

# 2026



# PARTNERSHIP



1580 Cannon Road, Carlsbad CA 

(760) 804-1969 

[www.aguahedionda.com](http://www.aguahedionda.com) 



# OUR MISSION

To energize people through education and outreach to preserve the Agua Hedionda Lagoon as an accessible and healthy watershed.

# OUR VISION

To be Stewards of the Watershed as we inspire future generations so we all have access to a healthy lagoon. A safe space in nature... for all.

# OUR PROMISE

Through excellent environmental education, every visitor becomes a Future Lagoon Steward and Watershed Warrior, empowered with one new practice to help Mother Earth and create a lasting positive impact on the environment.



# OUR PROGRAMS



We are proud to share that in 2024, **we served 62,000 individuals** through hands-on excellent environmental education across the programs listed below.

## EDUCATION

Our education program provides universally accessible and tailored lesson plans teaching lagoon stewards sustainability, conservation and how to respect themselves, others and their environment.

In 2024 we:

- Served **8,526 students** through the Academy for Environmental Stewardship school field trips.
- Provided **38 outreach groups** with concentrated educational opportunities on Raptor Species, **totaling 1,725 people**.



## DISCOVERY CAMPUS

The Discovery Campus serves as an educational hub, where hands-on exhibits, gardens, weekly programs, and live animal ambassadors are all tools used to teach conservation, environmental science, and stewardship.

In 2024 we:

- **Hosted 1,134 individuals** who hold a membership for Member Exclusive Hours on Wednesdays.
- **Served over 1,126 guests** during our daily Discover & Learn Series.



## TRAILS & VOLUNTEERS

Surrounding the beautiful 400-acre Agua Hedionda Lagoon, our Foundation oversees the management and protection of five public access trails. Our volunteers are the heart of our organization—assisting with trails, education, administration, animal care, and more.

In 2024 we:

- **Installed 271 native plants** along our Coastal Hubbs Trail.
- **Removed 3,560 pounds of trash and invasive species** during Lagoon Kahuna Clean Up Challenge.
- **Hosted 5,965 volunteers** across all programs and opportunities.



# OUR EVENTS



The Agua Hedionda Lagoon Foundation holds many events throughout the year, but we are proud to highlight the following as our most impactful fundraisers.

## LAGOONA KAHUNA CLEAN UP CHALLENGE

Friday, May 1<sup>st</sup> 2026



A team building and lagoon clean up combined into a super fun water/land challenge with a big prize!

## DISCOVERY GALA 2026 - DC DISCO

Saturday, August 22<sup>nd</sup> 2026



Grab your bell bottoms and grooviest accessories, because DC Disco is coming for an unforgettable night of dining, dancing, and dazzling retro fun!

## HAUNTED CORN MAZE

October 2026



Frightful nights every weekend in October at the Carlsbad Strawberry Company's Pumpkin Patch.

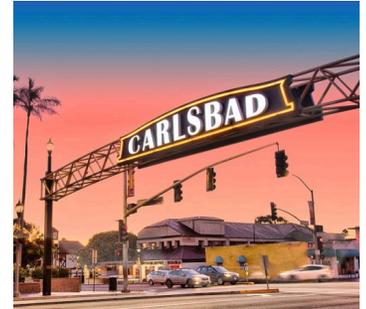
# MARKETING OPPORTUNITIES



## 113,236 RESIDENTS

### Our City

- **Median household income of \$181,927**
- 67 miles of hiking trails
- A hub for Life Science Innovation
- 7,000+ businesses
- 16 public schools serving over 10,000 students
- Approximately 4 million tourists every year



## 21,500 + SUBSCRIBERS

### Our Reach

- **Email subscribers: 10,200+**
- Facebook: 3,300+ followers
- Instagram: 4,300+ followers
- TikTok: 2,900+ followers
- YouTube: 150+ followers
- LinkedIn: 550+ followers
- Yelp reviews: 4.8 star average



## 62,000 INDIVIDUALS

### Our Traffic

- **62,000 individuals served through hands-on, excellent environmental education**
- 8,529 students through the Academy for Environmental Stewardship
- 5,965 volunteers hosted through all programs and opportunities
- 1,200+ membership base
- 1,725 people served through outreach opportunities



# PARTNERSHIP OPPORTUNITIES



## LEGACY PARTNER - \$50,000+

- Name included on official AHLF letterhead
- **7** Behind-the-scenes tour of the Discovery Campus and Animal Ambassadors
- Entry for up to **20** participants in the Lagoon Kahuna Clean Up Challenge
- **Table** to the Discovery Gala 2026
- Logo featured in the 2026 Supporters banner on all e-blasts
- Logo displayed on event signage
- Logo displayed on AHLF website

## VISIONARY PARTNER - \$20,000+

- Name included on official AHLF letterhead
- **6** Behind-the-scenes tour of the Discovery Campus and Animal Ambassadors
- Entry for up to **10** participants in the Lagoon Kahuna Clean Up Challenge
- **8** tickets to the Discovery Gala 2026
- Logo featured in the 2026 Supporters banner on all e-blasts
- Logo displayed on event signage
- Logo displayed on AHLF website

## CHAMPION PARTNER - \$15,000+

- Name included on official AHLF letterhead
- **5** Behind-the-scenes tour of the Discovery Campus and Animal Ambassadors
- Entry for up to **10** participants in the Lagoon Kahuna Clean Up Challenge
- **4** tickets to the Discovery Gala 2026
- Logo featured in the 2026 Supporters banner on all e-blasts
- Logo displayed on event signage
- Logo displayed on AHLF website

# PARTNERSHIP OPPORTUNITIES



## GUARDIAN PARTNER - \$10,000+

- Name included on official AHLF letterhead
- **4** Behind-the-scenes tour of the Discovery Campus and Animal Ambassadors
- Entry for up to **5** participants in the Lagoon Kahuna Clean Up Challenge
- **4** tickets to the Discovery Gala 2026
- Logo featured in the 2026 Supporters banner on all e-blasts
- Logo displayed on event signage
- Logo displayed on AHLF website

## STEWARD PARTNER - \$5,000+

- Name included on official AHLF letterhead
- **3** Behind-the-scenes tour of the Discovery Campus and Animal Ambassadors
- Entry for up to **5** participants in the Lagoon Kahuna Clean Up Challenge
- **2** tickets to the Discovery Gala 2026
- Logo featured in the 2026 Supporters banner on all e-blasts
- Logo displayed on event signage
- Logo displayed on AHLF website

## ADVOCATE PARTNER - \$2,500+

- **2** Behind-the-scenes tour of the Discovery Campus and Animal Ambassadors
- **2** tickets to the Discovery Gala 2026
- Logo featured in the 2026 Supporters banner on all e-blasts
- Logo displayed on event signage
- Logo displayed on AHLF website

## FRIEND PARTNER - \$1,500+

- **1** Behind-the-scenes tour of the Discovery Campus and Animal Ambassadors
- Logo featured in the 2026 Supporters banner on all e-blasts
- Logo displayed on event signage
- Logo displayed on AHLF website

# 2026

## PARTNERSHIP LEVELS

BENEFITS	\$50,000+	\$20,000+	\$15,000+	\$10,000+	\$5,000+	\$2,500+	\$1,500+
<b>Core visibility</b> (website, eblast, event signage)	✓	✓	✓	✓	✓	✓	✓
<b>Name on AHLF letterhead</b>			✓	✓	✓	✓	✓
<b>Behind-the- scenes tour of Discovery Campus</b>	7	6	5	4	3	2	1
<b>Lagoona Kahuna Clean Up Challenge participants</b>	20	10	10	5	5		
<b>2026 Discovery Gala tickets</b>	Table	8	4	4	2	2	

# AGUA HEDIONDA



# LAGOON FOUNDATION

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