



# EVENT GRANT APPLICATION

July 1, 2024 - June 30, 2025

## Applicant Information

Name of Proposed Program/Event: \_\_\_\_\_

Name of Applicant/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Title: \_\_\_\_\_

Email: \_\_\_\_\_ Phone: \_\_\_\_\_

Federal Tax ID #: \_\_\_\_\_

Amount of Grant Request:

\$ \_\_\_\_\_

Total Event Budgeted Expenses:

\$ \_\_\_\_\_

This application is for:

\_\_\_\_ Placemaking Event    \_\_\_\_ Brand Positioning Event    \_\_\_\_ Room Night Driving Event

**Program/Event Description** *(Use additional pages if necessary):*

Proposed date or timeframe of event: \_\_\_\_\_ Is the date firm? \_\_\_\_\_

**Describe your program or event:** *Include potential alignment with key experience pillars, whether the event is a new event and if there is potential to establish as a marquee recurring event for Carlsbad.*

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**Describe how the program/event will benefit tourism in Carlsbad:**

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Projected number of out-of-town visitors: \_\_\_\_\_

Projected number of hotel room nights utilized: \_\_\_\_\_

Describe the estimated media coverage of the event:

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### Experience with Proposed Program/Event

Has the program/event taken place before in Carlsbad? *If so, how many times has it taken place?*

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Describe program/event history, compliance, success, etc.:

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### Financial Capabilities/Budget

Describe other funding sources and amounts including committed funds and potential matching funds:

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Describe how grant funds would be used:

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### Applicant Background

This applicant is a (an):

Nonprofit     For-Profit     Local Public Agency     Individual     Other

Years in Business: \_\_\_\_\_ Number of Employees: \_\_\_\_\_ Number of Volunteers: \_\_\_\_\_

List any other organizations, agencies, or businesses partnered on this application.

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### Marketing Requirement

Explain how the Carlsbad brand identity would be featured in advertising and/or at the event.

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### Reporting Requirements

Depending on the grant amount and type of program/event, a report on how granted funds were spent, event budget, number of room nights generated, proof of event marketing, and/or a media coverage recap may be required to be filed with Visit Carlsbad within 30 days of the event conclusion. Proof of program expenses (e.g., receipts) are required to be retained for two years during which time Visit Carlsbad reserves the right to audit the records.

Visit Carlsbad will provide the applicant with any necessary reporting requirements prior to the distribution of funds. As noted in the grant guidelines, if a grant-funded event fails to take place, or misses its target by more than 50%, the grant recipient may be required to return all or a portion of granted funds to Visit Carlsbad.

**The applicant acknowledges and agrees to adhere to the reporting requirements described above.**

\_\_\_\_\_ I acknowledge reporting requirements

### Certification

I, the undersigned, do hereby attest that the above information is true and correct to the best of my knowledge and that if funds are awarded, all requirements will be met.

**Authorized Signature:** \_\_\_\_\_

**Name:** \_\_\_\_\_

**Title:** \_\_\_\_\_

**Date:** \_\_\_\_\_

### Submittal Information

To submit your application, email application and attachments to [eventgrants@visitcarlsbad.com](mailto:eventgrants@visitcarlsbad.com) with the subject: **Event Grant Application**.

Allow two business days to acknowledge submittal. Visit Carlsbad will keep applicants informed of progress during consideration. If you have questions about the application, please email [eventgrants@visitcarlsbad.com](mailto:eventgrants@visitcarlsbad.com).