



2025

TAMPA

RIVERFEST

PRESENTED BY

Publix®

MAY 2-3

SPONSORSHIP OPPORTUNITIES



# ABOUT RIVERFEST

THETAMPARIVERWALK.COM

Riverfest is a public, two-day, free event that is held the first weekend in May. The festival spans the entire length of the Riverwalk and includes several parks and features family-friendly activities and events showcasing Tampa's cultural institutions, local music and restaurants.



**Live Entertainment**



**Taste of The Riverwalk**



**Wiener Dog Derby**



**Food Vendors**



**Lantern Parade**



**Hot Air Balloon Glow**

**and More!**

**For additional information,  
please contact:  
MaryBeth Williams  
Executive Director  
Friends of the Riverwalk, Inc.**



**201 N Franklin Street, Suite 2900  
Tampa, FL 33602  
Office: (813) 221-1539  
mwilliams@thetampariverwalk.com**

# RIVERFEST SCHEDULE

**Friday, May 2nd**  
5 PM - 10 PM

**Live Entertainment: 5:00pm-10:00 pm**



**Taste of The Riverwalk: 5:30pm-9:00pm**  
Sample food and beverages from  
restaurants and bars located along the  
Tampa Riverwalk

**VIP Tent: 5:00pm-10:00pm**



**Hot Air Balloon Glow 8:30pm**  
\*Subject to weather conditions

**Saturday, May 3rd**  
11 AM - 10:30 PM

**Live Entertainment: 11:00 am-10:30 pm**

**Yoga at Armature Works 9:00am**

**Wiener Dog Derby: 11:00am-5:00pm**



**Paddle Invasion: 8:30am & 8:45am**

**Live Entertainment & Vendors**  
11:00am-10:30pm

**Taco Fest 11:00am-8:00pm**



**VIP Tent: 5:00pm-10:30pm**

**Lantern Parade: 8:15pm**

**Hot Air Balloon Glow 8:30pm**  
\*Subject to weather conditions

# TAMPA RIVERWALK REACH



**6 k**  
Followers on Instagram



**70 k**  
Followers on Facebook



**100 k**  
E-mail Impressions



**2.5 k**  
Followers on LinkedIn

SPONSOR OPPORTUNITIES	PRESENTING \$27,500	DIAMOND \$16,500 CHWP MAIN STAGE / BEVERAGE	PLATINUM \$11,100 SPONSOR PARTY HOST	GOLD \$8,250 VIP TENT / WWP STAGE / WATER SKI SHOW	SILVER \$5,500 LANTERN PARADE / BALLOON GLOW	BRONZE \$3,300 MARKETING PROMO TENT	PEARL \$1,650 SUPPORTING
Exclusivity as the presenting sponsor	✓						
Sponsor brand on event logo and billboard	✓						
Presenting sponsor announcement on all stages	✓						
Specific 10'x20' location for activation	✓	✓	✓	✓			
Specific 10'x10' location for activation	✓			✓	✓	✓	
Sponsor brand on event signage	✓	✓	✓	✓	✓	✓	
Print, TV and radio recognition	✓	✓	✓	✓	✓	✓	✓
Sponsor announcement on stage	8	4	2	2	1		
Social media recognition	6	5	4	3	2		
Daily VIP tickets	24	16	10	8	6	4	2
Sponsor party tickets	24	16	10	8	6	4	2