

























TAMPA RIVERFEST SPONSORSHIP OPPORTUNITIES

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



WHY SPONSOR?


Help us expand Tampa Riverfest with the water ski show, paddle invasion, wiener dog derby, TacoFest, Taste of the Riverwalk, 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 \$27,500	Diamond \$16,500 CHWP Main Stage	Platinum \$11,100 Sponsor Party Host	Gold \$8,250 VIP Tent or WWP Stage	Silver \$5,500 Lantern Parade, Water Ski or Balloon Glow	Bronze \$3,300 Marketing Promo Tent	Pearl \$1,650 Supporting
Exclusivity as the presenting sponsor							
Sponsor brand on event logo and I-275 billboard							
Exclusive announcement on all stages							
Specific 10' x 20' location for activation							
Specific 10' x 10' location for activation							
Sponsor brand on event signage							
Print, TV, and radio recognition							
Stage Announcements	8	4	2	2	1		
Social Media Recognition	6	5	4	3	2		
Daily VIP Tickets	30	20	15	10	6	4	2
Sponsorship Party Tickets	26	16	10	8	6	4	2

Riverfest 2026 Schedule

FRIDAY, MAY 1

Curtis Hixon Waterfront Park

Live Music: 5:00 PM – 10:00 PM
Beer Tents: 5:00 PM – 10:00 PM
Food Trucks: 5:00 PM – 10:00 PM
Marketing/Promo Tents: 5:00 PM – 10:00 PM
 **Taste of the Riverwalk:** 5:30 PM – 9:00 PM
 **VIP Tent:** 5:00 PM – 10:00 PM
Hot Air Balloon Glow: 8:30 PM – 9:00 PM
Closing Headliner Band: 8:30 PM – 10:00 PM

 **ticketed event**



SATURDAY, MAY 2

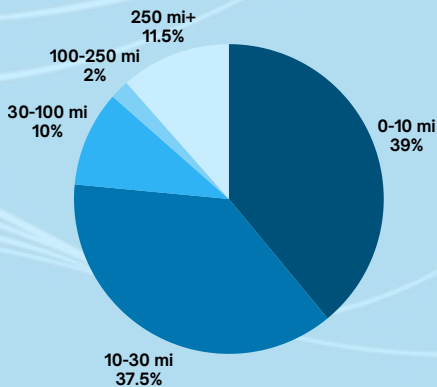
Curtis Hixon Waterfront Park

Live Music: 11:00 AM – 10:30 PM
Beer Tents: 11:00 AM – 10:30 PM
Food Trucks: 11:00 AM – 10:30 PM
Marketing/Promo Tents: 11:00 AM – 10:30 PM
Wiener Dog Derby: 11:00 AM – 5:00 PM
 **Taco Fest:** 11:00 AM – 8:00 PM
 **VIP Tent:** 5:00 PM – 10:30 PM
Hot Air Balloon Glow: 8:30 PM – 9:00 PM
Closing Headliner Band: 8:30 PM – 10:30 PM

Water Works Park

Yoga at Armature Works: 9:00 AM – 10:00 AM
 **Paddle Invasion:** 8:30 AM & 8:45 AM
Beer Tents: 11:00 AM – 9:00 PM
Food Trucks: 11:00 AM – 9:00 PM
Kid Zone: 11:00 AM – 8:00 PM
Stage Entertainment: 11:00 AM – 8:00 PM
Water Ski Show: 4:00 PM
Lantern Making Workshop: 5:00 PM – 8:00 PM
Lantern Parade: 8:30 PM

2025 STATS



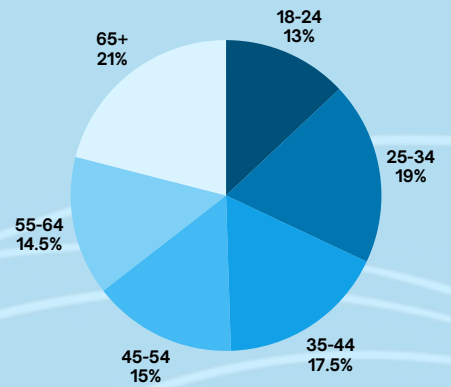
VISITOR AGE DISTRIBUTION

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

8

CULTURAL PERFORMANCES

2

TACOFEST VENDORS



FACEBOOK FOLLOWERS
96K



EMAIL IMPRESSIONS
100K



INSTAGRAM FOLLOWERS
20.2