

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.*

CONTACT:

Nicole Medrano
Director of Fundraising Events
nicole.medrano@aguahedionda.org
(310) 993-0558

1580 Cannon Road, Carlsbad CA
(760) 804-1969
www.aguahedionda.org

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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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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:

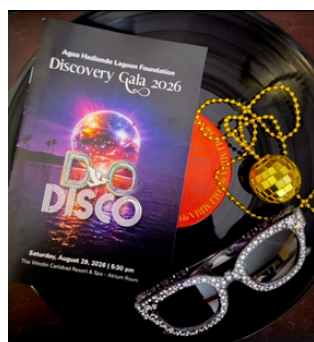
- 2 Gala tickets
- Placement in the sponsor video shown during the dinner program
- ¼ page ad in the event program
- Recognition on Gala website and in Gala marketing, email, and social media.

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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