



Event Sponsorship Application

November 1, 2025 – June 30, 2026

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

Applicant Information

Name of Event _____

Name of Organization _____

Address _____

Contact Name _____

Contact Email _____

Contact Phone _____

Sponsorship Amount Requested

\$ _____

Total Event Budgeted Expenses

\$ _____

Event Overview

Date(s) of event* _____

Location of event* _____

Estimated attendance _____

Projected Room Nights Utilized _____

**Only confirmed events are eligible*

Briefly describe the event and its purpose, including how it aligns with Visit Carlsbad's experience pillars of wellness, outdoors, golf, arts/entertainment, culinary, and sustainability.

Briefly describe how the event will be marketed **outside** of San Diego County.



Sponsorship Recognition

Describe how Visit Carlsbad will be recognized through marketing, media coverage, signage, social media, and/or on-site activation.

Certification

I hereby attest that the above information is true and correct to the best of my knowledge and any funds awarded will be used in support of the event as described.

Authorized Signature _____

Name _____

Title _____

Date _____

Submission

Please email the completed application and any supporting materials, as well as any correspondence, to sponsorships@visitcarlsbad.com with subject line "Sponsorship Application – Your Event Name".

Applicants may include optional supporting materials such as a sponsorship deck, marketing plan, or event budget.