

SPONSORSHIP OPPORTUNITIES



14th Annual

— TAMPA —

**PIG
JIG**

OCTOBER 18, 2025

JULIAN B. LANE RIVERFRONT PARK

H
HopeWill
FOUNDATION



WHAT

At the Tampa Pig Jig and through the work of the HopeWill Foundation, we:

FUEL HOPE THROUGH FUNDRAISING

We raise critical funds for NephCure and a growing number of local nonprofit partners supporting individuals and families navigating rare kidney diseases and other serious, life-changing medical conditions.

SHINE A LIGHT ON RARE DISEASES

We amplify awareness for FSGS (Focal Segmental Glomerulosclerosis), Nephrotic Syndrome, and the broader rare disease community, helping bring visibility and urgency to these often-overlooked diagnoses.

ADVANCE RESEARCH & INNOVATION

Our support helps fast-track vital clinical research, improve treatment options, and bring new hope to those affected by complex health challenges.

BUILD COMMUNITY THROUGH CELEBRATION

We create connection and purpose through a one-of-a-kind waterfront event – blending music, food, and fun with heartfelt impact – proving that together, we can make a meaningful difference.

HopeWill
FOUNDATION

Formerly Old Florida Federation

GOALS KEY

VOLUNTEERS

BBQ TEAMS & TAILGATES

DOLLARS RAISED



2025 GOALS

'CUEING UP A CURE + SO MUCH MORE

\$3 MILLION



MEGAN MORONEY

MUSIC LINEUP

FIRE UP THE GRILL AND CRACK A BEER

The 14th Annual Tampa Pig Jig is a day you won't want to miss. The stage will come alive with CMT, CMA and ACM-Award-winning singer/songwriter, Megan Moroney, Platinum-selling Country music artists Midland, singer-songwriter Matt Nathanson, Americana/Roots Rock band Jamestown Revival and young breakout Country star George Pippen!



MIDLAND



MATT NATHANSON



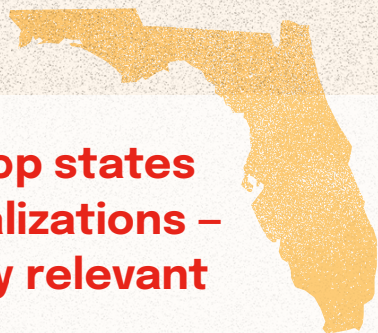
JAMESTOWN REVIVAL



GEORGE PIPPEN

WHY

Florida ranks among the top states for kidney-related hospitalizations – making this mission deeply relevant to our local community.



NEPHROTIC SYNDROME

Nephrotic Syndrome, which includes FSGS, is one of the most aggressive and debilitating forms of chronic kidney disease. FSGS can progress rapidly, potentially leading to kidney failure within 2-3 years of diagnosis.



5,400+ PATIENTS DIAGNOSED WITH FSGS YEARLY

AFRICAN AMERICANS
are

4-5X

more likely to develop kidney failure than White Americans.

MORE THAN
1 IN 7

U.S. adults have chronic kidney disease

Families facing medical crises struggle to navigate the emotional, financial, and logistical challenges – we aim to ease that burden.

EACH YEAR, KIDNEY DISEASE KILLS MORE PEOPLE THAN BREAST OR PROSTATE CANCERS.

31K

PROSTATE
CANCER

41K

BREAST
CANCER

50K

KIDNEY
DISEASE



FSGS is the leading cause of kidney failure IN CHILDREN



1K

The approximate number of FSGS patients who receive kidney transplants each year. However, within hours to weeks after a kidney transplant, FSGS reoccurs in approximately **30-50% of patients.**



By supporting the Tampa Pig Jig, you're not just joining an event – you're becoming part of a movement to provide hope, healing, and a future to families who need it most.

SPONSORSHIP OPPORTUNITIES

NAMING RIGHTS

PREMIUM

- Patient Social
- Main Stage
- BBQ Pit
- Lounge
- Tickets
- Koozies
- T-Shirt
- Judges Corner
- Sunglasses
- Backyard Bash
- BBQ Aprons
- Photo Booth

SELECT

- Hat
- Food Row
- Front Row
- Fireworks
- Auction
- Recycling Partner
- Kids Zone
- Sponsor Party

	TITLE SPONSOR	BREAKTHROUGH BOSS HOG	MEDICINE MAKER	PROGRAM PARTNER	SERIES PARTNER	IMPACT PARTNER	COMPETE FOR A CURE	NEPHCURE NEIGHBOR
SPONSORSHIP DOLLAR LEVEL	SOLD OUT	\$80,000	\$60,000	\$45,000	\$32,500	\$22,500	\$8,500	\$5,000
SPONSOR NAME INCORPORATED INTO EVENT LOGO	✓							
PRESENTING SPONSOR OF EVENT	✓	✓						
MAIN STAGE SIGNAGE	✓	✓	✓					
NAMING RIGHTS OPPORTUNITY	PREMIUM	PREMIUM	PREMIUM	SELECT				
PREMIUM BBQ PIT LOCATION	✓	✓	✓	✓				
NEW!! PARTICIPANTS ON THE HOPEWILL FOUNDATION FLOAT FOR THE 2026 GASPARILLA PIRATE FEST	4	4	2					
INCLUDED IN SELECT MEDIA PROMOTION	✓	✓	✓	✓	✓			
PROMINENT EVENT SIGNAGE	✓	✓	✓	✓	✓			
SELECT EVENT SIGNAGE	✓	✓	✓	✓	✓	✓		
COMPANY LOGO AND LINK TO COMPANY WEBSITE ON PIG JIG WEBSITE	✓	✓	✓	✓	✓	✓		
INCLUDES ONE BBQ TEAM ENTRY INTO COMPETITION	✓	✓	✓	✓	✓	✓	✓	
TAILGATE + TV RENTAL PACKAGE INCLUDES (2) 10X10 POP UP TENT, (5) TAILGATE CHAIRS, (2) 6FT TABLE WITH LINEN, (1) 120QT COOLER, (1) 42IN TV SET AND FULL ONSITE DISH SERVICE	✓	✓	✓	✓	✓	✓	✓	
COMPANY NAME INCLUDED ON WEBSITE	✓	✓	✓	✓	✓	✓	✓	✓
NUMBER OF PREMIUM ACCESS PASSES TO EVENT	SOLD OUT	80	50	50	30	20	14	6
NUMBER OF GENERAL ADMISSION TICKETS TO EVENT	SOLD OUT	50	50	40	30	24		
NUMBER OF TICKETS TO THE SPONSORSHIP PARTY	SOLD OUT	4	4	4	2	2	2	2

Premium Access Pass:

Includes admission, access to a reserved viewing area near stage and entry to private lounge with complimentary food and bar. Additional Premium Access Passes are available for sponsor discounted rate of \$500 while supplies last.

SOLD OUT!

MEDIA

MEDIA PLAN

The plan will include the following promotional support:

RADIO

US103.5, 97X, WCTQ SARASOTA
99.5QYK

PRINT & ONLINE

TAMPA BAY PARENTING MAGAZINE
THAT'S SO TAMPA

LOCAL TELEVISION EXPOSURE

TPJ has averaged \$240,000 in TV coverage annually for the past three years.

SOCIAL MEDIA

FACEBOOK, INSTAGRAM & X
@TampaPigJig



“As FSGS and NS are such rare diseases, it can be easy to feel isolated and alone. **The Pig Jig not only lets patients know they're not alone, but that Tampa Bay cares for them and is doing all it can to beat these diseases.**”

WILL WELLMAN
FSGS Patient

2024 MEDIA HIGHLIGHTS



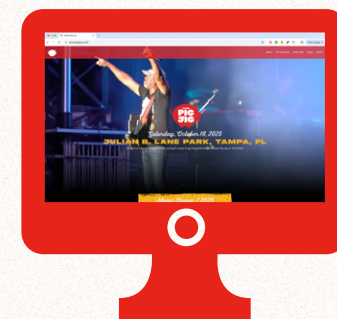
117 LOCAL MEDIA
MENTIONS EARNED



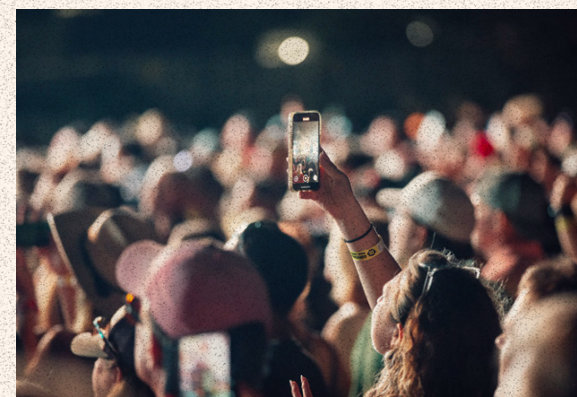
5,000+
SOCIAL SHARES



Tampa Pig Jig's
social accounts
generated
1,179,800
ORGANIC
IMPRESSIONS
between April
and November.



On average,
more than
130,000
users visit
tampapigjig.com
between April
and November.



The Tampa Pig Jig has quickly become an
ANNUAL MUST-ATTEND EVENT
for Tampa consumers and earns
consistent coverage by local media.



SPONSORSHIP FORM

OCTOBER 18, 2025

Preferred Contact's Name: _____

Company: _____

Address: _____

City, State & Zip: _____

Phone: _____ Email: _____

Preferred Shirt Size: ☐ Small ☐ Medium ☐ Large ☐ XL ☐ 2XL ☐ 3XL ☐ 4XL
(Check all that apply)

SPONSORSHIP LEVELS

- | | |
|---|--|
| <input type="checkbox"/> Title Sponsor SOLD OUT | <input type="checkbox"/> \$22,500 Impact Partner |
| <input type="checkbox"/> \$80,000 Breakthrough Boss Hog | <input type="checkbox"/> \$8,500 Compete For A Cure |
| <input type="checkbox"/> \$60,000 Medicine Maker | <input type="checkbox"/> \$5,000 NephCure Neighbor |
| <input type="checkbox"/> \$45,000 Program Partner | <input type="checkbox"/> Other Donation Amount: \$ _____ |
| <input type="checkbox"/> \$32,500 Series Partner | |

ADD-ON TICKETS

Individual Premium Access Passes: \$500 each | Quantity: _____

10 Pack of GA Concert Tickets: \$1,250 | Quantity: _____

BBQ TEAM INFORMATION

BBQ Team Name: _____

Cook #1 Name: _____

Phone: _____ Email: _____

Cook #2 Name: _____

Phone: _____ Email: _____