



LIBERTY BY THE BAY

**JULY 4TH BOAT PARADE,
WATER SKI SHOW & FIREWORKS**
TAMPA RIVERWALK

A celebration of America's 250th Anniversary



**HIGH INTENT.
REAL RESULTS.
REAL IMPACT.**

Every month, thousands of people are actively searching for things to do on the Tampa Riverwalk.

15,856
MONTHLY IMPRESSIONS

2,451
CLICKS FROM HIGH-INTENT USERS

15.45%
CLICK-THROUGH RATE
(Well Above Industry Average)

TOP SEARCHES INCLUDE:

- Free Tampa Riverwalk events this weekend
- Tampa Riverwalk restaurants
- Riverfest Tampa

THE EVENT



Liberty by the Bay is a free, family-friendly waterfront celebration featuring:

- ★ July 4th Boat Parade & Blessing of the Fleet
- ★ Water Ski Shows
- ★ Live entertainment & food vendors
- ★ Fireworks over the Tampa Convention Center Basin



WHAT THIS MEANS FOR YOU

We are not just reaching people. We are reaching people actively planning where to go, what to do, and where to spend.

YOUR BRAND BECOMES PART OF THAT DECISION-MAKING MOMENT.



FIREWORKS SPONSORSHIP OPPORTUNITIES

High visibility. High impact.

\$10,000
PREMIER

- ★ Premium event recognition across signage, website, and social
- ★ VIP experience (8 VIP + 8 Captain's Party tickets)
- ★ On-site activation opportunity
- ★ 3 complimentary boat parade entries

\$5,000
PARTNER

- ★ Strong brand visibility across event marketing
- ★ 4 VIP + 4 Captain's Party tickets
- ★ On-site activation opportunity
- ★ 2 complimentary boat parade entries

\$2,500
SUPPORTER

- ★ Event signage, website, and social recognition
- ★ 2 VIP + 2 Captain's Party tickets
- ★ 1 complimentary boat parade entry

\$1,500
FRIEND

- ★ Entry-level fireworks supporter
- ★ Event signage recognition
- ★ 2 Captain's Party tickets

Fireworks are the most visible and memorable moment of the event.



INTERACTIVE & EXPERIENTIAL SPONSORSHIPS



SPOT MY PHOTOS SPONSOR \$3,500

Exclusive branding on all event photo galleries and shareable images. Your logo travels with every guest photo shared online.



360 PHOTO EXPERIENCE \$2,500

Fully branded immersive photo activation with high guest engagement.



STATIC PHOTO DISPLAY \$2,500 (2 AVAILABLE)

Large-format branded photo station at Julian B. Lane Park.

HIGH-VISIBILITY BRAND INTEGRATION



AGE VERIFIED WRISTBANDS \$2,000

Your logo on 20,000+ wristbands worn throughout the event. Constant, repeated brand exposure across the entire footprint.

ENTRY-LEVEL & COMMUNITY SPONSORSHIP



SUPPORTING BOAT PARADE SPONSOR \$1,500

On-site activation opportunity • Event signage recognition • 2 Captain's Party tickets
1 complimentary boat parade entry

WHAT MAKES THIS DIFFERENT



- ✓ High-intent audience actively searching for events
- ✓ Free, family-friendly format drives strong attendance
- ✓ Waterfront setting creates premium brand association
- ✓ Digital + on-site integration extends your reach beyond the event

LET'S BUILD A CUSTOM ACTIVATION

We can tailor opportunities to align with your goals:

Brand awareness • Customer engagement • Product sampling • VIP experiences

CONTACT

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*Our River.
Our Way.*