



Visit Carlsbad Event Sponsorship Guidelines

July 1, 2026 – June 30, 2027

About the Visit Carlsbad Event Sponsorship Program

The event sponsorship program provides support for community and tourism-related events that enhance Carlsbad's visibility as a premier destination while strengthening its sense of place. Sponsorships are designed to support events that align with Visit Carlsbad's experience pillars and generate meaningful exposure for the destination.

Objectives

- Enhance tourism, culture, or atmosphere of Carlsbad and enhance its position as a destination
- Align with one or more of Carlsbad's experience pillars: wellness, outdoors, golf, arts/culture, culinary, or sustainability
- Support events that foster community pride and tourism-friendly engagement
- Ensure strong visibility for the Visit Carlsbad brand in event marketing and/or on-site activations

Funding Parameters

- Maximum sponsorship amount: \$25,000 per event, per fiscal year
- Funding purpose: marketing, promotion, and/or event operations
- Total annual sponsorship funds are limited and awarded at Visit Carlsbad's discretion
- Organizations cannot apply for both a sponsorship and a grant in the same fiscal year (July 1 – June 30) for the same event

Eligibility

Eligible applicants include:

- Event organizers, nonprofits, tourism partners, hotels, or businesses hosting public events in Carlsbad
- Events that are open to the public and occur in the City of Carlsbad
- Events must be confirmed to occur
- Sponsorships cannot be awarded to events that have already taken place

Application Process

Applications are accepted on a rolling basis, subject to budget availability.

Applicants must submit the Event Sponsorship Application (separate form).



Evaluation Criteria

Applications will be evaluated based on:

- Alignment with Visit Carlsbad experience pillars and ability to generate overnight visitation
- Anticipated reach and media exposure
- Community and visitor engagement
- Value of proposed sponsor recognition

Visit Carlsbad reserves the right to approve, deny, or adjust sponsorship requests at its discretion.

Sponsorship Recognition Requirements

Approved events must provide the following, as applicable:

- Inclusion of the Visit Carlsbad logo in marketing materials, digital media, and on-site signage
- Verbal or visual acknowledgment during the event
- Post-event recap is optional but strongly encouraged

Distribution of Funds

Sponsorship funds will be distributed according to a mutually agreed-upon schedule.

Other Conditions

- Sponsorships are not guaranteed and may be modified or discontinued without notice.
- Events must comply with all applicable City of Carlsbad regulations and permitting requirements.
- If an event is cancelled or postponed beyond the fiscal year, Visit Carlsbad reserves the right to rescind sponsorship funding.

Contact

For any questions about the Visit Carlsbad event sponsorship program, please contact sponsorships@visitcarlsbad.com.