

EVENT GRANT APPLICATION

November 1, 2025 - June 30, 2026

***Note:** Organizations cannot apply for both a grant and sponsorship in the same fiscal year (July 1 - June 30) for the same event*

Applicant Information

Name of Proposed Program/Event: _____

Name of Applicant/Organization: _____

Address: _____

Contact Name: _____ Title: _____

Email: _____ Phone: _____

Amount of Grant Request:

\$ _____

Total Event Budgeted Expenses:

\$ _____

This application is for:

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.*

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

Projected number of out-of-town visitors: _____

Projected number of hotel room nights utilized: _____

Describe the estimated media coverage of the event:

Experience with Proposed Program/Event

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

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

Financial Capabilities/Budget

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

Describe how grant funds would be used:

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.

Marketing Requirement

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

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 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.