



2026 Sponsorship Opportunity

Carmel-by-the-Sea • July 18 – September 8, 2026

Your Business, at the Heart of It All

After a beloved run with our painted dog sculptures, Hearts of Carmel returns for 2026 — and we'd love for your business to be part of it.

This summer, the Carmel Chamber of Commerce presents 12 beautifully painted heart sculptures, each created by a talented local artist and installed at businesses throughout the village. Together, they form the **Heart-to-Heart Trail** — a self-guided walking experience that transforms Carmel-by-the-Sea into an open-air gallery during prime summer tourist season.

About the Heart to Heart Trail:

- Participants pick up a trail map at the Chamber Visitor Center and stroll through the village to discover each heart
- Each sculpture is sponsored and featured at a local business
- Runs **July 18 – September 8, 2026** — drawing thousands of residents and visitors to our streets and businesses

Sponsorships are first-come, first-served — and sponsors select their artist and heart in the order they sign up. Don't wait to reserve yours.

Sponsor and Claim Your Space on the Heart-to-Heart Trail!

Drive Foot Traffic

The Trail draws visitors directly into our village streets — and right past your door. Heart seekers explore every corner of Carmel, discovering businesses they may never have found otherwise.

Authentic Brand Alignment

Associating your brand with art, community, and Carmel's unique charm sends a powerful message to customers. It signals that your business is woven into the fabric of this place.

Support the Arts

Your sponsorship puts money directly into the hands of local Carmel artists. You're not just promoting your business — you're investing in the creative community that makes Carmel special.

Give Back to the Community

A portion of proceeds will be donated to the Carmel Chamber of Commerce Foundation Arts Council —to support celebrating, preserving, and advancing the artistic legacy of Carmel-by-the-Sea.

2026 Heart Sponsor Package — \$1,000

What's Included:

- ▣ Your business paired with one of 12 original heart sculptures
- ▣ Collaboration with a local Carmel-area artist — you select your artist in the order you sign up
- ▣ Logo and business name on the sculpture's recognition placard
- ▣ Listing on the Heart-to-Heart Trail map distributed to visitors throughout Carmel
- ▣ Logo placement on the Hearts of Carmel event webpage
- ▣ Recognition in the Chamber newsletter and e-blasts reaching thousands of subscribers
- ▣ Social media features across Chamber platforms
- ▣ Print advertising recognition in program materials and local publications
- ▣ Public acknowledgment at Hearts of Carmel events and community gatherings
- ▣ Media outreach and press coverage inclusion
- ▣ First right of refusal to renew your sponsorship in 2027

Yes! I Want to Sponsor a Heart

Only 12 sponsorships available. Sponsors select their artist and heart placement in the order they sign up — so the sooner you commit, the more choices you'll have!

♥ **Sponsorships are for Chamber Members Only:** Heart sponsorships are open exclusively to Carmel Chamber of Commerce members. Not yet a member? We'd love to welcome you — contact us to learn more.

Business Name: _____	Contact Name: _____
Phone Number: _____	Email Address: _____
Business Address / Location in Carmel: _____	
Artistic preferences or themes for your heart? (optional — helps us with artist matching): _____ _____	
Payment of \$1,000: ☐ Enclosed ☐ To follow	

♥ Heart Auction Benefits Carmel Chamber Foundation Arts Council

At the close of the program, the heart sculptures will be auctioned online to the public. A portion of the proceeds will benefit The Carmel Chamber of Commerce Foundation Arts Council in their mission to celebrating, preserving, and advancing the artistic legacy of Carmel-by-the-Sea.

**Questions? Ready to claim your heart? Contact Kimberlie Guerrieri,
kimberlie@carmelchamber.org / (831) 624-3876.**