

12th ANNUAL LAGOON FEST



DISCOVER A LOCAL TREASURE

SPONSOR DECK

NOVEMBER 1, 2025

WWW.LAGOONFEST.COM



lake worth
LAGOON



sfwmd.gov

LAGOON FEST



Celebrate Lake Worth Lagoon at LagoonFest

Join us for LagoonFest — a *FREE*, family-friendly waterfront event in downtown West Palm Beach that honors one of The Palm Beaches' most beautiful and vital natural treasures: **The Lake Worth Lagoon**.

Now in its 12th year, LagoonFest continues to grow — drawing over **7,500 attendees** last year alone. The event connects the community with this 20-mile urban estuary through exciting, educational experiences:

- Hands-on exhibits
- Wildlife encounters
- Children's activities
- Naturalist-guided kayak clean-up tours
- Catamaran history cruises

It's a day of discovery, adventure, and stewardship, where residents and visitors alike learn to appreciate and protect our waters.

Your Sponsorship Makes a Difference

As a sponsor, you become a key partner in raising awareness about the lagoon's ecological importance and recreational opportunities. We offer customizable sponsorship levels aligned with your marketing goals — including in-kind support options.

Support the Lagoon. Support the Community. Sponsor LagoonFest.

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|-----------------------|--|
| WHAT: | 12th Annual LagoonFest |
| WHEN: | November 1, 2025 |
| TIME: | 9:00 am—2:00 pm |
| WHERE: | Flagler Drive Waterfront, Downtown West Palm Beach |
| ATTENDANCE: | 7,500+ |
| ADMISSION: | Free |
| WEBSITE: | LagoonFest.com |
| Facebook Link: | Facebook.com/lagoonfestpbc/ |
| Instagram: | <u>Instagram.com/lagoonfestpbc/</u> |

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|-----------------|--|
| CONTACT: | Jennifer Costello FMG Executive Director jennifer@festivalmanagementgroup.com |
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|---|
| Leanne Griffith FMG Sponsor Manager leanne@festivalmanagementgroup.com |
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SPONSORSHIP PACKAGE OVERVIEW

LAGOON
FEST



| | | | | | |
|--------------------------------|----------------------------|------------------------------|--------------------------------|------------------------------|--------------------------------|
| PLATINUM SPONSOR \$7,500 | GOLD SPONSOR \$5,000 | SILVER SPONSOR \$3,500 | KID ZONE SPONSOR \$2,500 | BRONZE SPONSOR \$1,750 | OFFICIAL SPONSOR \$1,500 |
| P | G | S | K | B | O |

PLATINUM
SPONSOR \$7,500



SPONSOR BENEFITS (Category Exclusive)

BOOTH SPACE

- Premier location of 10x10 on-site booth space (includes tent, table and two chairs)
- Sponsor promotion of services and products

ADVERTISING & PROMOTION

- Company logo and link on www.LagoonFest.com
- Sponsorship exclusivity with official designation as Platinum Sponsor
- Official designation in all media releases, press releases, ads, brochures, post cards, website, social media, and follow-up public relations materials

RECOGNITION AT EVENT

- Company name / logo on Sponsor signage
- Company banner displayed in prime locations (provided by sponsor)

SPONSOR SERVICES

- Sponsor concierge service at event if desired
- First right of refusal for sponsorship renewal withing 90 days of event completion.



SPONSOR BENEFITS (Category Exclusive)

BOOTH SPACE

- Premier location of 10x10 on-site booth space (includes tent, table and 2 chairs)
- Sponsor promotion of services and products

ADVERTISING & PROMOTION

- Company logo and link on www.LagoonFest.com
- Sponsorship exclusivity with official designation as Gold Sponsor
- Official designation in all media releases, ads, brochures, post cards, website, social media, and follow-up public relations materials

RECOGNITION AT EVENT

- Company banner displayed in booth (provided by sponsor)



SPONSOR BENEFITS (Non-Exclusive)

BOOTH SPACE

- Premier location of 10x10 on-site booth space
(Tent, table and 2 chairs NOT included)

ADVERTISING & PROMOTION

- Company logo and link on www.LagoonFest.com
- Official designation in all media releases, ads, brochures, post cards, website, social media, and follow-up public relations materials
- Sponsor exposure on all signage

RECOGNITION AT EVENT

- Company banner displayed in booth (provided by sponsor)

KID ZONE
K **SPONSOR**
\$2,500

SPONSOR BENEFITS (Category Exclusive)

BOOTH SPACE

- Premier location of 10x10 on-site booth space (Includes tent, table and 2 chairs)
- Sponsor promotion of services and products

ADVERTISING & PROMOTION

- Company logo and link on www.LagoonFest.com
- Official designation in all media releases, ads, brochures, post cards, website, social media, and follow-up public relations materials

RECOGNITION AT EVENT

- Company banner displayed in Kids Zone

BRONZE
B **SPONSOR**
\$1,750

SPONSOR BENEFITS (Non-Exclusive)

BOOTH SPACE

- 10x10 on-site booth space (Tent, table, two chairs NOT included)

ADVERTISING & PROMOTION

- Company logo and link on www.LagoonFest.com
- Official designation in all media releases, ads, brochures, post cards, website, social media, and follow-up public relations materials
- Sponsor exposure on all signage and banners

RECOGNITION AT EVENT

- Company banner displayed in booth (provided by sponsor)

OFFICIAL
O **SPONSOR**
\$1,500

SPONSOR BENEFITS (Non-Exclusive)

BOOTH SPACE

- 10x10 on-site booth space (Tent, table, chairs NOT included)

ADVERTISING & PROMOTION

- Company logo and link on www.LagoonFest.com