

13th ANNUAL LAGOON FEST

SPONSOR DECK



DISCOVER A LOCAL TREASURE

October 31, 2026
8:30am - 2pm

Flagler Drive Waterfront,
Downtown West Palm Beach
+7500 attendance

FREE ADMISSION

WWW.LAGOONFEST.COM



sfwmd.gov

LAGOON FEST



Celebrate Lake Worth Lagoon

Join us for **LagoonFest** — a FREE, family-friendly waterfront event in downtown West Palm Beach located right next to the WPB Green Market. LagoonFest celebrates one of The Palm Beaches' most beautiful and vital natural treasures: **The Lake Worth Lagoon**.

Now in its 13th year, LagoonFest continues to grow — drawing over +7,500 attendees last year alone. This one day event connects the community with the 20-mile urban estuary through exciting educational experiences provided by our county's leading non-profits.

GUESTS ENJOY:

- ✦ Hands-on exhibits - touch tanks
- ✦ Wildlife encounters - meet animal ambassadors
- ✦ Children's activities - tortoise tunnel, casting lessons, face painting, shell hunt, and more
- ✦ Catamaran history cruises
- ✦ Mascot parade

It's a day of discovery, adventure, and stewardship, where residents and visitors alike learn to appreciate and protect our waters and natural areas. As a sponsor, you become a key partner in raising awareness about the lagoon's ecological importance and recreational opportunities.

This year kids can join in the mascot parade dressed as their favorite "lagoon creature" led by Laguna the Spotted Eagle Ray, Flora the Roseate Spoonbill and possibly previous mascots like Mia the Manatee, Freddy the Alligator, Luna the Green Sea Turtle, Oakley the Squirrel, Fletch the Loggerhead Sea Turtle, Buddy the Seahorse, and Ruby the Strawberry Squid! The costume contest in the KIDS ZONE will have fun prizes for all!



Contact:
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\$5000 - TIDAL CURRENT SPONSOR

“Lead the movement. Shape the tide.”

Includes:

- Featured mention in press releases and media interviews
- Premium activation space at festival entrance, KIDS ZONE, LagoonFest bag and calendar giveaway area.
- 10x10 or 10x20 Booth Space includes a tent(s), table(s) and chairs
- Logo and link on website sponsor page
- Large Logo with QR code on event sponsor signage
- Large logo placement on all marketing materials including giveaway bag and calendar
- Large logo placement on festival signage
- Featured social media posts (FB and instagram)
- Dedicated social media thank-you post (FB and instagram)
- Inclusion in sustainability partner spotlight eblast



\$3000 - CORAL REEF SPONSOR

Includes:

- 10x10 or 10x20 Booth Space includes a tent(s), 1 (2) 8ft table(s) and 2(4) chairs in a featured area of the event.
- Large Logo and link on website sponsor page
- Large Logo with QR code on event sponsor signage
- Logo placement on festival signage
- Featured social media post
- Dedicated social media thank-you post
- Inclusion in sustainability partner spotlight eblast



\$2500 - MANGROVE SPONSOR

Includes:

- 10x10 Booth Space includes a 10x10 tent, an 8ft table and 2 chairs
- Logo and link on website sponsor page
- Logo on event sponsor signage
- Dedicated social media thank-you post
- Opportunity to provide branded eco-friendly giveaways



\$1750 - SEAGRASS SPONSOR

Includes:

- 10x10 Booth Space (does NOT include tent, table or chairs)
- Logo and link on website sponsor page
- Logo on event sponsor signage
- Opportunity to provide branded eco-friendly giveaways



\$1500 - RIPPLE SPONSOR

Includes:

- 10x10 Booth Space (does NOT include tent, table or chairs)
- Logo and link on website sponsor page
- Logo on event sponsor signage

**OR JOIN US AS A “FRIENDS OF THE LAGOON”
AT ANY DONATION LEVEL**

Sponsoring **LagoonFest** gives your brand the opportunity to connect with a family and eco-friendly audience, align your business with environmental awareness and support a platform for the non-profits that care for our beautiful estuary and to further their mission by connecting with the public.

“Small Waves. Big Impact”