

2023 Community Event Sponsorship Opportunities

Hometown Days | May 19-21

This weekend-long festival has been a San Carlos tradition for over 40 years, and draws more than 12,000 Bay Area residents to Burton Park for three days of live music, parades, beer and wine, food, games, and rides.

Pride in the Park | June 17

Hundreds of supporters of all ages gather in Burton Park for a family-friendly Pride celebration featuring live performances, speakers, community art, games, and booths hosted by local organizations.

Music in the Park | June 16 - Aug. 4

The Burton park main stage plays host to some of the Bay Area's best local bands for eight Friday evenings, drawing crowds of hundreds each week. Music in the Park concerts are designed to bring the community together to enjoy the summer weather, great music and the outdoors.

Outdoor Movie Nights

Promote your organization at our free family friendly Movie Nights as the event sponsor or through summer movie preview advertisements. Families flock to Flanagan Field in Burton Park to watch popular movies on a huge outdoor screen.

Family Campout | Aug. 11-12

Families can participate in this community event by pitching a tent and camping under the stars in Burton Park. Campers enjoy a variety of activities including crafts, field games, s'more roasting, and a movie at dusk.

Downtown Block Parties

Friends and neighbors gather on Downtown Laurel Street to dance to music, play lawn games, and relax with food and drinks. Attendees are encouraged to order takout from their favorite restaurants to enjoy at tables set along the closed street.

Art & Wine Faire | Oct. 7-8

Over 150 juried artists, live entertainment on multiple stages, Family Fun Zone, Microbrews and Boutique Wines, International food booths and trucks. Over 60,000 visitors from across the Bay Area. Promotion may include print and digital ads, posters, social media and electronic billboards.

Goblin Walk | Oct. 27

More than 1,000 of San Carlos's tiniest boys and ghouls, accompanied by costumed family and friends, stroll down Laurel Street Trick-or-Treating for candy and goodies from local businesses.

Night of Holiday Lights | Dec. 1

Downtown Laurel Street is closed off for the evening while families enjoy a festive holiday show ending with lights, snow, and a concert at Cherry and Laurel streets. Night of Holiday Lights is designed to bring the community together to celebrate the holiday season, while at the same time supporting downtown San Carlos businesses.

**Promote your
organization within
our active and engaged
community!**

Sponsor Benefits



Support community and togetherness while engaging with friends and neighbors in the City of Good Living! Varying sponsorship levels offer many opportunities for businesses to connect with new and existing customers by playing a pivotal role in the creation and stewardship of San Carlos events.

Presenting Sponsor

- Premium 10'x10' On-Site Space
- Recognition as Presenting Sponsor on Promotional Materials
- Logo Placement on Event T-Shirt and/or Giveaways if Applicable
- Verbal Recognition of Your Company During the Event

Event Sponsor

- 10'x10' On-Site Space
- Recognition as Event Sponsor on Promotional Materials
- Verbal Recognition of Your Company During the Event

Supporting Sponsor

- Recognition as Supporting Sponsor on Promotional Materials

Additional Sponsor Levels are Available!

Ask for event-specific sponsorship opportunities and benefits!

With a population of 30,000 residents, a 70% homeownership rate, and median household income of over \$204,000 in 2021*, San Carlos is a town of both new, young families and those with well-established roots. Community events have been a staple of San Carlos living for nearly a century, with flagship celebrations like the annual Hometown Days festival and Art & Wine Faire weekend remaining citywide favorites for more than three decades. City events draw crowds of thousands from across the Peninsula, offering supporting organizations and individuals the chance to reach an active, diverse, and engaged population.



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