

10th ANNUAL LAGOON FEST



DISCOVER A LOCAL TREASURE

SPONSOR DECK

NOVEMBER 4, 2023

WWW.LAGOONFEST.COM



lake worth
LAGOON



sfwmd.gov

LAGOON FEST



DISCOVER A LOCAL TREASURE

LagoonFest is a FREE family-friendly festival 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 eight years, our attended reached over 7,500 attendees. This community celebration showcases Lake Worth Lagoon and its connection to our lives. 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!

Happening right next door also is the West Palm Beach Green Market featuring delicious food, beverages, locally-grown seasonal fruits, veggies and more.

Sponsorship levels and benefits can be customized based on your marketing objectives and needs. In-kind sponsorships are also accepted.

WHAT:	10th Annual LagoonFest
WHEN:	November 4, 2023
TIME:	9:00 am—2:00 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



PLATINUM SPONSOR
\$7,500



GOLD SPONSOR
\$3,500



SILVER SPONSOR
\$2,500



KID ZONE SPONSOR
\$2,500



BRONZE SPONSOR
\$1,750



OFFICIAL SPONSOR
\$1,000



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 \$3,500



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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 (Category Exclusive)

BOOTH SPACE

- Premier location of 10x10 on-site booth space
(Tent, table and 2 chairs included)
- 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
- Sponsor exposure on all signage

RECOGNITION AT EVENT

- Company banner displayed in booth (provided by sponsor)

SILVER
SPONSOR \$2,500



KID ZONE
SPONSOR \$2,500

K

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
- Facebook posts/mention

RECOGNITION AT EVENT

- Company banner displayed in booth (provided by sponsor)

BRONZE
SPONSOR \$1,750

B

OFFICIAL
SPONSOR \$1,000

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