



Sponsored Gift Card Program to Benefit Participating Carlsbad Businesses

We are pleased to introduce an innovative and exciting gift card program called **GIFT CARLSBAD** specifically designed to augment the COVID-19 recovery efforts of restaurants, retailers, and serviced-based businesses in Carlsbad. This value-added shop local program is designed to put money directly into the bank accounts of participating small businesses, fast.

The concept behind **GIFT CARLSBAD** is simple. When an eGift Card is purchased for a participating Carlsbad business at www.giftcarlsbad.com, a bonus amount is given to the buyer, at no additional charge, courtesy of a generous grant by the Ready Carlsbad Business Alliance and matching funds by the City of Carlsbad. For example, a \$25 eGift Card purchase comes with a \$5 bonus card and a \$40 eGift Card purchase comes with a \$10 bonus card. Every eGift Card is easily redeemed by the participating business, online, through a specially designed web portal, in a matter of minutes.

GIFT CARLSBAD is a joint partnership between the Ready Carlsbad Business Alliance, the City of Carlsbad, the Carlsbad Village Association, and Visit Carlsbad, with services provided by Yiftee.com, to help businesses at a time when it is needed the most.

As a Carlsbad business, you are encouraged to sign up as a participant so that you can start benefitting from this program right away. There is no fee to be listed as a participating business as all merchant processing fees and the bonus amount is being paid for by the Ready Carlsbad Business Alliance and the City of Carlsbad, while supplies last. Sign-up is fast and easy. You will be up and running with a custom-branded eGift Card in minutes! Click [Quick Start Guide & Program FAQ's](#) for further details and to sign up.

And don't worry, redeeming eGift Cards is easy too. Simply log into your Yiftee.com account from any web browser, enter the unique digital code associated with the customer's eGift Card, and validate it online.

Join us in this creative recovery program that will not only brand Carlsbad as being "Open For Business" but will also directly benefit participating businesses. Get started today!

As a Carlsbad business, you may hear about this program from both the Carlsbad Chamber of Commerce and the Carlsbad Village Association. This is a collaborative effort and we are pleased to be joining forces to help as many businesses in Carlsbad sign up for the **GIFT CARLSBAD** program.