



2025

HOLIDAY
SPONSORSHIP
OPPORTUNITIES





HOLIDAY SPECTACULAR SPONSORSHIP OPPORTUNITIES

Guests enjoy the festive holiday lights while strolling along the Riverwalk. Displays can be found along Riverwalk light poles, in the Hillsborough River, and in Water Works Park. The light display is presented from November to January.



WHY SPONSOR?

Help us expand the Holiday Spectacular light display on the Hillsborough River. 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 signature events!

BENEFITS	Presenting Sponsor \$20,000	Diamond Sponsor \$11,000	Gold Sponsor \$5,500	Silver Sponsor \$2,750	Bronze Sponsor \$1,500
Name and brand incorporated into the Holiday Spectacular logo as presenting sponsor					
Specific location identified for branding along the Riverwalk during the event					
Opportunity to provide branded prizes to boat parade participants					
Opportunity to provide branded prizes to other sponsors					
Branded Photo Station Display					
Recognition on signage, press release, newspaper, TV, radio, social media, and website (when applicable)					
Illuminated 3'x6' sponsor sign on a lighted display					
Opportunity to provide promotional items in boater swag bags (150)					
Branded gift tag on an illuminated oak tree in Water Works Park					
# of Boat Parade Captain's Party Invitations	10	8	4	2	-
# of Boat Parade VIP Viewing Area Invitations	10	8	4	2	-
# of Complimentary Boat Registrations	6	5	3	1	1

Have a sponsorship idea unique to your organization? Let us know! We want to work with you to find the best return for your support of this signature event.

Sponsorship dollars accepted by Friends of the Tampa Riverwalk. Nonprofit pricing available. Please contact MaryBeth Williams at mwilliams@thetampariverwalk.com.

HOLIDAY SPECTACULAR

RIVERWALK BRANDING LOCATIONS

DIAMOND SPONSOR

-  Holiday Harbour Tree
-  Penguin and Igloo Display

-  Large Pirate Ship Display

GOLD SPONSOR

-  Pirate Sword Fight
-  Pirate with Spyglass & Treasure Chest
-  Gingerbread House, Boy and Girl
-  Teddy on a Horse

-  Small Pirate Ship
-  Toy Train
-  Tree Forest

SILVER SPONSOR

-  Water Works Park Gazebo Display
-  Water Works Park Boardwalk Display

-  Laurel Street Park Display
-  Cotanchobee Pier Display



HOLIDAY TREE LIGHTING SPONSORSHIP OPPORTUNITIES

Kick off the holiday season with the annual Tampa Riverwalk Tree Lighting. Tampa Mayor Jane Castor will sail along the Hillsborough River basin in a Pirate Water Taxi to the Convention Center docks to symbolically “flip the switch” on a floating 35-foot-tall Christmas tree and officially kick off the Holiday Spectacular. Other activities include a holiday market, cookies and hot cocoa, pictures with Santa, a DJ and arts and crafts for the kids.



WHY SPONSOR?

Help us expand the Riverwalk Tree Lighting with a lighting ceremony, pictures with Santa, arts and crafts, and more. 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 signature events!

BENEFITS	Evergreen Sponsor \$1,000	Garland Sponsor \$500	Mistletoe Sponsor \$250
Name on sponsor banner			
Included in press release			
Recognized in ceremony			
Logo on sponsor banner			
Name and logo on printed materials			
Name and logo on website			
Name and logo on social media			

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HOLIDAY BOAT PARADE

SPONSORSHIP OPPORTUNITIES

Tampa's largest lighted boat parade occurs at the end of December along the Hillsborough River in Downtown Tampa. The parade spans from the southern tip of Davis Islands and boats turn around at the Heights and head to Sparkman Wharf where judging will occur and the parade will end. 1st, 2nd, and 3rd place winners will be named, and all registered boats will receive prizes! All boaters who register for the parade will be invited to a special Captain's Meeting with entertainment, food and beverages the week before the boat parade.



WHY SPONSOR?

Help us expand the Holiday Boat Parade with a Captain's Party, VIP Viewing Area, and more. 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 signature events!

BENEFITS	Presenting Sponsor \$11,000	Captain's Party Sponsor \$8,250	VIP Viewing Area Sponsor \$5,500	Supporting Sponsor \$1,500
Exclusive naming rights as type of sponsor				
Speaking opportunity on TV/radio interviews related to boat parade				
Sponsor name or logo included on trophies				
Exclusive recognition as type of sponsor in all print/digital materials, website, & social media				
Recognition as a supporting sponsor in all print/digital materials, website, & social media				
Speaking opportunity at Captain's Party				
Activation opportunity in VIP viewing area				
Opportunity to provide promotional items in boater swag bags (150)				
# of Boat Entries for Boat Parade	5	4	3	1
# of Boat Parade Captain's Party Invitations	8	6	4	2
Boat Parade VIP Viewing Area Invitations	8	6	4	-

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HOLIDAY BOAT PARADE MAP



PUBLIC VIEWING SCHEDULE

Lighthouse

6:15PM- Small Boat then Large Boat Parade Start

SPARKMAN WHARF

6:30PM- Small Boat then Large Boat

DAVIS ISLANDS & CHANNEL DRIVE

6:45PM- Small Boat then Large Boat

Marriott

7:00PM- Small Boats

Tampa Convention Center

7:15PM- Small Boat then Large Boat

CURTIS HIXON PARK

7:30PM- Small Boats Only

WATER WORKS

7:45PM- Small Boats Only

ARMATURE WORKS

8:00PM- Small and Large Boat Parade Ends

***all times are approximate**

2024 DEMOGRAPHICS

BOAT PARADE

TOTAL VISITORS:

30.1K

Average
Dwell Time:

72 mins

TOTAL VISITORS:

2,480

Average
Dwell Time:

72 mins

TREE LIGHTING

SPECTACULAR

TOTAL VISITORS:

36.5K

Average
Dwell Time:

64 mins

SOCIAL REACH



FACEBOOK
FOLLOWERS

84.7K



INSTAGRAM
FOLLOWERS

14.2K



EMAIL
IMPRESSIONS

100K

CONTACT INFORMATION



General Contact
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Instagram
[@tampa_riverwalk](https://www.instagram.com/tampa_riverwalk)



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