

2027 HONORARY MAYOR OF CARMICHAEL CAMPAIGN

Becoming the Honorary Mayor of Carmichael is more than a title; it is an opportunity to drive positive change, build lasting relationships, and leave a meaningful legacy in the Carmichael community.



Welcome, Candidate!

I'm Rosie Buck, President of the Carmichael Chamber of Commerce, and I'm excited to announce that applications are open for the 2027 Honorary Mayor of Carmichael Race. This event offers you the chance to raise funds for your favorite nonprofit while competing for the prestigious title of Honorary Mayor. This cherished, non-partisan role promotes community engagement and charitable giving.

As a candidate, you'll be recognized for your commitment to Carmichael and celebrated as a local leader. You'll have opportunities to connect with elected officials, business leaders, and community organizations by attending exclusive Chamber events. You'll also gain significant exposure through our marketing efforts, showcasing your business or nonprofit to a wider audience. Supporting your chosen nonprofit by raising funds and awareness is central to this role. You'll plan and host fundraising events with Chamber support, maximizing their impact. Your involvement in community projects will inspire others to participate in civic duties and service.

The Honorary Mayor will be celebrated in a grand unveiling event in November, receive a ceremonial sash, and earn a seat on the Chamber's Board of Directors for a year. This role allows you to leave a lasting impact and join the legacy of esteemed past Honorary Mayors. The Honorary Mayor of Carmichael Race has a rich history of vibrant competition and impactful fundraising. The current Honorary Mayor, Mike Rockenstein, continues a legacy of service following Dr. Kawanaa Carter (2025), Miranda Viani (2024), Kerri Mandes (2023).

We look forward to your participation and the positive impact you can bring to our community.



Sincerely,

Rosie Buck

Carmichael Chamber
President

The Race at a Glance

The Carmichael Chamber of Commerce is excited to announce that applications are now open for the 2027 Honorary Mayor of Carmichael Race. This unique and highly anticipated community event offers individuals the opportunity to raise funds for their favorite nonprofit organizations while competing for the prestigious title of Honorary Mayor of Carmichael. The position of Honorary Mayor is a cherished role within the Carmichael community spanning decades. It is non-partisan and cannot be used to endorse any political candidates. Instead, it serves as a platform for community engagement and charitable giving.

Eligibility and Application Details:

- Applicants must be current members of the Carmichael Chamber of Commerce and over 18 years old. Non-members interested in participating can sign up for Chamber membership during the application process.

- Applications are due by July 1st, 2026.

All Applicants will go through an interview meeting before final determination.

- The race will officially start on July 29, 2025, and will run until October 14th, 2025, ending at 11:59 PM.

Race Format:

- Candidates will gather "votes" in the form of dollars raised for their chosen nonprofit (501c3) organizations.

- 75% of the funds raised will be donated to the candidate's nonprofit, while 25% will support the Carmichael Chamber of Commerce.

- The candidate who raises the most money will be declared the winner.

- A minimum of \$500 in "votes" is required for each candidate to be eligible.

Events and Support:

- The Chamber will host a "Mayor Candidate Mingle" event at the beginning of the race, providing an opportunity for candidates to network and share their goals.

- Throughout the race, candidates are encouraged to host fun and engaging fundraising events, with the Chamber providing marketing support for these efforts.

- A grand unveiling will be held at our famous Best of Carmichael Event to announce the winner and celebrate the participants.



Benefits of Being an Honorary Mayor



Community Leadership and Recognition

- Gain a prestigious title that recognizes your commitment to the Carmichael community.
- Be celebrated as a local leader who supports and champions community causes.



Networking Opportunities

- Build connections with elected officials, local business leaders, community organizations, and influential individuals.
- Attend exclusive Chamber events and functions, enhancing your professional and personal networks.



Marketing and Visibility

- Receive significant exposure through Chamber marketing efforts, including social media, newsletters, and local media coverage.
- Showcase your business or nonprofit organization to a wider audience, increasing brand recognition and potential customer base.
- Be the “face” of The Carmichael Chamber of Commerce: attend ribbon cuttings, public speaking engagements, and more!



Fundraising For Your Cause

- Directly support your chosen nonprofit organization by raising funds and awareness.
- Demonstrate your philanthropic commitment and encourage others to contribute to your cause.



Event Hosting and Promotion

- Plan and host engaging fundraising events with the support and promotional backing of the Chamber.
- Benefit from the Chamber's resources to maximize the impact and reach of your events.

Benefits of Being an Honorary Mayor



Skill Development

- Enhance your leadership, event planning, and public speaking skills through active participation in the race and related activities.
- Gain experience in community organizing and nonprofit fundraising.



Civic Engagement

- Participate in shaping the future of Carmichael by being actively involved in community projects and initiatives.
- Influence and inspire others to take part in civic duties and community service.



Legacy Building

- Leave a lasting impact on the community through your fundraising efforts and initiatives.
- Join the ranks of esteemed past Honorary Mayors, creating a legacy of service and dedication.



Exclusive Honors and Ceremonies

- Be featured at the Best of Carmichael, where the winner is celebrated.
- Receive a ceremonial sash and other honors that come with the title. The Honorary mayor receives a seat on the Board of Directors for The Carmichael Chamber of Commerce during their year.



Personal Fulfillment

- Experience the satisfaction of making a significant difference in your community.
- Enjoy the personal and professional growth that comes from taking on a leadership role and achieving your fundraising goals.

Campaign Timeline

JULY 1, 2026

**APPLICATIONS
ARE DUE**

Applications are due. All Applicants will go before a panel interview before final determination. Campaign fee is due by July 20th.

JULY 29TH 2026

CAMPAIGNING BEGINS

Campaigning begins! Host fundraisers, garner votes, attend local events to make connections

OCTOBER 14TH

CAMPAIGN CLOSES

Campaign closes October 14th at 11:59pm. All final monies must be submitted to be counted.

2027 YEAR

2027 Year: It is the expectation by the Chamber of Commerce that the 2027 Honorary Mayor will donate their time and efforts to attend Carmichael community events, ribbon cuttings, luncheons, hold public speaking engagements, and fill the Honorary Mayor Seat on the Chamber Board of Directors

JULY 29TH 2026

MAYOR MINGLE

Mayor Mingle is our big kick-off party honoring you and introducing yourself to the community

AUGUST 25TH

**LUNCHEON MEET
AND GREET**

Candidates speak at the September Luncheon and have fundraising opportunities

NOVEMBER 6TH

UNVEILING EVENT

The new honorary mayor is announced at our famous Best of Carmichael Reception

Meet the Legacy



Mike Rockenstein, 2026

Local Resident
Chosen Non-profit: First Tee- Sacramento
Monies Raised: \$26,488.78



Dr. Kawanaa Carter, 2025

Surgeon, Philanthropist, Resident
Chosen Non-profit: Infinite Giving Inc
Monies Raised: \$20,500



Miranda Viani, 2024

Business: All Stage Canine Development
Chosen Nonprofit: Hearts 4 Heores
Monies Raised: \$2,280



Kerri Mandes, 2023

Business: Kerri Mandes fitness
Chosen Nonprofit: WEAVE
Monies Raised: \$31,000



Campaign Rules

1. Eligibility

- **Membership:** Applicants must be current members of the Carmichael Chamber of Commerce. Non-members can become eligible by joining the Chamber during the application process.
- **Age:** Applicants must be at least 18 years old.

2. Application Process

- **Submission Deadline:** All applications must be submitted by July 1, 2026.
- **Application Form and Filing fee:** Complete the official application form, available on the Carmichael Chamber of Commerce website. An invoice of \$75 will be sent to you to be paid by July 29th 2026. The \$75 filing fee is nonrefundable nor transferrable.
- **Membership Enrollment:** Non-members must enroll in the Chamber to be eligible. Membership fees must be paid in full during the application process.
- **Approval:** All applicants are permitted to start promoting their candidacy at the time their fees have been submitted AND receiving written approval by The Carmichael Chamber of Commerce president following a panel interview.

3. Campaign Duration

- **Start Date:** The race officially begins on July 29th 2026.
- **End Date:** The race concludes on October 14th, 2026 at 11:59 PM.

4. Voting and Fundraising

- **Voting Method:** Votes are counted based on dollars raised for the candidate's chosen nonprofit organization.
- **Fund Distribution:**
 - 75% of the funds raised go to the candidate's designated nonprofit.
 - 25% of the funds raised go to the Carmichael Chamber of Commerce.
- **Minimum Votes:** Each candidate must raise a minimum of \$500 to be eligible for the title.
- **Winner Determination:** The candidate with the highest total amount of dollars raised by the end of the race will be declared the winner.

5. Fundraising Activities

- **Event Hosting:** Candidates are encouraged to host fundraising events. These events should be fun and engaging to attract community participation. Please note funds collected will be tracked by the Carmichael Chamber of Commerce. Check will be made out to the Carmichael Chamber of Commerce. Because the Carmichael Chamber of Commerce is a 501c(6), donations may or may not be tax deductible, please consult your tax professional.
- **Chamber Support:** The Chamber will assist in marketing and promoting candidates' fundraising events through its communication channels.
- **Compliance:** All fundraising activities must comply with local laws and regulations. Candidates are responsible for obtaining any necessary permits or licenses.

Campaign Rules (cont.)

6. Candidate Conduct

- **Non-Partisan Role:** The Honorary Mayor position is strictly non-partisan. Candidates must not use their campaign to endorse any political candidates or parties.
- **Ethical Behavior:** Candidates must conduct themselves ethically and respectfully throughout the race. Any form of harassment, discrimination, or unethical behavior will result in disqualification.
- **Financial Transparency:** Candidates must maintain accurate records of all funds raised and submit these records and monies raised to the Chamber each week.

7. Events and Milestones

- **Mayor Candidate Mingle:** An initial networking event will be held at the start of the race for candidates to meet each other and the community. This year will be July 29th 5:30-7pm
- **Final Unveiling Event:** A celebratory unveiling will be held at Best of Carmichael Event to announce the winner and honor all participants. The date this year will be Friday November 6th.
- **2027 Year:** It is the expectation by the Chamber of Commerce that the 2027 Honorary Mayor will donate their time and efforts to attend Carmichael community events, ribbon cuttings, luncheons, hold public speaking engagements, and fill the Honorary Mayor Seat on the Chamber Board of Directors (must adhere to board member rules and regulations and be able to attend monthly board meetings and one committee meeting monthly). The Carmichael Chamber of Commerce will give complimentary admission (equal to one ticket) to the Honorary Mayor to the following events: The 2027 Carmichael Chamber Annual Dinner, Chamber Luncheons, Fourth of July Parade, Best of Carmichael 2027, and the yearly Elected Officials Mixer. If you are unable to adhere to these expectations, The Carmichael Chamber of Commerce will discuss alternative options on a case-by-case basis, including implementing a vice mayor, etc.

8. Disqualification

- **Failure to Meet Requirements:** Candidates failing to meet the minimum fundraising requirement of \$500 or violating any race rules will be disqualified.
- **Misconduct:** Any candidate found engaging in unethical behavior, misrepresenting funds, or using the position for political endorsements will be disqualified.

9. Appeals and Disputes

- **Dispute Resolution:** Any disputes or appeals regarding the race rules or outcomes must be submitted in writing to the Chamber within five business days of the incident.
- **Chamber Review:** The Carmichael Chamber of Commerce will review all disputes and make a final decision within ten business days. The Chamber's decision is final.

We are looking for YOU!

Run for Honorary Mayor of Carmichael 2027

Give back to your favorite nonprofit and promote your business while representing and supporting Carmichael Community Programs, Projects, and Activities.

Learn More



www.CarmichaelChamber.com

