



2026 **SPONSORSHIP** OPPORTUNITIES

An underwater scene featuring a large stingray swimming towards the viewer in the center. Below it, several sharks are swimming in the same direction. The background is filled with many smaller fish swimming in a school. The water is clear and blue, with light filtering through from above. In the bottom right corner, there is a dark silhouette of a person's head and shoulders, looking towards the left.

Sponsor Opportunities

The Florida Aquarium is a conservation-focused 501(c)(3) non-profit organization that unites our community behind a shared purpose of saving marine wildlife. We work tirelessly to share our passion by combining immersive educational experiences, cutting-edge conservation science, and awe-inspiring habitats and exhibits to create memories that last long after each visit.

From the time we are young, Floridians are taught to appreciate and respect the ocean, which is inextricably woven into our local identity. We live every day where others only dream of vacationing, surrounded by the beauty of wildlife and wild places.

Each year, The Florida Aquarium engages with more than one million guests, over one hundred thousand schoolchildren, and countless donors whose funding enables critical programs in education, community outreach, conservation, and more.



Promotional Days

Member Events

Day of Discovery

Education Support

Conservation Support

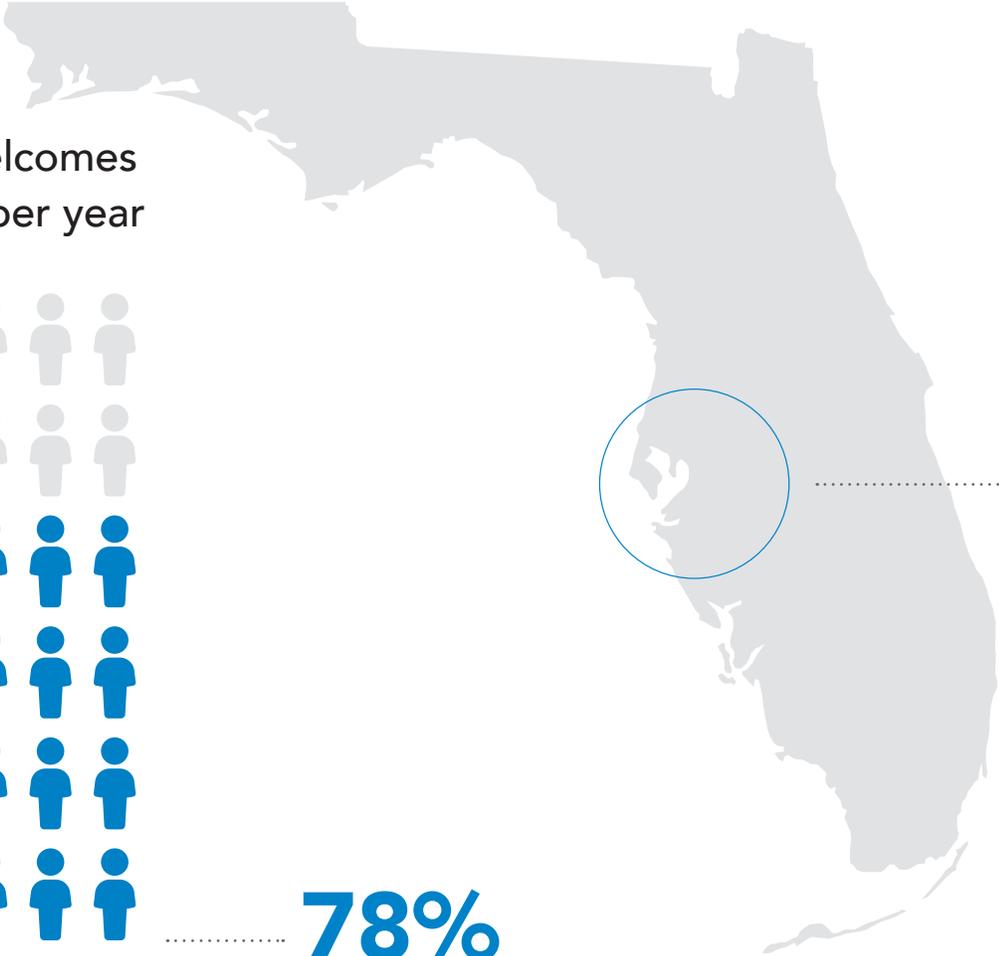
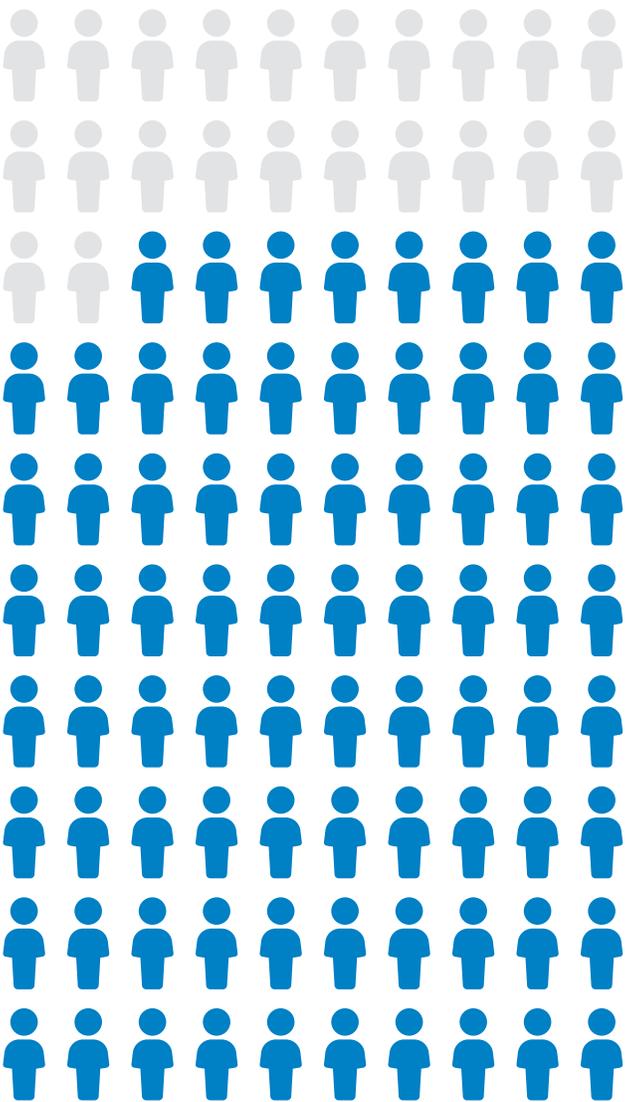
**Corporate Connect
Membership**

On-Site Recognition



By the Numbers

The Florida Aquarium welcomes over **1 MILLION** guests per year



78%
of guests reside
in Florida

Top 5 Counties
% of **Guests**

Hillsborough **44.55%**

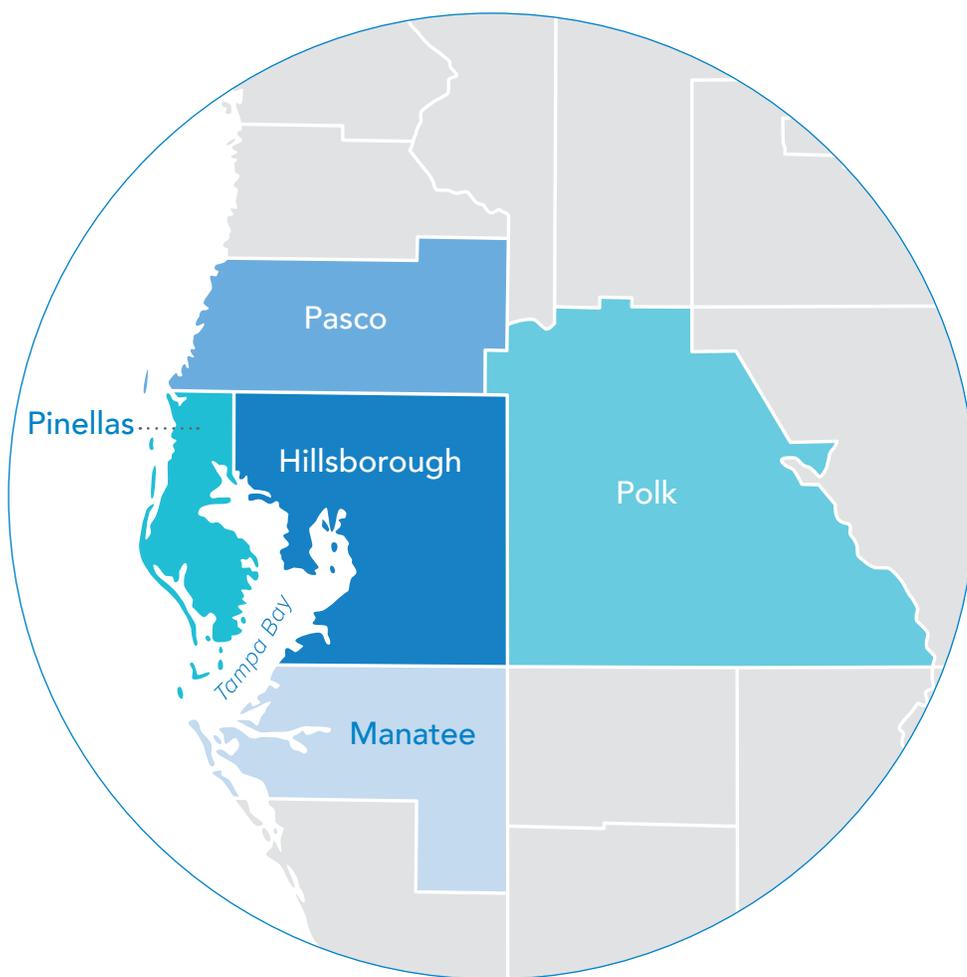
Polk **5.33%**

Pinellas **13.69%**

Manatee **3.76%**

Pasco **8.94%**

**TOP 5
COUNTIES**



Over 12,000
annual member
households
% of **Members**

Hillsborough **55.56%**

Polk **3.74%**

Pinellas **16.17%**

Manatee **3.23%**

Pasco **10.76%**



Be a part of a coastal holiday celebration with YuleTides at The Florida Aquarium. This festive, family-focused event immerses guests in diverse holiday traditions found along many of the world's coastlines, offering coastal-themed décor, live entertainment, holiday themed crafts, and visits with Santa. Sponsorship of this event offers high-visibility engagement in a joyful, community-centered setting meant for people of all ages.

A 5-week holiday celebration starting the day after Thanksgiving through the first weekend in January.

SPONSOR OPPORTUNITIES

Presenting Sponsor – \$100,000

- Inclusion with “Presented by” recognition on all marketing & communications both leading up to and during event
- Inclusion on high-impact signage across the entire guest experience with prominent logo placement and “Presented by” recognition throughout the venue
- Ten (10) VIP Night tickets

Sponsor opportunities \$2,500 and above will receive the following benefits:

- Sponsor name or logo will be prominently displayed at the location of their chosen activation.
- Sponsor logo recognition on digital screen in The Florida Aquarium Main Lobby
- Additional benefits listed below:

Signature Tree – \$20,000

- Eight (8) VIP Night tickets

Santa’s Wharf – \$10,000

- Six (6) VIP Night Tickets

Lighthouse – \$10,000

- Six (6) VIP Night Tickets

Postcard Photo Op - \$10,000

- Six (6) VIP Night Tickets

Premium Feature - \$5,000

- Four (4) VIP Night Tickets

Select Feature – \$2,500

- Two (2) VIP Night Tickets





WORLD OCEAN DAY SOIRÉE

benefitting The Florida Aquarium

Join us for an unforgettable evening benefiting The Florida Aquarium. Stroll the Blue Carpet, sip curated cocktails, and indulge in gourmet bites while enjoying captivating animal encounters and live entertainment. Then, set sail on a sunset cruise to our tropical Soirée, a radiant finale glowing with bioluminescent magic. We invite you to not only be our guest, but also a partner in our shared purpose of saving marine wildlife.

All sponsors will receive the following:

- Name or Logo recognition on The Florida Aquarium's digital welcome screen throughout the weekend of World Ocean Day
- Recognition in post-event email (290,000 recipients)
- Recognition in The Florida Aquarium's annual report
- Name or logo will be prominently displayed at the location of selected opportunity
- Additional benefits listed below:

SPONSOR OPPORTUNITIES

Presenting Sponsor – \$35,000

Leading our community in celebration and commitment to ocean conservation.

- "Presented by" logo recognition on all collateral
- "Presented by" logo recognition on all physical and digital event signs
- Public acknowledgment during multiple event speeches
- Opportunity to speak during an event program
- Includes two (2) VIP cabanas with reserved seating and dedicated drink service
- Sixteen (16) World Ocean Day Soirée tickets

Tropical Reception – \$25,000

Dive into the Soirée's main event with vibrant cocktails, tropical fare, décor, live entertainment, and more.

- Public acknowledgment during event program
- Logo displayed in multiple locations throughout Tropical Reception
- Includes one (1) VIP cabana with reserved seating and dedicated drink service
- Eight (8) World Ocean Day Soirée tickets

Sunset Cruise - \$15,000

Elevate the Soirée with an exclusive sunset cruise featuring breathtaking views, indulgent desserts, and refreshing cocktails.

- Public acknowledgment during event program
- Logo displayed in multiple locations on Sunset Cruise
- Includes one (1) VIP cabana with reserved seating and dedicated drink service
- Eight (8) World Ocean Day Soirée tickets

Underwater Cocktail Hour - \$15,000

Kick off the soiree with signature cocktails while immersed in mesmerizing underwater views and experiences.

- Public acknowledgment during welcome program
- Logo displayed on an underwater sign with divers
- Includes one (1) VIP cabana with reserved seating and dedicated drink service
- Eight (8) World Ocean Day Soirée tickets

Blue Carpet Photo Experience - \$10,000

Guests step into the spotlight on the blue carpet for a dynamic, shareable keepsake.

- Logo placement on complimentary souvenir photos
- Logo placement at Blue Carpet Photo Experience
- Eight (8) World Ocean Day Soirée tickets

SPONSOR OPPORTUNITIES

VIP Cabana - \$7,500

Experience the Tropical Reception in ultimate comfort with exclusive VIP lounge seating featuring stylish club furniture.

- Includes one (1) VIP cabana with reserved seating and dedicated drink service
- Logo recognition on the cabana
- Eight (8) World Ocean Day Soirée tickets

Premium - \$5,000

- Six (6) World Ocean Day Soirée tickets
- Logo recognition at location of chosen opportunity:
 1. Animal Encounter
 2. Bar
 3. Valet
 4. Entertainment
 5. Interactive Desert
 6. Welcome Drink

Select - \$2,500

- Four (4) World Ocean Day Soirée tickets
- Logo recognition at location of chosen opportunity:
 1. Silent Auction
 2. Candy Bar
 3. Personal Fan
 4. Fins & Tails Activity
 5. Face Painting
 6. Caricature Coaster Station

Advocate - \$1,250

- Two (2) World Ocean Day Soirée event tickets



Guppyween

Guppyween is your chance to make a SPOOKY SPLASH in the community. This Halloween celebration features spooky décor, weekend activations, complimentary trick or treating (during the final weekend of the month only), animal encounters, character appearances, costumed divers, free weekend admission for children in costume accompanied by a paid adult, and more. Sponsoring this event provides prominent exposure within a vibrant, community-focused atmosphere.

SPONSOR OPPORTUNITIES

Presenting Sponsor – \$25,000

- “Presented by” logo recognition on all marketing collateral
- “Presented by” logo recognition on free trick-or-treat bags given to guests
- Includes Candy Table Sponsor benefits
- Four (4) tickets to Guppyween
- Behind the scenes tour of The Florida Aquarium for up to four (4) guests

Candy Table Sponsors

\$1,000

- Logo recognition on table
- Logo recognition on lobby guest screen
- Logo recognition in post event thank you email (290,000 recipients)
- Two (2) tickets to Guppyween
- Sponsor provides volunteers or staff to work the table
- Sponsor provides candy or other kid-friendly giveaway
- Optional: Sponsor may provide a branded, kid-friendly giveaway

\$1,500

- All benefits of \$1,000 level
- The Florida Aquarium provides staff to work the sponsor’s table





evening TIDE TALKS

Evening Tide Talks at The Florida Aquarium is an award-winning, complimentary lecture series featuring expert scientists and world explorers. These engaging events are free for the general public, and include a reception followed by a presentation and Q&A session. Previous speakers covered topics such as Florida's climate resilience, coastal resource restoration, undersea adventures, innovative science education, and global species conservation. Each talk is live-streamed on the Tampa Bay Arts & Education (TBAE) network and provides a unique opportunity for guests to learn from and interact with leading experts who are making significant contributions to environmental conservation and education. All episodes remain online, on-demand, and publicly available.

SPONSOR OPPORTUNITIES

Presenting Sponsor – \$25,000

- Includes five (5) Evening Tide Talks lectures
- “Presented by” recognition on-site and on all related marketing materials
- Sponsor will have opportunity to address the audience
- Sponsor may provide promotional materials if desired
- Sponsor inclusion in any promotion or event coverage on The Florida Aquarium’s social media channels at the discretion of the Aquarium’s marketing team



Scan code to watch
previous episodes.





Day of Discovery

The Florida Aquarium is proud to raise awareness for autism in the Tampa Bay community through individual Day of Discovery events. These events provide an Aquarium experience specifically tailored to individuals with sensory differences and their families.

During Day of Discovery events, guests can explore the entire campus, including our engaging touch habitats featuring moon jellies, stingrays, anemones, and so much more! Special effects, lights, and music will be adapted for those with sensory differences, and opportunities for additional enhanced experiences are thoughtfully planned. This sponsorship allows The Florida Aquarium to offer a Day of Discovery at an extremely reduced rate (nearly 70% off traditional ticket price).

SPONSOR OPPORTUNITIES

Presenting Sponsor – Multiple Events – \$10,000

- Includes six (6) Days of Discovery

Presenting Sponsor – Single Event – \$2,500

- Includes one (1) Day of Discovery

Sponsors will receive the following benefit:

- “Presented by” recognition on-site and on all related marketing materials
- Onsite branding and promotion during event





Member Events

Our exclusive Member events offer unforgettable experiences that go beyond a typical visit to The Florida Aquarium — from early access on Member Mornings, where Members enjoy a peaceful morning exploring exhibits before doors open to the public, to lively Member Nights filled with music, animal encounters, diver interactions, and family-friendly fun. Sponsoring one of these free, member-only events gives you the opportunity to interact with a dedicated and engaged crowd in a one-of-a-kind setting.

SPONSOR OPPORTUNITIES

Presenting Sponsor – Multiple Events – \$10,000

- Includes six (6) Member Nights and/or Mornings

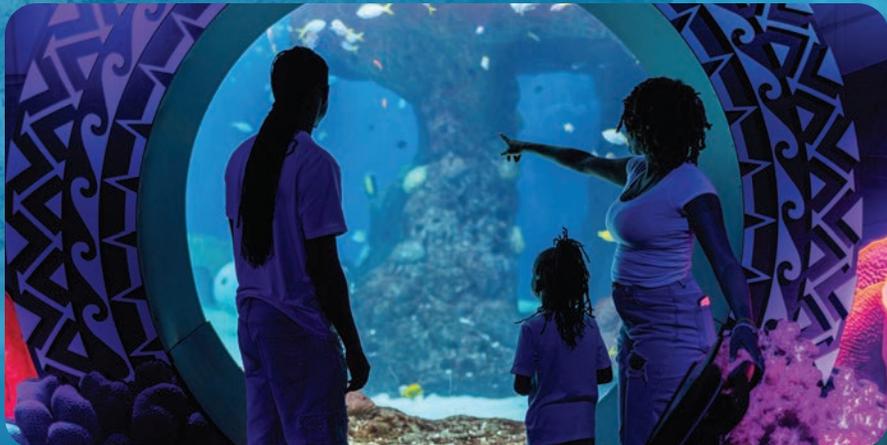
Presenting Sponsor – Single Event – \$2,500

- Includes one (1) Member Night or Morning

Sponsors will receive the following benefit:

- “Presented by” recognition on-site and on all related marketing materials







Promotional Event Opportunities

By partnering with The Florida Aquarium and sponsoring one of our dynamic and engaging events, you are putting your brand front and center with a large audience — all while showcasing your support for conservation and the Tampa community.

PRESENTING SPONSOR OPPORTUNITIES

Memorial Day Weekend – \$15,000

Kick off summer by aligning your brand with a high-traffic holiday weekend featuring family fun, while honoring those who have served. Active and retired Military service members receive special deals on entry. This popular promotion draws locals and tourists alike to the heart of Tampa's waterfront.

Veteran's Day Weekend – \$15,000

Salute those who've served in our armed forces. In appreciation of their service to our country, partner with The Florida Aquarium to share a special offer to active and retired Military service members.

Labor Day Weekend – \$15,000

Celebrate the last holiday of summer with a sponsorship that puts your brand in front of thousands of guests enjoying immersive exhibits, themed entertainment, and family-focused experiences.

Gasparilla Cruise – \$10,000

Take part in Tampa's most iconic celebration with an exclusive sponsorship of our Gasparilla Cruise, offering high visibility and brand placement aboard a themed voyage during the city's beloved pirate festivities. You'll also receive ten (10) complimentary tickets to join in the fun.

Lighted Boat Parade – \$10,000

Shine bright during Tampa's dazzling Lighted Boat Parade with this festive sponsorship opportunity, featuring waterfront visibility, seasonal magic, and strong community engagement. Join the celebration that evening with ten (10) complimentary tickets to join the fun.

Mother's Day – \$10,000

Celebrate moms and families on a heartfelt day filled with activities and animal encounters, giving your brand the spotlight during this well-loved springtime tradition.

Father's Day – \$10,000

Connect with families as we honor dads with hands-on experiences and aquatic adventures, making your brand part of cherished family memories.

Cuddle Clinic – \$10,000

This beloved event invites children to bring their favorite plush animals in for a "check-up" with real veterinarians, medical staff, and volunteers—creating unforgettable, hands-on moments of care and compassion.

Giving Tuesday – \$10,000

Inspire community-wide generosity as our Giving Tuesday matching sponsor, using your challenge gift to double donor impact while elevating your brand as a champion of the community and conservation.

Additional Table Sponsorships are also available at \$1,000 and \$1,500.

All presenting sponsors will receive the following:

- Logo or name recognition on all marketing collateral
- Two (2) tickets to a select VIP event of your choice

Learning Opportunities

The Florida Aquarium is proud to offer a variety of learning initiatives that benefit the entire community. Your support of these programs can create a lasting impact for children and our community.

Learning Room – \$10,000

By sponsoring one (1) of five (5) uniquely themed rooms, you'll be supporting vital educational programs that inspire over 100,000 students annually through hands-on STEM experiences, family nights, and outreach programs. Your partnership will help expand access for Title I groups, foster curiosity, and promote educational equity while celebrating a decade of transformative impact. Together, we can shape the future by bringing science and nature to life for generations to come.

Sponsors will receive the following benefits:

- Sponsor recognition in one (1) room of The Florida Aquarium Learning Center
- Public pathway recognition
- Recognition on The Florida Aquarium website

Spring to Shore – \$7,500

The program will provide resources to historically marginalized communities and Title 1 schools. This support will promote and ensure access to free educational enrichment for low-income students from underserved neighborhoods in the Tampa Bay Area. School field trips are a self-guided adventure through The Florida Aquarium, allowing classes the opportunity to explore our many diverse habitats and species at their own pace and fostering excitement and engagement with STEM topics.

Sea Stars – \$7,500

Parents can present their student's most recent qualifying report card (printed or digital) at the Aquarium's ticket window to receive FREE child's admission and 50% off adult general admission tickets.

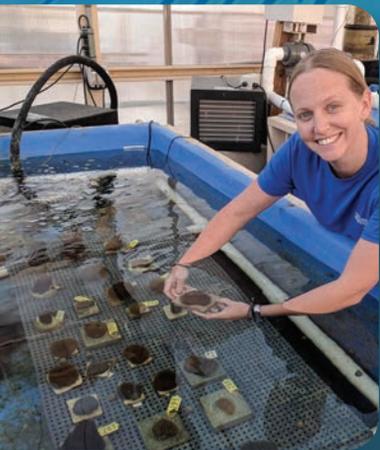
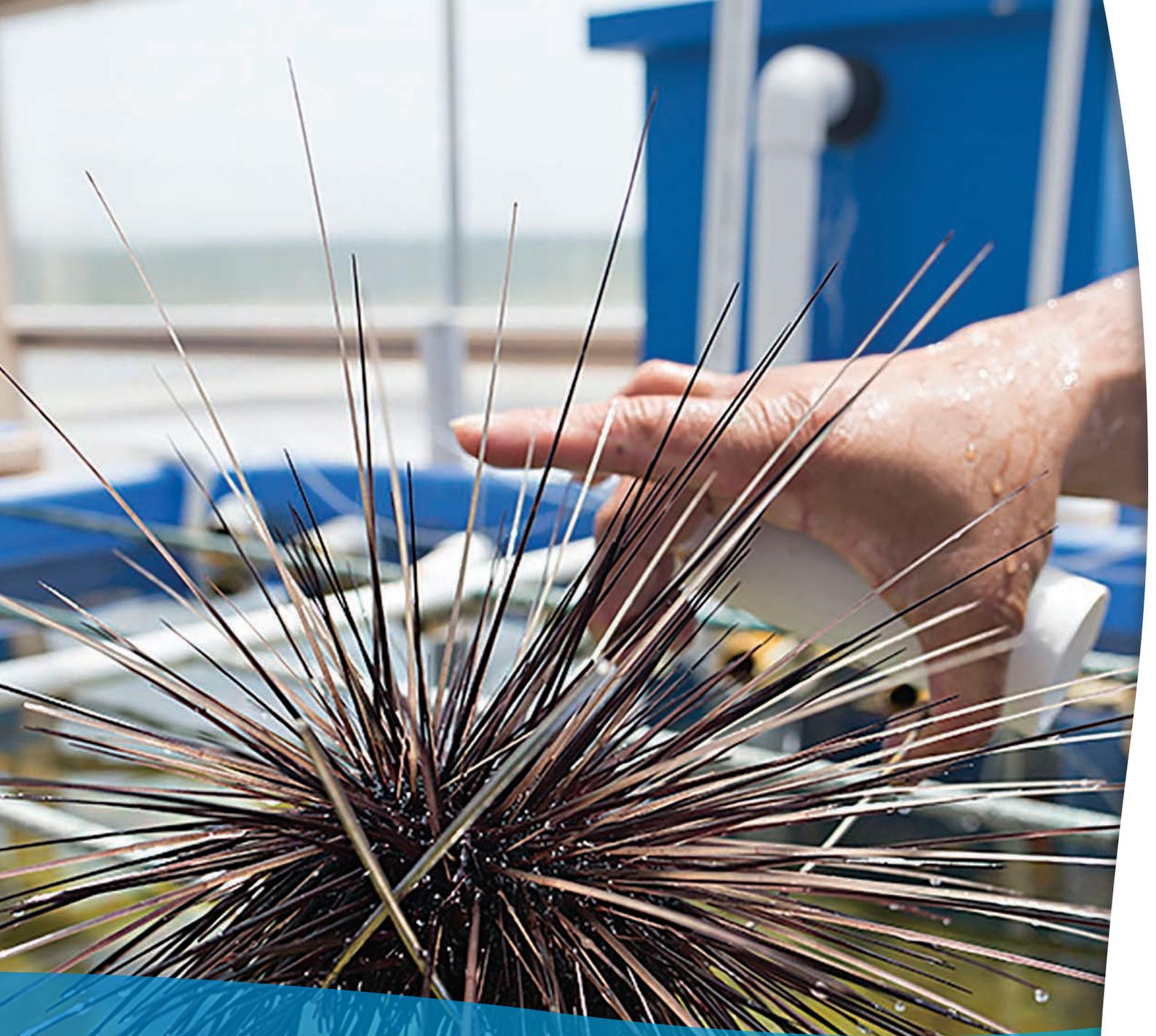
Sponsors will receive the following benefits:

- Recognition on The Florida Aquarium's official website and any other corresponding promotional collateral

All sponsorship opportunities are for a 1 year term. Sponsor will receive first right to refusal 90 days before renewal.







Conservation Programs

The Florida Aquarium is a conservation-based 501(c)(3) non-profit organization committed to using a science-based, impact-driven approach to engage our audiences and address key environmental issues. We strategically focus on conservation initiatives that amplify our expertise, engage our entire staff, leverage our partnerships, and maximize our ability to advance conservation priorities.

Sea Turtle Conservation

Since 1999, The Florida Aquarium has been a leader in sea turtle conservation, providing rehabilitation and education programs. In 2019, we opened our cutting-edge Sea Turtle Rehabilitation Center in Apollo Beach, featuring rehabilitation pools, a deep-dive foraging pool, and a state-of-the-art veterinary suite. These resources expand our ability to rescue and rehabilitate sea turtles, conduct vital research, and increase releases back into the wild.

SPONSOR OPPORTUNITIES

Sea Turtle Tracking Device – \$10,000

- Social media recognition when turtle is released to the wild
- Sponsor recognition on one (1) rehabilitation pool
- Invitations for two (2) to an annual invite-only donor appreciation event
- Opportunity for four (4) guests to tour The Florida Aquarium's Sea Turtle Rehabilitation Center

Sea Turtle Rehabilitation Pool – \$5,000 (8 Available)

- Sponsor recognition on one (1) rehabilitation pool
- Invitations for two (2) to an annual invite-only donor appreciation event
- Opportunity for four (4) guests to tour The Florida Aquarium's Coral Conservation and Research Center

Coral Conservation and Research

The Florida Reef Tract is the only living barrier reef in the U.S. and the third largest in the world, supporting 25% of marine life and over 70,000 jobs in Florida. However, pollution, disease, and a shifting climate have devastated the reef, with NOAA estimating a 98% coral loss.

The Florida Aquarium is leading the fight to restore this critical ecosystem through its Coral Conservation Program. As one of the select facilities entrusted with "rescue corals," the Aquarium cares for, reproduces, and out-plants corals to rebuild the reef.

SPONSOR OPPORTUNITY

Coral Preservation – \$2,500

- Invitations for two (2) to an annual invite-only donor appreciation event
- Opportunity for four (4) guests to tour The Florida Aquarium's Coral Conservation and Research Center

Environmental Stewardship

These efforts connect people directly to our science-driven conservation work, empowering groups to take measurable action that supports marine wildlife and the vital ocean systems that sustain us. Each year the Aquarium removes thousands of pounds of trash from local waterways and plants young mangroves along vulnerable shorelines.

SPONSOR OPPORTUNITY

Day of Action - \$2,500

Engage your employees in a private environmental clean-up or mangrove planting with The Florida Aquarium—boosting morale, promoting team building, and showcasing your company's commitment to community impact and environmental stewardship.

Additional Conservation support and recognition opportunities available. Please contact development@flaquarium.org for more details.

All sponsorship opportunities are for a 1 year term. Sponsor will receive first right to refusal 90 days before renewal.

On-Site Recognition

On-site recognition at The Florida Aquarium offers sponsors the opportunity to showcase their brand to over one million annual visitors in a dynamic and engaging environment. These customizable opportunities not only increase visibility but also align your company with conservation, education, community impact, and our shared purpose of saving marine wildlife.

Current available recognition opportunities include:

- Florida Wetlands
- Shark Reef Room
- The Ranger Station
- Moon Bay
- Wild Dolphin Cruise

More on-site partnership opportunities are available and each one is unique, please contact development@flaquarium.org for more details and availability.





BECOME A SPONSOR
Your Recognition Here





Corporate Connect Membership

The Florida Aquarium's corporate philanthropy program brings your company into a dynamic network of community-driven leaders committed to saving marine wildlife in Tampa Bay and across the globe.

As a Corporate Connect member, your team unlocks exclusive access to the Aquarium for your employees - as well as their families and friends - delivering unforgettable experiences all year long.

Position your company as a leader in saving marine life while delivering meaningful benefits to your team.





	Daily Admissions	Day of Action	VIP Tour	VIP Event Tickets	Website Recognition	Sponsor Recognition at Guppyween or Yuletides*	SeaTREK Dive Experience
Associate \$5,000	4	1	1 Tour with 8 Guests	2	Yes		
Partner \$10,000	8	1	1 Tour with 8 Guests	2	Yes		
Advocate \$15,000	12	1	1 Tour with 12 Guests	4	Yes	Choice of 1 Signature Event	4 Guests
Patron \$25,000	16	2	2 Tours with 12 Guests	8	Yes	Both Signature Events	8 Guests

Small business Corporate Connect Membership available. To see if your company qualifies, contact development@flaquarium.org



The Florida Aquarium is a 501(c)(3) not-for-profit organization whose is committed to saving marine wildlife. The Florida Aquarium is accredited by the Association of Zoos & Aquariums (AZA), the American Humane Certified™, and World Association of Zoos and Aquariums (WAZA).

