

SPONSORSHIP OPPORTUNITIES



15th Annual

— TAMPA —
**PIG
JIG**[®]



OCTOBER 17, 2026

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.



- GOALS KEY**
-  VOLUNTEERS
 -  BBQ TEAMS & TAILGATES
 -  DOLLARS RAISED



\$3 MILLION

CUEING UP A CURE + SO MUCH MORE

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

BLACK 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.

HOW

SPONSORSHIP OPPORTUNITIES

NAMING RIGHTS

PREMIUM

- Main Stage
- BBQ Pit
- Lounge
- GA+ Viewing Area
- Koozies
- T-Shirt
- BBQ Aprons
- Photo Booth
- Patient Social

SELECT

- Hat
- Food Court
- Front Row
- Fireworks
- 50/50 Raffle
- Recycling
- Kid Zone
- Lemonade Stand
- Sponsor Party
- Volunteer Program
- Refillable Water Station
- Judges
- North Stage
- Peer to Peer

	TITLE SPONSOR	BREAKTHROUGH BOSS HOG	MEDICINE MAKER	PROGRAM PARTNER	SERIES PARTNER	IMPACT PARTNER	COMPETE FOR A CURE	NEPHCURE NEIGHBOR
SPONSORSHIP DOLLAR LEVEL	SOLD OUT	\$85,000	\$65,000	\$47,500	\$35,000	\$25,000	\$10,000	\$5,000
PRESENTING SPONSOR OF EVENT	✓	✓						
MAIN STAGE SIGNAGE	✓	✓	✓					
NAMING RIGHTS OPPORTUNITY	PREMIUM	PREMIUM	PREMIUM	SELECT				
PREMIUM BBQ PIT LOCATION	✓	✓	✓	✓				
HOPEWILL FOUNDATION FLOAT PARTICIPANT INVITES FOR THE 2027 GASPARILLA PIRATE FEST		4	4	2				
INCLUDED IN SELECT MEDIA PROMOTION	SOLD OUT!	✓	✓	✓	✓			
PROMINENT EVENT SIGNAGE		✓	✓	✓	✓			
SELECT EVENT SIGNAGE		✓	✓	✓	✓	✓		
COMPANY LOGO + LINK ON EVENT WEBSITE		✓	✓	✓	✓	✓	✓	
ONE BBQ TEAM ENTRY WITH TAILGATE RENTAL PACKAGE INCLUDES (2) 10'X10' TENTS, (5) CHAIRS, (2) 6' TABLES WITH LINEN, (1) 120QT COOLER AND 42" TV WITH DISH SERVICE	✓	✓	✓	✓	✓	✓	✓	
NEW THIS YEAR! PRIVATE BARTENDING SERVICE PRIVATE BARTENDING SERVICE INCLUDED FOR YOUR BBQ TEAM/ TAILGATE HOSPITALITY SPACE. BAR SOLD SEPARATELY	✓	✓	✓	✓	✓	✓	✓	
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 \$550 while supplies last.

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

2025 MEDIA HIGHLIGHTS



77 LOCAL MEDIA
MENTIONS EARNED



26K+
SOCIAL CONTENT
INTERACTIONS



Tampa Pig Jig's
social accounts
generated
3,285,032
ORGANIC
IMPRESSIONS
between April
and November.



On average,
more than
107,000
users visit
tampapigjig.com
between April
and November.



Tampa Pig Jig was honored as
**TAMPA MAGAZINE'S
BEST CHARITY EVENT**
in the 2026 Best of the City awards.