2027
COMMUNITY PARTNERSHIP



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OUR MISSION

To energize peoplethrougheducationandoutreach to preserve the Agua HediondaLagoonasanaccessibleand healthy watershed.

OUR VISION

To be Stewards of theWatershedasweinspire future generations so we all have accesstoahealthylagoon.Asafe 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 helpMother Earth and create a lasting positive impact on the environment.





OUR PROGRAMS

We are proud to share that in 2026, **we served 77,000 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 2025 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 Campusserves as aneducational hub, where hands-on exhibits, gardens, weekly programs, and live animal ambassadors are all tools used to teach conservation, environmental science, and stewardship. In 2025 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 2025, we:

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

OUR SIGNATURE 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, April 23rd 2027

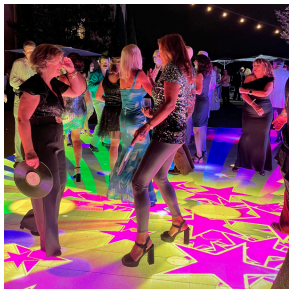





A team building and lagoon clean up combined into a super fun water/land challenge with a big prize!

DISCOVERY GALA 2027: ALICE IN AGUALAND

Saturday, August 28th 2027







Our Discovery Gala, Alice in AguaLand, invites guests into a whimsical evening of dining, dancing and giving to support hands-on environmental education and conservation.

HAUNTED CORN MAZE

October 2026





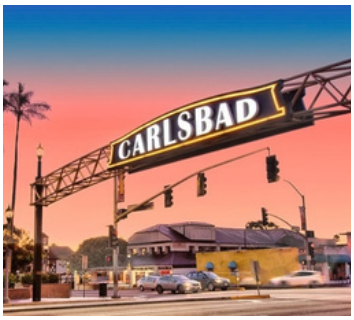

Frightful nights every weekend in October at the Carlsbad Strawberry Company's Pumpkin Patch.

MARKETING OPPORTUNITIES

Agua Hedionda Lagoon Foundation

113,236 RESIDENTS

Our City



- **Median household income of $181,92767 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

YEAR-ROUND COMMUNITY PARTNERSHIP OPPORTUNITIES 2027

A Year-Round Community Partnership creates a lasting connection between your company, our community and the lagoon we all love. Your support inspires 13,000+ children, cares for our beloved animal ambassadors and protects Agua Hedionda Lagoon for generations to come, all while giving your company meaningful visibility and opportunities to be part of the impact.

Legacy Partner — $50,000+
Our highest level of year-round commitment

- Named recognition on a permanent fixture at the Discovery Campus (plaque, dedicated space, or similar, to be selected together)
- Annual impact recap meeting with Agua's leadership, reviewing the year's outcomes made possible by your partnership
- Premier year-round recognition on Agua's letterhead, website, and signature-event signage
- Logo featured in the 2027 Partners Banner on all e-blasts
- 2 premier VIP tables for 16–20 guests at the Discovery Gala, including VIP cocktail reception access
- Company team entry for up to 20 participants in the Lagoona Kahuna Clean Up Challenge
- Animal Ambassador experience for up to 20 guests
- 4 hands-on employee volunteer opportunities for up to 20 guests. Examples may include: restoring wildlife habitat, planting native species, building oyster wattles and revitalizing lagoon trails.
- 1 dedicated feature story in Agua's newsletter (~1,000 words).
- 4 dedicated social media posts (1 in each quarter)

Visionary Partner — $20,000+
Sponsor of a signature program area for the year

- Presenting Sponsor recognition for [Wildlife Care / program of choice] for the full year. Your name attached to 1 of our core mission programs, not just our events
- Premier year-round recognition on Agua's letterhead, website, and signature-event signage
- Logo featured in the 2027 Partners Banner on all e-blasts
- 1 premier VIP table for 8–10 guests at the Discovery Gala, including VIP cocktail reception access
- Company team entry for up to 10 participants in the Lagoona Kahuna Clean Up Challenge
- Animal Ambassador experience for up to 10 guests
- 3 hands-on employee volunteer opportunities for up to 10 guests. Examples may include: restoring wildlife habitat, planting native species, building oyster wattles and revitalizing lagoon trails.
- A standalone article on your company (~500 words)
- 4 dedicated social media posts (1 in each quarter)






YEAR-ROUND COMMUNITY PARTNERSHIP OPPORTUNITIES 2027

Champion Partner — $17,500+

- 1 dedicated feature story in Agua's newsletter (~500 words).
- Prominent year-round recognition on AHLF letterhead, website, and event signage
- Logo featured in the 2027 Partners Banner on all e-blasts
- 1 reserved table for 8–10 guests at the Discovery Gala, including VIP cocktail reception access
- Company team entry for up to 10 participants in the Lagoona Kahuna Clean Up Challenge
- Animal Ambassador experience for up to 8 guests
- 2 hands-on employee volunteer opportunities for up to 10 guests. Examples may include: restoring wildlife habitat, planting native species, building oyster wattles and revitalizing lagoon trails.
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Guardian Partner — $12,000+

- First right of refusal on next year's new event activity sponsorship slots (e.g., a future Lagoona Kahuna Activity Sponsor spot) before they're offered publicly
- Prominent year-round recognition on AHLF letterhead, website, and on event signage
- Logo featured in the 2027 Partners Banner on all e-blasts
- 1 reserved table for 8–10 guests at the Discovery Gala
- Company team entry for up to 5 participants in the Lagoona Kahuna Clean Up Challenge
- Animal Ambassador experience for up to 6 guests

Steward Partner — $6,000+

- Invitation to a private semi-annual site walkthrough with AHLF's team for an inside look at ongoing projects and how your support is being put to work
- Year-round logo recognition on Agua's website and event signage
- Logo featured in the 2027 Partners Banner on all e-blasts
- 4 Discovery Gala tickets with VIP cocktail reception access
- Company team entry for up to 5 participants in the Lagoona Kahuna Clean Up Challenge
- Animal Ambassador experience for up to 4 guests

Advocate Partner — $3,500+

1 dedicated "Meet Our Partner" feature on Agua's Instagram Stories. Solo spotlight, not a shared post.
Year-round logo recognition on Agua's website and event signage
Logo featured in the 2027 Partners Banner on all e-blasts
4 Discovery Gala tickets
Animal Ambassador experience for up to 2 guests

Friend Partner — $1,750+

Your entry point into year-round partnership
Year-round name recognition on Agua's website and event signage
Logo featured in the 2027 Partners Banner on all e-blasts
Animal Ambassador experience for 2 guests
Shared social media recognition



AGUA HEDIONDA LAGOON FOUNDATION

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