases and media interviews. - Recognition on the Tampa Riverwalk website and social media.
Spot My Photos - \$3,000	- Sponsor logo featured on all event photos delivered through the SpotMyPhotos platform. - Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - Two (2) complimentary VIP tickets.
Supporting - \$2,500	- Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - Two (2) complimentary VIP tickets.



RIVERFEST

April 30-May 1, 2027

Public, two day, free event that spans the entire length of the Riverwalk with activations in multiple parks. Features live entertainment, Taste of the Riverwalk, Wiener Dog Derby, Taste of the Trucks, Lantern Parade, Hot Air Balloon Glow, Yoga, Paddle Invasion, Water Ski Show, and more!



VISITOR AGE DISTRIBUTION

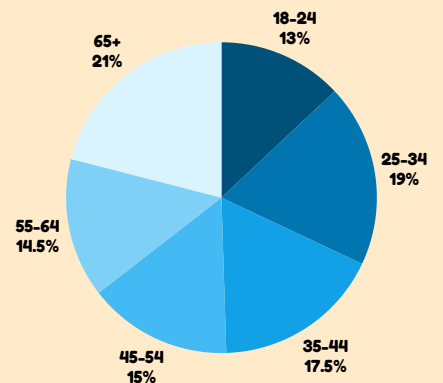
2025 STATS

Average Dwell Time:

88 mins

TOTAL VISITORS:

38.7k



VISITOR HOME ORIGIN FROM VENUE

9

TASTE OF THE RIVERWALK VENDORS

8

FOOD TRUCKS

25

BUSINESS VENDORS

2

HOT AIR BALLOON GLOWS

34

COMMUNITY PARTNERS

RIVERFEST SPONSORSHIP OPPORTUNITIES

Level	Benefits
SOLD! Presenting - \$29,500	• Sponsor name featured as the Presenting Sponsor of Tampa Riverfest. • Sponsor name incorporated into the Tampa Riverfest event logo. • Sponsor logo prominently featured on all event signage. • Recognition in all event press releases and media interviews. • Recognition on the Tampa Riverwalk website and social media. • Eight (8) stage announcements throughout the event. • One (1) 10' x 20' promotional space. • One (1) 10' x 10' promotional space. • Twenty-four (24) complimentary VIP tickets. • Twenty-four (24) Sponsor Party invitations.
SOLD! Beverage - \$20,000	• Sponsor name featured as the Official Beverage Sponsor of Tampa Riverfest. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • Four (4) stage announcements throughout the event. • One (1) 10' x 20' promotional space. • Sixteen (16) complimentary VIP tickets. • Sixteen (16) Sponsor Party invitations.
Main Stage - \$15,000	• Sponsor name featured as the Main Stage Sponsor of Tampa Riverfest. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • Four (4) stage announcements throughout the event. • One (1) 10' x 20' promotional space. • Sixteen (16) complimentary VIP tickets. • Sixteen (16) Sponsor Party invitations.
Sponsor Party - \$8,500	• Sponsor name featured as the Sponsor Party Sponsor of Tampa Riverfest. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • Two (2) stage announcements throughout the event. • One (1) 10' x 20' promotional space. • Ten (10) complimentary VIP tickets. • Ten (10) Sponsor Party invitations.
VIP - \$8,500	• Sponsor name featured as the VIP Sponsor of Tampa Riverfest. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • Two (2) stage announcements throughout the event. • One (1) 10' x 20' promotional space. • One (1) 10' x 10' promotional space. • Eight (8) complimentary VIP tickets. • Eight (8) Sponsor Party invitations.
Water Works Park - \$8,500	• Sponsor name featured as the Water Works Park Kid Zone Sponsor • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • Two (2) stage announcements throughout the event. • One (1) 10' x 20' promotional space. • One (1) 10' x 10' promotional space. • Eight (8) complimentary VIP tickets. • Eight (8) Sponsor Party invitations.
Lantern Parade - \$5,500	• Sponsor name featured as the Lantern Parade Sponsor of Tampa Riverfest. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • One (1) stage announcement throughout the event. • One (1) 10' x 10' promotional space. • Six (6) complimentary VIP tickets. • Six (6) Sponsor Party invitations.

RIVERFEST SPONSORSHIP OPPORTUNITIES

Level	Benefits
Water Ski Show - \$5,500	• Sponsor name featured as the Water Ski Show Sponsor of Tampa Riverfest. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • One (1) stage announcement throughout the event. • One (1) 10' x 10' promotional space. • Six (6) complimentary VIP tickets. • Six (6) Sponsor Party invitations.
Balloon Glow - \$5,500	• Sponsor name featured as the Balloon Glow Sponsor of Tampa Riverfest. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • One (1) stage announcement throughout the event. • One (1) 10' x 10' promotional space. • Six (6) complimentary VIP tickets. • Six (6) Sponsor Party invitations.
Spot My Photos (Sat) - \$5,500	• Sponsor logo featured on all Saturday event photos delivered through the SpotMyPhotos platform. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional space. • Four (4) complimentary VIP tickets. • Four (4) Sponsor Party invitations.
Spot My Photos (Fri) - \$3,500	• Sponsor logo featured on all Friday event photos delivered through the SpotMyPhotos platform. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional space. • Four (4) complimentary VIP tickets. • Four (4) Sponsor Party invitations.
Vendor - \$3,500	• One (1) 10' x 10' vendor space. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • Four (4) complimentary VIP tickets. • Four (4) Sponsor Party invitations.
Photo Station - \$3,000	• Custom-designed photo station featuring the sponsor's logo. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional space. • Two (2) complimentary VIP tickets. • Two (2) Sponsor Party invitations.
Age Verified Bands - \$2,500	• Sponsor logo featured on all age verification wristbands. • Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • Two (2) Sponsor Party invitations.
Supporting - \$1,500	• Recognition on the Tampa Riverwalk website and social media. • Two (2) Sponsor Party invitations.



THE TAMPA
RIVER
WALK



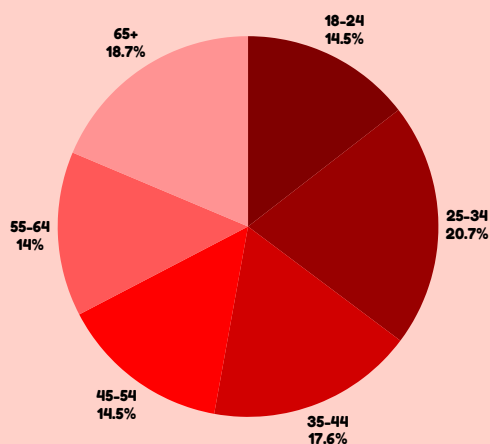
July 4th Boat Parade

July 4, 2027

July 4th on the Riverwalk features a patriotic boat parade spanning the Hillsborough River with a Captain's Party, Water Ski Show, Blessing of the Fleet, and fireworks. Boaters compete for the Best Decorated Boat and People's Choice Awards, while viewers enjoy the entertainment and decor of the parade all along the Riverwalk.



2026 STATS



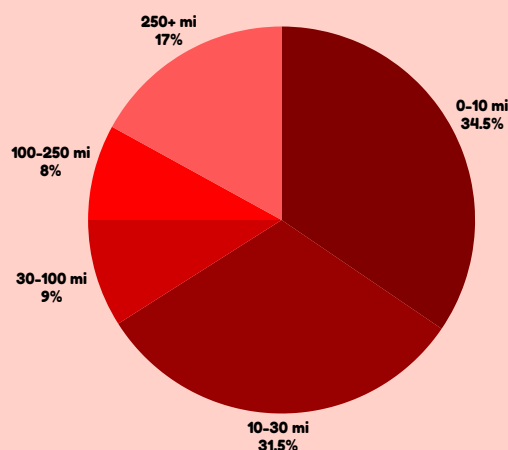
VISITOR AGE
DISTRIBUTION

TOTAL VISITORS:

33k

Average Dwell Time:

96 mins



VISITOR HOME ORIGIN
FROM VENUE

2

WATER
SKI SHOWS

52

BOATS
REGISTERED

14

COMMUNITY
PARTNERS

July 4th SPONSORSHIP OPPORTUNITIES

Level	Benefits
SOLD! Presenting Boat Parade - \$8,500	- Sponsor name featured as the Presenting Sponsor - Sponsor logo prominently featured on event signage. - Recognition in all event press releases and media interviews. - Recognition on the Tampa Riverwalk website and social media. - Six (6) Captain's Party invitations. - Four (4) complimentary Boat Parade entries.
Water Ski Show - \$5,500	- Sponsor name featured as the Water Ski Show Sponsor - Sponsor logo featured on Water Ski Show flags. - Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - Four (4) Captain's Party invitations. - Three (3) complimentary Boat Parade entries.
Captain's Party - \$5,500	- Sponsor name featured as the Captain's Party Sponsor - Sponsor logo featured on Captain's Party signage. - Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - Three (3) complimentary Boat Parade entries.
VIP - \$5,500	- Sponsor name featured as the VIP Sponsor of Boat Parade - Sponsor logo featured on VIP signage. - Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - Three (3) complimentary Boat Parade entries.
Fireworks - \$5,500	- Sponsor name featured as the Fireworks Sponsor - Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - Three (3) complimentary Boat Parade entries.
Spot My Photos- \$3,500	- Sponsor logo featured on all event photos delivered through the SpotMyPhotos platform. - Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - Two (2) complimentary Boat Parade entries.
Photo Station - \$3,000	- Custom-designed photo station featuring the sponsor's logo. - Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - Two (2) complimentary Boat Parade entries.
360 Photo Station - \$3,000	- Sponsor logo featured on all photos and videos delivered through the 360 Photo Station. - Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - Two (2) complimentary Boat Parade entries.
Age Verified Bands - \$2,000	- Sponsor logo featured on all age verification wristbands. - Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - One (1) complimentary Boat Parade entry.
Supporting Sponsor - \$1,500	- Sponsor logo featured on event signage. - Recognition on the Tampa Riverwalk website and social media. - One (1) complimentary Boat Parade entry.



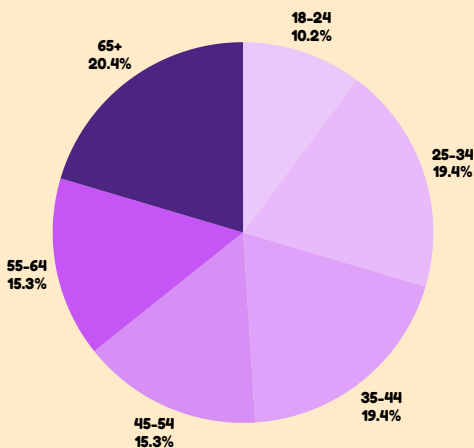
Trick-Or-Treat

October 24, 2026

Children and their families are invited to enjoy a festive evening of trick-or-treating along the Tampa Riverwalk at this **FREE** community event. Attendees can also participate in a variety of family-friendly activities, including a costume contest, a movie in the park, a flash mob performance, and more.



2025 STATS



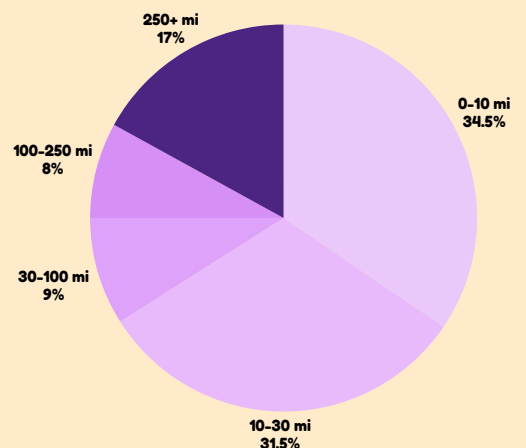
VISITOR AGE DISTRIBUTION

Average Dwell Time:

88 mins

TOTAL VISITORS:

15k



VISITOR HOME ORIGIN FROM VENUE

58

TREAT STATIONS

2

PHOTO STATIONS

4

FOOD TRUCKS

2

DJ'S

TRICK-OR-TREAT SPONSORSHIP OPPORTUNITIES

Level	Benefits
SOLD! Presenting - \$8,500	• Sponsor name featured as the Presenting Sponsor • Sponsor logo prominently featured on all event signage. Recognition in event press releases and media interviews. • Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional/treat station with one (1) 6' table and two (2) chairs.
SOLD! Costume Contest - \$5,500	• Sponsor logo featured on Costume Contest stage signage. • Recognition on the Tampa Riverwalk website and social media • One (1) 10' x 10' promotional/treat station with one (1) 6' table and two (2) chairs.
Movie in the Park- \$5,500	• Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional/treat station with one (1) 6' table and two (2) chairs.
Sensory Relief Zone- \$3,500	• Sponsor name and logo featured on Sensory Relief Zone signage. • Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional/treat station with one (1) 6' table and two (2) chairs.
Photo Station - \$3,000	• Custom-designed photo station featuring the sponsor's logo. • Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional/treat station with one (1) 6' table and two (2) chairs.
Spot My Photos - \$3,000	• Sponsor logo featured on all event photos delivered through the SpotMyPhotos platform. • Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional/treat station with one (1) 6' table and two (2) chairs.
Stage Sponsor - \$2,500	• Sponsor logo featured on stage signage. • Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional/treat station with one (1) 6' table and two (2) chairs.
Cooling Station- \$2,500	• Sponsor name and logo featured on Cooling Station signage. • Recognition on the Tampa Riverwalk website and social media. • One (1) 10' x 10' promotional/treat station with one (1) 6' table and two (2) chairs.
Treat Station- \$650	• One (1) 10' x 10' promotional/treat station with one (1) 6' table and two (2) chairs.



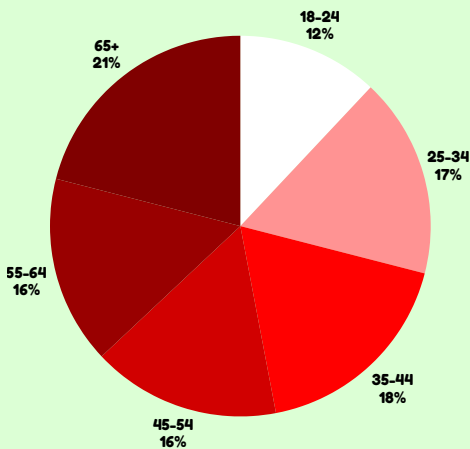
Holiday Spectacular

November 27, 2026 – January 3, 2027

An immersive, waterfront holiday experience activating multiple locations along the Tampa Riverwalk with dazzling light displays, seasonal décor, and interactive installations, providing sponsors with high-visibility brand exposure throughout the holiday season.



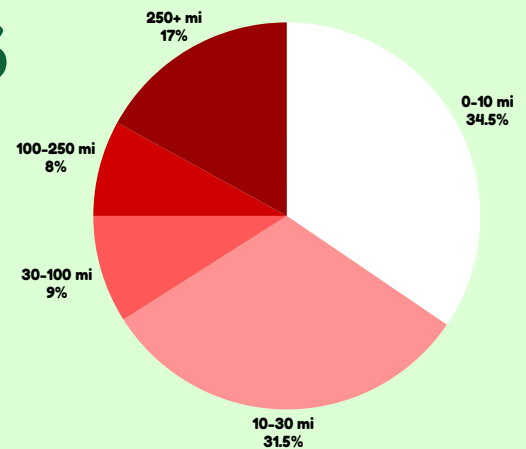
2025 STATS



VISITOR AGE DISTRIBUTION

Average Dwell Time:
58 mins

TOTAL VISITORS:
288k



VISITOR HOME ORIGIN FROM VENUE

9
FLOATING
LIGHT
DISPLAYS

2
PHOTO
STATIONS

54
BANNER
BOWS

HOLIDAY SPECTACULAR SPONSORSHIP OPPORTUNITIES

Level	Benefits
 Presenting - \$20,000	• 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 in event press releases and media interviews. • Recognition on the Tampa Riverwalk website and social media. • Ten (10) Boat Parade Captain's Party invitations. • Ten (10) VIP Boat Parade Viewing Area invitations. • Six (6) complimentary boat registrations.
Large Floating Display - \$11,000	• 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. • Eight (8) Boat Parade Captain's Party invitations. • Eight (8) VIP Boat Parade Viewing Area invitations. • Six (6) complimentary boat registrations.
Small Floating Display - \$5,500	• 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. • Four (4) Boat Parade Captain's Party invitations. • Four (4) VIP Boat Parade Viewing Area invitations. • Three (3) complimentary boat registrations.
Photo Station - \$ 3,000	• Custom-designed photo station featuring the sponsor's logo. • Recognition on the Tampa Riverwalk website and social media. • Opportunity to include branded promotional items in the Holiday Lighted Boat Parade Captain's Party gift bags. • Two (2) Boat Parade Captain's Party invitations. • Two (2) VIP Boat Parade Viewing Area invitations. • Two (2) complimentary boat registrations.
Supporting - \$1,500	• Branded gift tag displayed on an illuminated oak tree in Water Works Park. • 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. • One (1) complimentary boat registration.



Holiday Tree Lighting

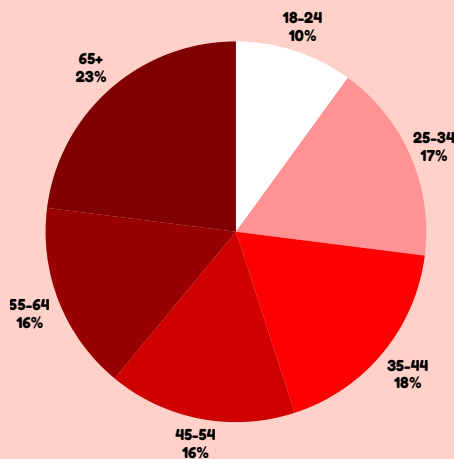
November 29, 2026



Celebrate the official start of the holiday season with the annual Tampa Riverwalk Tree Lighting, a signature waterfront event that brings the community together for a memorable evening of holiday festivities. The celebration features the arrival of Tampa Mayor Jane Castor aboard a Pirate Water Taxi along the Hillsborough River basin to the Tampa Convention Center docks, where she will officially illuminate a spectacular 35-foot floating Christmas tree and launch the Holiday Spectacular.



2025 STATS



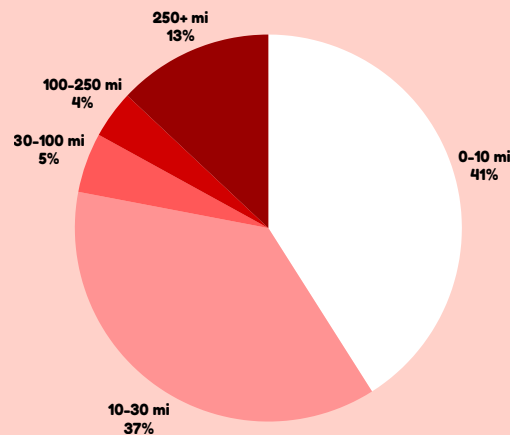
VISITOR AGE DISTRIBUTION

Average Dwell Time:

64 mins

TOTAL VISITORS:

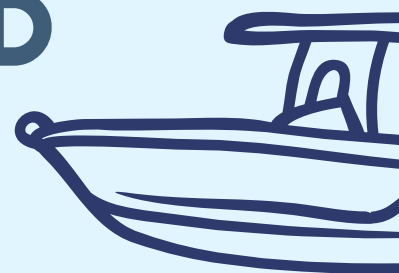
3k



VISITOR HOME ORIGIN FROM VENUE

TREE LIGHTING SPONSORSHIP OPPORTUNITIES

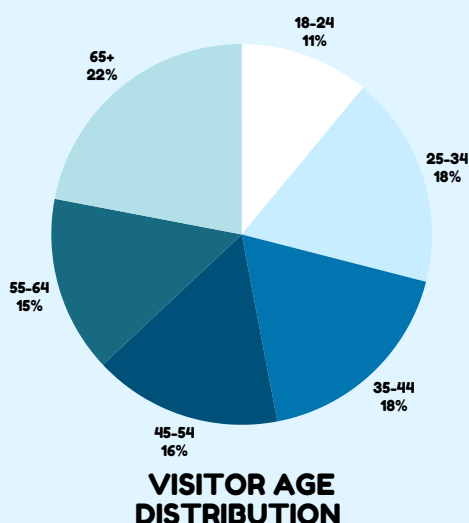
Level	Benefits
Presenting - \$2,500	• Sponsor name featured as the Presenting Sponsor of the Holiday Tree Lighting Ceremony. • Sponsor logo prominently featured on event signage. • Recognition in event press releases and during the Holiday Tree Lighting Ceremony. • Recognition on the Tampa Riverwalk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



HOLIDAY LIGHTED BOAT PARADE

December 19, 2026

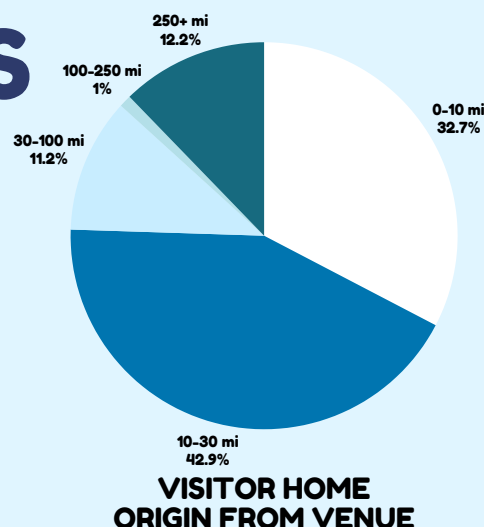
The Holiday Lighted Boat Parade is one of Tampa's most beloved waterfront traditions, drawing thousands of spectators to the Tampa Riverwalk each December. Beautifully decorated vessels illuminate the Hillsborough River as they parade from the southern tip of Davis Islands to the Heights before returning to Sparkman Wharf, where the parade concludes. Participating boaters compete for Best Decorated Boat and the People's Choice Award, with prizes presented to the winning entries. In advance of the parade, all registered captains are invited to an exclusive Captain's Meeting featuring food, beverages, entertainment, and event information, providing a unique opportunity to connect with fellow participants while preparing for parade day.



2025 STATS

Average Dwell Time:
59 mins

TOTAL VISITORS:
42k



91
BOATS
REGISTERED

2
GRAND
MARHALLS

1
VIP
LOUNGE

HOLIDAY LIGHTED BOAT PARADE SPONSORSHIP OPPORTUNITIES

Level	Benefits
 Presenting - \$11,000	• Sponsor name featured as the Presenting Sponsor of the Holiday Lighted Boat Parade. • Sponsor logo prominently featured on event signage. • Sponsor name featured on Holiday Lighted Boat Parade trophies. • 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. • Recognition on the Tampa Riverwalk website and social media. • Eight (8) Boat Parade Captain's Party invitations. • Eight (8) VIP Boat Parade Viewing Area invitations. • Five (5) complimentary boat registrations.
 Captain's Party - \$8,500	• Sponsor name featured as the Captain's Party Sponsor. • Sponsor logo featured on event signage. • 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. • Six (6) Boat Parade Captain's Party invitations. • Six (6) VIP Boat Parade Viewing Area invitations. • Four (4) complimentary boat registrations.
VIP - \$5,500	• Sponsor name featured as the VIP Sponsor. • Sponsor logo featured on event signage. • 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. • Four (4) Boat Parade Captain's Party invitations. • Four (4) VIP Boat Parade Viewing Area invitations. • Three (3) complimentary boat registrations.
Spot My Photos - \$3,000	• Sponsor logo featured on all event photos delivered through the SpotMyPhotos platform. • Sponsor logo featured on event signage. • 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. • Two (2) Boat Parade Captain's Party invitations. • Two (2) VIP Boat Parade Viewing Area invitations. • Two (2) complimentary boat registrations.
Supporting - \$1,500	• Sponsor logo featured on event signage. • Recognition on the Tampa Riverwalk website and social media. • Opportunity to include branded promotional items in the Holiday Lighted Boat Parade Captain's Party gift bags. • Two (2) Boat Parade Captain's Party invitations. • One (1) complimentary boat registration.
Vendor- \$500	• One (1) vendor space at the Holiday Lighted Boat Parade. • Recognition on the Tampa Riverwalk website and social media.