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.

Specific Benefits May Include...

- Premium On-Site Space
- Recognition on Promotional Materials
- Logo Placement on Event T-Shirt and/or Giveaways if Applicable
- Verbal Recognition of Your Company During the Event

Ask for event-specific sponsorship opportunities and benefits!

With a population of 29,500 residents, a 70% homeownership rate, and median household income of over $219,000 in 2022*, 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.


Learn more about our community events at cityofsancarlos.org/events
2024 Community Event Sponsorships At A Glance

Art & Wine Faire, October 12-13
- Presenting Sponsor: $8,500
- Platinum Sponsor: $4,500
- Gold Sponsor: $3,250
- Silver Sponsor: $2,850
- Event Transportation: $5,000
- Stage Sponsorships: $3,500 to $6,000
- Attractions: $4,000
- Beverage Pouring Booth: $3,000
- 5 Golf Carts: $2,000
- Hydration Station: $2,000

Hometown Days, May 18-19
- Presenting Sponsor: $7,500
- Event Sponsor: $2,500
- Supporting Sponsor: $1,500
- Grass Stage Sponsor: $5,000
- Rides Sponsor: $4,000

Night of Holiday Lights, December 6
- Rides Sponsor: $11,000
- Crafts Sponsor: $1,000
- Snow Sponsor: $1,000
- Fire Pit Sponsor: $500

Music in the Park
- Presenting Sponsor: $5,000
- Event Sponsor: $2,500
- Supporting Sponsor: $1,000

Movie Nights
- Presenting Sponsor: $1,500
- Event Sponsor: $1,000
- Snacks Sponsor: $500

Opportunities are also available for the Goblin Walk, Day of Service, and many more unforgettable community events!

For more information about sponsorships, contact Recreation Supervisor Wendy Schettino at (650) 802-4129 or wschettino@cityofsancarlos.org