The Riverwalk Holiday Spectacular is a natural expansion of our Holiday Lighted Boat Parade and Holiday Harbour Tree. After the Thanksgiving holiday, the Riverwalk will be festively decorated for the holiday season. In addition to the 35’ lighted Christmas tree floating in the Tampa Convention Center basin, there will be several other lighted displays floating on barges in the river from Armature Works to Sparkman Wharf. The Riverwalk light poles will be adorned with lighted garland along the entire 2.6 mile path. Four giant lighted fish arches will invite guests into Water Works Park which will be illuminated with millions of white lights in the grand oak trees while the large architectural tree is also decorated with lights and garland.

**Holiday Lighted Boat Parade**

The annual lighted boat parade will take place the Saturday before Christmas. Nearly a hundred boats will be decked out in holiday lights and décor competing for the title of best decorated boat. The parade begins at the Convention Center basin, travels to the Heights, and ends at Sparkman Wharf where the boats will be judged by our volunteer Big Brother and Big Sister pairs.

**SPONSOR BENEFITS**

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<tr>
<th>TITLE</th>
<th>DIAMOND</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
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<tr>
<td>$15,000</td>
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<td>$7,500</td>
<td>$5,000</td>
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<td>$1,500</td>
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- Sponsor’s name and brand incorporated into the Holiday Spectacular logo as title sponsor
- Sponsor’s name on event signage
- Sponsor’s brand exposure offered along the Riverwalk during 2-month event
- Sponsor invited to Holiday Spectacular Kickoff Reception
- Specific location identified for branding
- Media recognition through newspaper, TV, radio, social media

<table>
<thead>
<tr>
<th>Options</th>
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<tbody>
<tr>
<td>Holiday Harbour Tree or Mobile Scavenger Hunt</td>
<td>Water Works Oak Trees or Holiday Lighted Boat Parade</td>
<td>Boat Parade Sponsor and Guest invited to Captain’s Meeting</td>
<td>Floating Tree Farm or Water Works Park Architectural Tree</td>
</tr>
</tbody>
</table>

- Media recognition through newspaper, TV, radio, social media

For additional information, please contact

MaryBeth Williams, Executive Director, Friends of the Riverwalk, Inc

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