





Headliner (\$20,000)

- Exclusive banner centered above the stage with “Headliner Sponsor” and logo at every concert
- Logo prominently displayed on promotional materials, including rack cards, website and social media
- Exclusive headliner barricade wraps
- Onstage acknowledgment at every concert
- Opportunity to set up a branded booth or activation area on the field at every concert (10’ x 10’)
- Meet the band and photo opportunity
- Featured post on social media associated with concert promotion
- Two reserved season parking passes
- Mention in at least one news release

The nationally recognized TGIF Concerts in the Parks series has been a popular Carlsbad tradition for decades. The concerts attract thousands of community members from the surrounding area, including young adults, families and active older adults.

 2,500 attendees per concert (average)

 9 concerts

 Stagecoach, Calavera Hills and Alga Norte parks



Opener (\$10,000)

- Prominent logo on banners on stage signage, shared with other “Opener” sponsors
- Logo on promotional materials, including rack cards, website and social media
- Logo on shared barricade wraps
- Onstage acknowledgment at every concert
- Opportunity to set up a branded booth or activation in the family-friendly activity area (10’ x 10’)
- Mention in at least one social media post and news release
- Option to provide branded merchandise or promotional materials at concerts

Bike valet (\$5,000)

- Logo on prominent bike valet signage
- Logo on shared barricade wraps
- Logo on promotional materials, including rack cards, website and social media
- Mention in at least one social media post and news release

Up and comer (\$1,500)

- Logo on shared entrance sign
- Logo on promotional materials, including rack cards, website and social media
- Mention in at least one social media post and news release



Reserve your sponsorship by June 5 to ensure your organization is included in print materials and signs.

If you are interested in becoming a sponsor or would like to discuss a custom package, please contact us at arts@carlsbadca.gov.