AGUA HEDIONDA LAGOON FOUNDATION

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Jimmy Ukegawa
Wendysue Wiegand

CEO/President
Lisa Rodman

MISSION: Energize people through education and outreach to preserve the Agua Hedionda Lagoon as an accessible and healthy watershed.



September 22, 2026

Dear Community Leader,
Enclosed is our complete Community Partner and Sponsorship Deck 2027, featuring a variety of ways your business can connect with local families, community leaders, environmental advocates, and thousands of visitors throughout the year. Opportunities range from beloved family events and educational programs to exclusive member experiences and large-scale community celebrations.

Each year, the Agua Hedionda Lagoon Foundation reaches more than 78,000 people, including 13,000 children, through hands-on excellent environmental education and experiences that connect our community to the lagoon. Sponsorship support funds educational programs, wildlife care, conservation initiatives, and experiences that inspire people of all ages to understand and protect our natural environment. It also allows us to offer these experiences free or reduced charge to our region and children from underserved communities, opening the door to discovery and providing a safe place in nature for all.

We would love to learn more about your company's community engagement goals and create a partnership that is both meaningful and valuable to your organization. Whether you are looking to increase local visibility, engage directly with families, support environmental education, or align your brand with a trusted community nonprofit, we have opportunities designed to fit a variety of goals and budgets.

Thank you for considering a partnership with the Agua Hedionda Lagoon Foundation. We believe meaningful partnerships have the power to strengthen our community while protecting the natural places that make it so special. We would be honored to work together to educate, inspire, and protect the lagoon for generations to come.

Sincerely,

Lisa Cannon-Rodman
CEO/President







GROOVE AND GAMBLE POKER NIGHT

JANUARY 23, 2027 | EXPECTED GUESTS: ~100

AGUA HEDIONDA LAGOON FOUNDATION

An intimate, high-energy evening where approximately 100 Agua supporters, local professionals and community leaders come together for friendly competition, great company and a memorable night, all in support of excellent environmental education and conservation.

Presenting Sponsor — $2,500 **SOLD - PREMIER OF CARLBAD**
Exclusive

- Event named "Poker Night presented by [Sponsor]"
- Premier logo placement on all event marketing and signage
- Opportunity to welcome guests at the start of the tournament
- 6 event tickets
- 1 Golden Rebuy
- Featured recognition on Agua's website, email marketing and social media

Final Table Sponsor — $1,500 **SOLD - BEISELL & COBB INSURANCE**
Exclusive

- Naming rights and prominent signage at the championship table
- Opportunity to present the winner's prize
- Logo on event marketing, signage and Agua's website
- Social media and emcee recognition
- 4 event tickets



Bar Sponsor — $1,500 **SOLD - INSPECTORS OF ELECTIONS**
Exclusive

- Recognition as the Official Poker Night Bar Sponsor
- Custom bar signage and sponsor-named signature cocktail
- Logo on event marketing, signage and Agua's website
- Social media recognition
- 4 event tickets

Poker Table Sponsor — $750 **ONLY 7 AVAILABLE!**
9 *available*

- Logo prominently displayed at one poker table
- Logo on shared event signage and Agua's website
- Social media recognition
- 2 event tickets





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MINGLE WITH MEMBERS

JANUARY 29, 2027 | EXPECTED GUESTS: ~150

Mingle with Members is an elevated member appreciation evening bringing together approximately 150 Agua Hedionda Lagoon Foundation members for delicious food, drinks, live music and meaningful connection. Bigger and more festive than our traditional Member Nights, this special event celebrates the people who make our mission possible while offering sponsors valuable visibility among engaged local adults and community supporters.

Presenting Sponsor — $2,500

Exclusive

- Event promoted as "Mingle with Members presented by [Sponsor]"
- Premier logo placement on event marketing and entrance signage
- Dedicated 1 social media recognition
- Branded welcome table or company display
- Opportunity to give 2 minute welcome speech
- Verbal recognition during the event
- Admission for 6
- Featured recognition in the event recap



Experience Partner — $1,500

4 exclusive opportunities available

Choose 1:

- Live Music | Heavy Appetizers | Photo Booth | Bar

Includes:

- Prominent signage in the chosen sponsored experience
- Logo on event marketing materials
- Featured social media and verbal recognition
- Admission for 4
- Recognition in the event recap



Community Partner — $500

- Logo on shared event signage, marketing materials and event webpage
- Inclusion in a group social media thank-you
- Admission for 2
- Recognition in the event recap





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BINGO'S 3RD BIRTHDAY BASH

FEBRUARY 13, 2027 | EXPECTED GUESTS: ~300

AGUA HEDIONDA LAGOON FOUNDATION

Celebrate Bingo, our beloved mini pig, at one of Agua's most popular family events! Approximately 300 guests are expected to enjoy animal encounters, birthday activities, games and plenty of unforgettable moments with Bingo.

Birthday Bash Presenting Sponsor — $2,000
Exclusive to 1 sponsor

- Event named "Bingo's 3rd Birthday Bash presented by [Sponsor]"
- Premier logo placement on event marketing, signage, website, emails, newsletter and social media
- Branded welcome area and opportunity to provide a giveaway
- Opportunity to lead the birthday celebration and host a family-friendly activity
- Exclusive company photo opportunity with Bingo at the event
- Bingo attends a private event of your choice offsite or at the Discovery Campus

Birthday Activity Sponsor — $500
6 available

- Naming recognition and prominent signage at 1 featured birthday activity
- Logo recognition on event signage, Agua's website and social media
- Opportunity for employees to help host the activity
- Opportunity to provide an approved branded giveaway

Available activities may include: birthday craft station, party games, nature scavenger hunt, wildlife enrichment activity, photo booth, temporary tattoos or face painting.

Bingo's Birthday Friend — $250

- Logo on shared event sponsor signage and Agua's website
- Social media recognition
- Opportunity to provide an approved item for the family giveaway table





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ASTRONOMY NIGHT

FEBRUARY 2027 | EXPECTED MEMBERS: ~300

AGUA HEDIONDA LAGOON FOUNDATION

A free evening under the stars for our members to explore the night sky, look through telescopes and discover the connections between science, nature and our coastal environment.

Under the Stars Presenting Sponsor — $2,000
Exclusive to 1 sponsor
- Event named "Astronomy Night presented by [Sponsor]"
- Premier logo placement on all event marketing and signage
- Branded welcome and stargazing area
- Opportunity for a 2 minute welcome speech
- Opportunity to host a sponsor-branded, family-friendly activity or educational booth
- Premier recognition on Agua's website, emails, newsletter and social media
- First telescope viewing for up to 6 sponsor representatives and guests

Stargazing Sponsor — $1,250
- Naming recognition for the event check-in and welcome area, with prominent branded signage
- Opportunity to greet families and provide a sponsor-branded giveaway
- Logo on event marketing, shared sponsor signage and Agua's website
- Recognition during the event welcome and in event emails
- Dedicated social media recognition
- Priority telescope viewing for up to 4 sponsor representatives and guests

Telescope Experience Sponsor — $1,000
Limited availability
- Naming recognition for one featured telescope viewing station
- Branded signage stating "Tonight's View Is Brought to You by [Sponsor]"
- Priority telescope viewing experience for sponsor representatives and guests up to 4
- Logo on event marketing, Agua's website and event sponsor signage
- Dedicated social media recognition

Night Sky Activity Sponsor — $1,000
Limited availability
- Naming recognition for one family activity
- Logo prominently displayed at the sponsored activity
- Opportunity for employees to help host the activity
- Website and social media recognition

Available activities may include: Build-a-Constellation, Moon Exploration Station, Nighttime Wildlife Discovery, Glow-in-the-Dark Science Lab

Constellation Sponsor — $500
Unlimited
- Logo on shared event sponsor signage
- Recognition on Agua's website
- Social media thank-you



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LAGOONA KAHUNA CLEAN UP CHALLENGE

APRIL 23, 2027 | EXPECTED GUESTS: ~300

Lagoona Kahuna brings companies and the community together for a high-energy clean up challenge that turns environmental action into friendly competition. Teams work side by side to protect the Agua Hedionda Lagoon while building camaraderie, engaging employees, and making a visible impact.

On Thursday April 29, teams gather virtually for the awards ceremony, where we reveal the total weight collected and crown the Big Kahuna and Little Kahuna!

Event Sponsorships:

Title Sponsor — $15,000
Exclusive to 1 sponsor
- Event named “Lagoona Kahuna Clean Up Challenge presented by [Sponsor]”
- 15 participant spots
- Premier logo placement on event T-shirts, the step-and-repeat banner, event signage, and Agua’s website, and event marketing materials
- VIP table for 8-10 at the Discovery Gala with VIP cocktail reception access

T-Shirt Sponsor — $10,000
Exclusive to 1 sponsor
- Sponsor logo featured on the official event T-shirt
- 10 participant spots
- Logo recognition on event signage, Agua’s website, and event marketing materials
- 4 tickets to the Discovery Gala with VIP cocktail reception access

Party Sponsor — $5,000
Exclusive to 1 sponsor
- Sponsor recognition at the event celebration, including logo placement on the welcome sign
- 5 participant spots
- Logo recognition on event signage, Agua’s website, and event marketing materials
- 2 tickets to the Discovery Gala

Zoom Ceremony Sponsor — $2,500
Multiple Available
- Sponsor logo featured on the background of the virtual awards ceremony
- Sponsor acknowledgment during the ceremony, including the trash weigh-in reveal and the member-voted "Most Unique Trash Find" announcement
- 5 participant spots
- Logo recognition on event signage, Agua's website, and event marketing materials

Activity Sponsor — $1,500
Multiple available
- Sponsor recognition at one team-building activity
- Logo placement on activity signage, event signage, Agua’s website, and event marketing materials

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LAGOONA KAHUNA CLEAN UP CHALLENGE

APRIL 23, 2027 | EXPECTED GUESTS: ~300

AGUA HEDIONDA LAGOON FOUNDATION

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On Thursday April 29, teams gather virtually for the awards ceremony, where we reveal the total weight collected and crown the Big Kahuna and Little Kahuna!



Team Participation Levels:

All teams receive:
- Event T-shirt
- Lagoon cleanup activity
- Kayak or paddleboard rental
- Team building games
- Lunch with alcoholic and nonalcoholic drinks

Big Kahuna — $2,500
- 15+ Lagoona Kahuna participants

Little Kahuna — $1,500
- 10-14 Lagoona Kahuna participants

Little Kahuna Nonprofit Rate — $1,000
- 10-14 Lagoona Kahuna participants
- Nonprofit rate

Additional participants are $25 per person
T-shirt sizes are due by April 9











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CARLSBAD WINE & FOOD FESTIVAL

JULY 17, 2027 | EXPECTED GUESTS: 800+

AGUA HEDIONDA LAGOON FOUNDATION

Support the Carlsbad Wine & Food Festival, presented by the Rotary Club of Carlsbad, and extend your impact through Agua Hedionda Lagoon Foundation. In addition to the festival benefits listed below, Agua sponsors receive opportunities to connect with our community and see local environmental education in action. Agua receives 50% of your sponsorship and ticket sales. Over 800 North County residents attend every year!

Magnum Sponsor — $10,000

Festival benefits

- 12 admission tickets, including VIP pre-party access and VIP parking
- Company logo prominently featured in event communications, on the event website with a link, and in the festival newsletter
- 20+ social media posts
- Company banner displayed at the event
- Company logo featured in the promotional video shown during the event

Additional Agua benefits

- 4 tickets to Discovery Gala
- Private raptor presentation for up to 10 guests at the Discovery Campus
- Featured sponsor spotlight in an Agua email and a dedicated social media post
- Logo on Agua's website with clickable link
- Opportunity for a company team to participate in an Agua volunteer or conservation experience, including a group photo

Premier Reserve Sponsor — $5,000

Festival benefits

- 6 admission tickets
- Company logo prominently featured in event communications, on the event website with a link, and in the festival newsletter
- 15+ social media posts
- Company logo featured in the promotional video shown during the event

Additional Agua benefits

- 2 tickets to the Discovery Gala
- Private raptor presentation for up to 10 guests at the Discovery Campus
- Sponsor spotlight in an Agua email and social media post
- Logo on Agua's website with clickable link





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CARLSBAD WINE & FOOD FESTIVAL

JULY 17, 2027 | EXPECTED GUESTS: 800+

AGUA HEDIONDA LAGOON FOUNDATION

Reserve Sponsor — $2,000

Festival benefits

- 4 admission tickets
- Company logo featured in event communications, on the event website with a link, and in the festival newsletter
- 10+ social media posts
- Company logo featured in the promotional video shown during the event

Additional Agua benefits

- Private Animal Interaction at Discovery Campus
- Sponsor recognition in an Agua's email and social media post
- Logo on Agua's website with clickable link

Gourmet Sponsor — $1,000

Festival benefits

- 2 admission tickets
- Company logo featured in event communications, on the event website with a link, and in the festival newsletter
- 5+ social media posts
- Company logo featured in the promotional video shown during the event

Additional Agua benefits

- Sponsor recognition in an Agua social media post
- Logo on Agua's website with clickable link









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DISCOVERY GALA 2027: ALICE IN AGUALAND

AUGUST 28, 2027 | EXPECTED GUESTS: ~220

Step through the looking glass and into Alice in AguaLand, an enchanting evening where imagination meets impact. Guests will enjoy an unforgettable night of cocktails, dining, entertainment and auctions, all benefiting the Agua Hedionda Lagoon Foundation's environmental education programs and the preservation of the lagoon for generations to come!

LEAD THE GALA

Take a leading role in the evening that brings our community together to give more children the chance to discover, explore and care for our natural world.

AguaLand Presenting Sponsor — $25,000
Exclusive to one sponsor

- Event named "Alice in AguaLand presented by [Sponsor]," with an opportunity to speak during the dinner program and presenting sponsor recognition throughout the evening
- 2 premier VIP tables for 16–20 guests, VIP cocktail reception access and private transportation home for up to 8 guests
- Premier logo placement across gala marketing, signage, digital materials and the sponsor video shown during dinner; first choice of placement for a 2-page printed program spread
- Featured logo placement on cover and a full-page advertisement in the printed Gala program
- Featured story in quarterly newsletter, *The Watermark*
- Invitation to the Steward Soirée* for 2

Mad Hatter's VIP Cocktail Reception Sponsor — $10,000
Exclusive to one sponsor

- VIP reception presented by [Sponsor], with prominent signage, branded cocktail napkins and an opportunity to welcome guests and lead a champagne toast
- 1 premier VIP table for 8-10 guests, with VIP cocktail reception access
- 2-page printed program spread and prominent logo placement in gala marketing, email, social media and the sponsor video shown during dinner
- Invitation to the Steward Soirée* for 2

Curiosities & Treasures Silent Auction Sponsor — $6,500
Up to 3 available — new for 2027

- Visibility throughout the 2-week auction window to bidders and browsers across Carlsbad and the surrounding region.
- Logo prominently displayed on the online silent auction landing page, alongside co-sponsors if shared
- Recognition in the auction launch announcement
- Logo prominently displayed on purchase e-receipts
- 4 Gala tickets with VIP cocktail reception access

**The Steward Soirée is an intimate evening at a beautiful venue to thank Agua's sponsors and major donors. Enjoy complimentary food and drinks as we celebrate the people whose generosity makes our work possible.*

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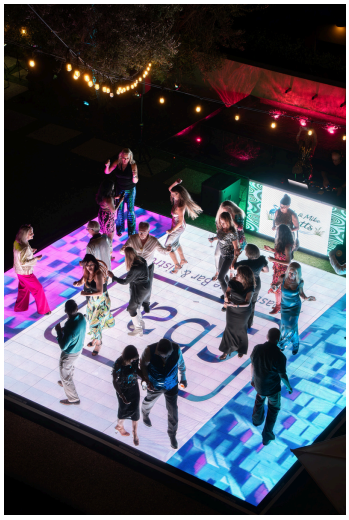
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DISCOVERY GALA 2027: ALICE IN AGUALAND

AUGUST 28, 2027 | EXPECTED GUESTS: ~220

OWN AN EXPERIENCE

Make a memorable experience possible for our guests while helping Agua bring environmental education to more children! Each experience offers comparable visibility. Choose the one that best fits your brand and audience.



Own an Experience — $3,500 Sponsorships
Core Benefits:

- 4 Gala tickets
- Placement in the sponsor video shown during the dinner program
- ½ page ad in the event program
- Recognition on Gala website and in Gala marketing, email, and social media

Choose 1 Experience:

Queen of Hearts' Live Auction Sponsor

- Exclusive logo placement on every guest bid paddle in hand throughout the entire live auction
- Logo on screen during paddle raise

White Rabbit Valet Sponsor

- Prominent logo placement at valet arrival and departure
- Opportunity to display a car at the event
- Branded keychains in guest swag bags

Tweedledee & Tweedledum Trivia Sponsor

- Trivia game presented by [Sponsor], with logo displayed on screen during the game
- Emcee recognition when the game begins and the winner is announced
- Opportunity to present the prize or provide an approved branded prize



"Take Me Home" Swag Bag Sponsor

- Prominent sponsor logo on swag bags distributed to gala guests
- Sponsor thank-you card with a QR code included in every bag

"Drink Me" Bar Sponsor

- Prominent signage and logo placement at the bar
- Logo on cocktail napkins
- Named specialty cocktail

Through the Looking Glass Photo Experience Sponsor

- Naming recognition and prominent logo placement at the photo experience
- Sponsor logo on digital photo delivery and shared on social media

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DISCOVERY GALA 2027: ALICE IN AGUALAND

AUGUST 28, 2027

THE STORY BEGINS

Help us invite our community into a night that supports hands-on environmental education, wildlife care and the protection of Agua Hedionda Lagoon. Each experience offers comparable visibility. Choose the one that best fits your brand and audience.

The Story Begins Sponsor — $2,500
Core Benefits:

- 2 Gala tickets
- Placement in the sponsor video shown during the dinner program
- ¼ page ad in the event program
- Recognition on Gala website and in Gala marketing, email, and social media.

The Golden Key Invitation Sponsor

- Prominent logo on the printed invitation mailed to approximately 350 households and the digital invitation emailed to 12,000+ contacts

Very Important Date Save the Date Sponsor

- Logo on the printed Save the Date mailed to approximately 350 households and the digital version emailed to 12,000+ contacts











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