



# JULY 4TH SPONSORSHIP OPPORTUNITIES

**Celebrate America's 250th Birthday with  
Friends of the Tampa Riverwalk!**



# 2026 July 4<sup>th</sup> Sponsorship Opportunities

Help power the City of Tampa's Fourth of July celebration as an Official Sponsor and join us as we commemorate America's 250th Birthday. This partnership places your brand at the center of the experiences that define the day – from the boat parade and water ski show to family engagement zones along the Riverwalk. Your brand will be integrated into the celebration, creating meaningful connections with thousands of attendees while aligning with the pride and momentum surrounding America's Semiquincentennial.

<b>BENEFITS</b>	<b>Boat Parade Sponsor \$10,000</b>	<b>Water Ski Show Sponsor \$5,000</b>	<b>Captain's Party Sponsor \$5,000</b>	<b>VIP Sponsor \$5,000</b>	<b>Photo Station Sponsor \$2,500</b>	<b>Supporting Sponsor \$1,500</b>
Exclusivity as Boat Parade sponsor						
Sponsor logo on Water Ski Show flags						
Sponsor logo and branding incorporated into Photo Station(s)						
Sponsor acknowledgement on event signage						
Sponsor acknowledgement on website						
Sponsor acknowledgement on social media posts	3	2	2	2	1	
Captain's Party Tickets	6	4	4	4	2	2
Complimentary VIP Tickets	6	4	4	4	2	2
Complimentary Boat Parade Entry	3	2	2	2	1	1

# 2026 July 4th Fireworks Sponsorship Opportunities

On July 4th, thousands will gather along the Tampa Riverwalk and Downtown waterfront to witness a spectacular fireworks display launched over the Tampa Convention Center basin. As we commemorate America's 250th Birthday, this milestone celebration honors our nation's history and marks 250 years of independence. This free, family-friendly tradition brings together residents, visitors, and community partners for one of the most widely celebrated moments of the year.

<b>BENEFITS</b>	<b>Patriot Sponsor \$10,000</b>	<b>Freedom Sponsor \$5,000</b>	<b>Liberty Sponsor \$2,500</b>	<b>Sparkler Sponsor \$1,500</b>
Sponsor acknowledgement on event signage				
Sponsor acknowledgement on website				
Sponsor acknowledgement on social media posts				
Captain's Party Tickets	8	4	2	1
Complimentary VIP Tickets	8	4	2	
Complimentary Boat Parade Entry	3	2	1	



# JULY 4TH BOAT PARADE DEMOGRAPHICS (2025)

Approx. averages of full Riverwalk, Sparkman Wharf, and Water Works Park

**TOTAL VISITORS**  
(total of all locations):

**22.7K**

**Average**  
**Dwell Time:**

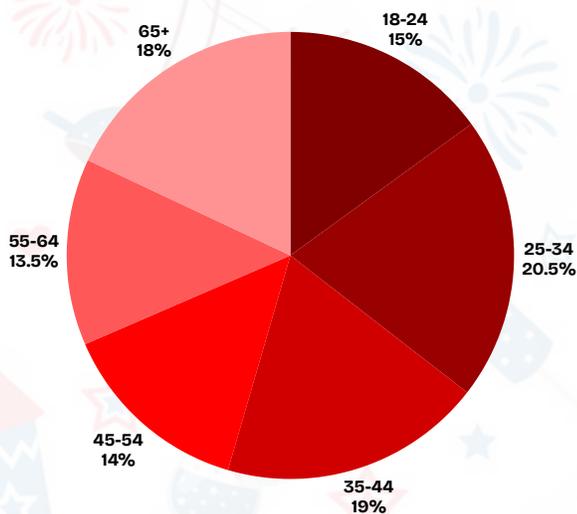
**82 mins**

**Median Household**  
**Income**

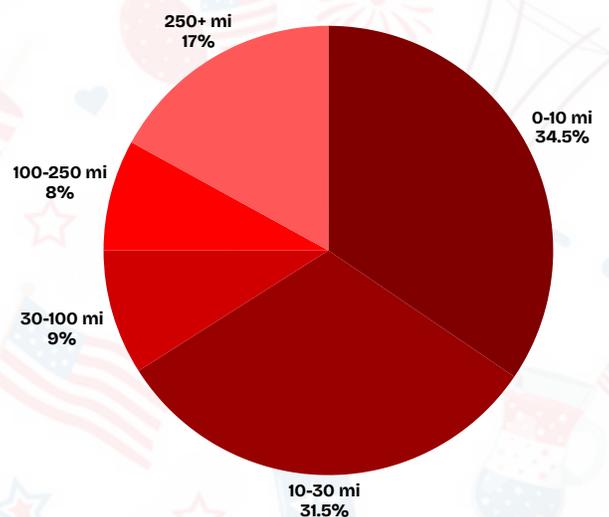
**\$68.8K**

**Bachelor's Degree**  
**or higher:**

**39.5%**



**VISITOR AGE DISTRIBUTION**



**VISITOR HOME ORIGIN FROM VENUE**



**FACEBOOK FOLLOWERS**  
**96K**



**EMAIL IMPRESSIONS**  
**100K**



**INSTAGRAM FOLLOWERS**  
**20.2**