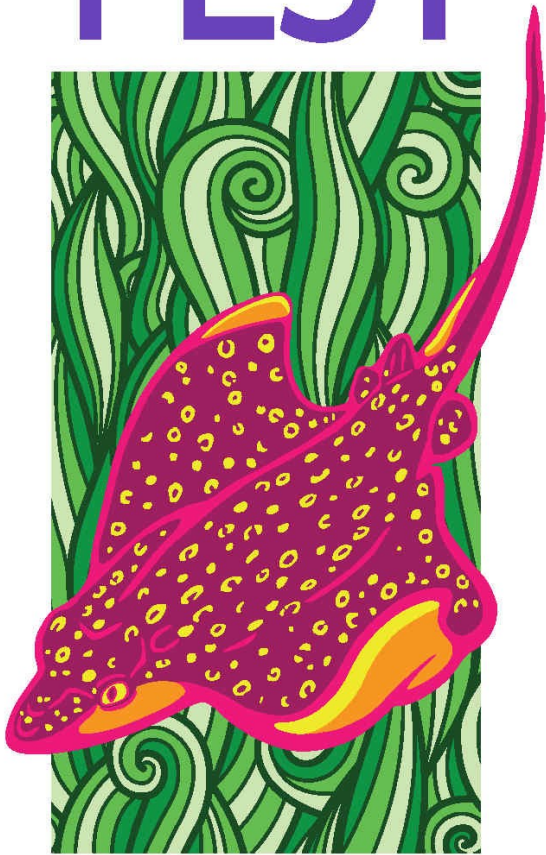


11th ANNUAL LAGOON FEST



DISCOVER A LOCAL TREASURE

SPONSOR DECK

NOVEMBER 2, 2024

WWW.LAGOONFEST.COM

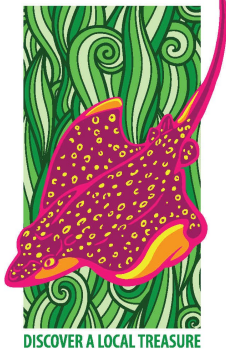


lake worth
LAGOON



sfwmd.gov

LAGOON FEST



LagoonFest is a FREE family-friendly event held on the waterfront in downtown West Palm Beach that celebrates one of the most picturesque and essential waterways in The Palm Beaches...the Lake Worth Lagoon.

Building off the success of the past ten years, attendance has grown to 7,500 attendees. This community celebration showcases Lake Worth Lagoon and its connection to our lives celebrating one of the most picturesque waterways and estuaries in The Palm Beaches . . . Lake Worth Lagoon.

LagoonFest is a day filled with hands-on exhibits, thrilling wildlife encounters, and engaging children's activities. But that's not all - attendees can take part in naturalist guided kayak clean-up tours and Catamaran History Tour to explore the lagoon like never before! Meet like-minded individuals and make new friends while enjoying the breathtaking scenery.

Finding water in The Palm Beaches is easy. It's everywhere you go. From 47 miles of spectacular beaches to sunsets over Lake Okeechobee's teeming waters, to the one-of-a-kind Florida Everglades. They're all here, including an extraordinary 20-mile waterway: Lake Worth Lagoon. To celebrate this unique estuary and the multiple ways to appreciate its beauty – come to LagoonFest.

You are invited to be an integral part of the community by supporting Lake Worth Lagoon. Your sponsorship provides the opportunity for the public to learn, experience, explore and discover this local treasure. The event features hands-on exhibits, wild life encounters, children's activities, naturalist guided kayaking and more! Sponsorship levels and benefits can be customized based on your marketing objectives and needs. In-kind sponsorships are also accepted.

WHAT:	11th Annual LagoonFest
WHEN:	November 2, 2024
TIME:	9:00 am—1:00 pm
WHERE:	Flagler Drive Waterfront, Downtown West Palm Beach
ATTENDANCE:	7,500+
ADMISSION:	Free
WEBSITE:	LagoonFest.com
Facebook Link:	Facebook.com/lagoonfestpbc/
Instagram:	Instagram.com/lagoonfestpbc/
CONTACT:	Nancy Stewart-Franczak, CFEE Festival Management Group
EMAIL:	nancy@festivalmanagementgroup.com
WORK:	561-274-4663
CELL:	561-703-7028

SPONSORSHIP PACKAGE OVERVIEW

LAGOON
FEST



DISCOVER A LOCAL TREASURE

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



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.

PLATINUM
SPONSOR \$7,500



GOLD
SPONSOR \$5,000



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)

SILVER
SPONSOR \$3,500



KID ZONE
SPONSOR \$2,500

K

BRONZE
SPONSOR \$1,750

B

OFFICIAL
SPONSOR \$1,500

O

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

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)

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