

WINTER VILLAGE AT CURTIS HIXON PARK

NOVEMBER 20, 2025 - JANUARY 4, 2026



TAMPA
DOWNTOWN PARTNERSHIP

SPONSORSHIP INFORMATION



WINTER VILLAGE is a multifaceted public space program that aims to create lasting holiday memories for all those that attend. The annual, 45-day activation transforms Curtis Hixon Park and the adjacent Riverwalk into an immersive holiday experience. Winter Village includes various family-friendly activities, uniquely crafted food and beverages, an open-air ice skating rink, a nightly 365-degree light show, and market-style shops offering a mix of local, imported, and artisan goods. Additionally, Winter Village frequently incorporates various special events such as Santa sightings and holiday classic film screenings.

Further enhancing the Downtown holiday experiences, the Winter Village Express, a themed excursion through Tampa's Downtown on the historic streetcar, allows patrons to enjoy treats, music, and activities along their ride.



2024 SEASON ANALYTICS

250K
TOTAL ATTENDEES

27K
TOTAL SKATERS

SOCIAL MEDIA IMPACT

FACEBOOK

16K
FOLLOWERS

107K
REACH

627K
CONTENT
INTERACTIONS



@WINTERVILLAGETAMPA
@TAMPASDOWNTOWN

INSTAGRAM

14K
FOLLOWERS

704K
REACH

59K
CONTENT
INTERACTIONS

EARNED MEDIA VALUE

15.5 MILLION
TOTAL TV/RADIO
AUDIENCE

889.8 MILLION
TOTAL ONLINE NEWS
AUDIENCE

\$9.7 MILLION
TOTAL PUBLICITY
VALUE

WINTER VILLAGE SPONSORSHIP OPPORTUNITIES

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Interested in sponsoring? Please contact:

Ivy Lupco at iLupco@tampasdowntown.com

HOLIDAY EXPERIENCE SUPPORTER - \$20,000

- Dasher board
- Recognition as a sponsor throughout all Winter Village locations on branded graphics
- Recognition as a sponsor via social media
- Opportunity to brand element of Winter Village
- Opportunity to activate the Winter Village footprint twice during the seven week installation
- Social Media posts dedicated to the activation
- Invitation to the opening reception – Includes food, drink, and free skating
- 20 comp skate tickets

WINTER VILLAGE SUPPORTER - \$15,000

- Dasher Board
- Recognition as a sponsor throughout the Winter Village footprint on branded graphics
- Recognition as a sponsor via social media
- Opportunity to activate the Winter Village footprint twice during the seven week installation
- Social Media posts dedicated to the activation
- Invitation to the opening reception – Includes food, drink, and free skating
- 15 comp skate tickets

WINTER VILLAGE PARTNER - \$10,000

- Recognition as a sponsor throughout the Winter Village footprint on branded graphics
- Recognition as a sponsor via social media
- Opportunity to activate the Winter Village footprint once during the seven week installation
- Social Media post dedicated to the activation
- Invitation to the opening reception – Includes food, drink, and free skating
- 10 comp skate tickets

FRIEND OF WINTER VILLAGE - \$5,000

- Recognition as a sponsor throughout the Winter Village footprint on branded graphics
- Invitation to the opening reception – Includes food, drink, and free skating
- 5 comp skate tickets

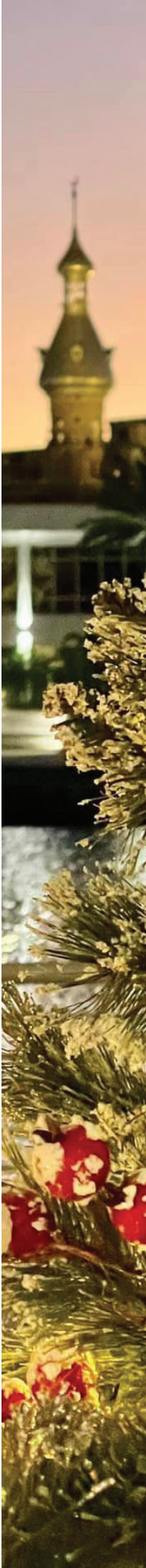
WINTER VILLAGE EXPRESS SPONSORSHIP OPPORTUNITIES

WINTER VILLAGE EXPRESS TITLE SPONSOR - \$10,000

- First right of refusal
- Event naming rights – Winter Village Express presented by [INSERT NAME]
- Your logo incorporated on all four sides of the streetcar
- Four interior advertisement cards
- Exposure through all social media posts related to the Winter Village Express
- Invitation to the opening reception – Includes food, drink, and free skating
- 20 comp Winter Village Express tickets

WINTER VILLAGE EXPRESS SUPPORTER - \$2,500

- Logo on the front and back of the streetcar
- Two interior advertisement cards
- Invitation to the opening reception – Includes food, drink, and free skating





SPECIAL EVENTS

HOLIDAY MOVIE NIGHT
MR. & MRS. CLAUS MEET & GREET
THEMED SKATE NIGHTS
SILENT DISCO
LIVE ENTERTAINMENT
SPONSOR ACTIVATIONS

PREVIOUS SPONSORS

TAMPA BAY LIGHTNING
TAMPA GENERAL HOSPITAL
CITY OF TAMPA
PODS
PDQ
TECO
STRAZ CENTER
MOSAIC

EVENT ELEMENTS



Market-style
Shops



Open-air
Ice Skating Rink



Street Curling
Courts



Illuminated
Seating Area



Curated Food
& Beverage



Photo
Opportunities



Nightly
Light Shows



Themed
Streetcar Rides

SPONSOR GRAPHICS

POD WRAPS



A-FRAME SIGNS



ICE RINK DASHER BOARDS



INTERIOR STREETCAR CARDS



EXTERIOR STREETCAR WRAP

