

MEMBERSHIP PROGRAM SUMMARY 2020

When you join Carlsbad Village Association, you choose to be active in its mission and commitment to lead the continual improvement of Carlsbad Village. You support its programs, community events and special projects that promote and enhance the business, cultural, and community vitality of Carlsbad Village, making it the premier destination in North County San Diego.

COMMUNITY PARTNER

BEACH



Regular \$1,200
Nonprofit \$840

COASTER



Regular \$240
Nonprofit \$160

RAIL TRAIL



Regular \$120
Nonprofit \$84

VILLAGE



Regular \$48
Nonprofit \$36

All membership levels include the following advocacy and support benefits:

- Upgraded member-designated business listing on carlsbad-village.com with logo/image, profile and website link
- Liaison between business and the City of Carlsbad
- Subscription to weekly eNewsletter and other email bulletins
- Invitation to monthly Village Voices education, information and networking meetings
- Priority for event sponsorship opportunities
- Opportunity to join its Board of Directors
- Opportunity to participate on one or more of its event subcommittees
- Carlsbad Village Association Member Window Decal

Membership fees are annual based on enrollment date. For more information, please email info@carlsbad-village.com or call (760) 644-2121.

Carlsbad Village Association
300 Carlsbad Village Drive
Suite 108A, #135
Carlsbad, CA 92008

www.carlsbad-village.com

See full list of member
benefits on next page



Member Benefits 2020

Members receive the following benefits by level in addition to those listed on the reverse

COMMUNITY PARTNER

BEACH

- Reinforced branding as a Community Partner with logo/image and website link prominently displayed on carlsbad-village.com home page
- Opportunity to introduce business at one Village Voices meeting per year
- Extended time at all Village Voices meetings to make announcement(s)
- Social media post for up to two specials/events per year (includes one boosted post)
- Opportunity to have promotional materials at Farmers' Market and select events
- One feature article per year in eNewsletter
- Two free food-only tickets to annual Taste of Carlsbad Village event
- Assistance with press and PR media contact list
- Recognition with business website link in eNewsletter and website blog upon joining and renewing
- Choice of two CVA-branded merchandise items upon joining and renewing

COASTER

- eNewsletter post for one special/event per year
- Opportunity to have promotional materials at Farmers' Market
- One blog post per year on carlsbad-village.com
- \$5 off up to four (4) tickets to annual Taste of Carlsbad Village event
- Assistance with press and PR media contact list
- Recognition with business website link in eNewsletter and website blog upon joining and renewing
- Choice of one CVA-branded merchandise item upon joining

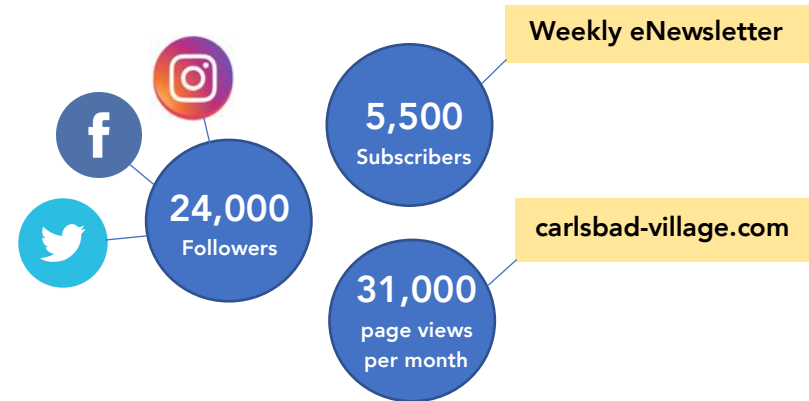
RAIL TRAIL

- Assistance with press and PR media contact list
- Recognition with business website link in eNewsletter and website blog upon joining and renewing
- Choice of one CVA-branded merchandise item upon joining

VILLAGE

- Recognition with business website link in eNewsletter and website blog upon joining and renewing
- Choice of one CVA-branded merchandise item upon joining

SOCIAL MEDIA & ENGAGEMENT REACH



Carlsbad Village Association brings thousands of residents and visitors to the Village annually through its weekly Farmers' Market and more than a dozen community-focused events throughout the year. All Village businesses benefit from its ongoing promotion of the Village as a destination, increased foot traffic before, during and after events, and advocacy with the City of Carlsbad. The purpose of the Carlsbad Village Association Membership Program is to build community by engaging, promoting and advocating on behalf of businesses located in Carlsbad Village. Program fees are used to support its staff, programs and events, so that it can continue to grow and better support its mission. All Village businesses may still receive a standard business listing on carlsbad-village.com, a subscription to its weekly eNewsletter and an invitation to the monthly Village Voices meetings.