

CHOOSE HUMBOLDT PASSPORT SERIES

The Choose Humboldt Passport Series, presented by Humboldt Made in collaboration with partners across Humboldt County, runs year-round through the VibeMap app. It's a fun, digital way for locals and visitors to earn rewards for shopping, dining, and exploring Humboldt County — all while discovering new local businesses along the way. This countywide collaboration is designed to strengthen our local economy, uplift small businesses, and keep more dollars circulating right here at home.

Three Passports, One Mission

Shop Humboldt – November–December 2025

Dine, Drink & Stay – January–February 2026

Experience Humboldt – May–October 2026

Each passport highlights a different part of our local economy — and new businesses will be featured in each phase!

Due to the nature of the app, participating businesses must have a physical address, open to the public in order to be featured.

Prizes

The prizes are all locally sourced & act as an incentive for folks to download the app and participate! There will be lots of questions about the prizes since it's so exciting. Here's a breakdown:

The passport has 4 badges, and each badge has 3 levels. This is how it works:

LEVEL 1 — Free Sticker

Hit Level 1 on *any* badge and you'll receive a free Shop Humboldt sticker. Everyone who reaches a Level 1 gets one.

LEVEL 2 — \$100+ Local Prizes

Each Level 2 badge you complete earns **one entry** into the raffle for local gift card bundles and Humboldt Made gift baskets (valued at \$100+).

There are **8 mid-level prizes**, and you can earn up to **4 entries** — one for each badge.

LEVEL 3 — Grand Prize

Each Level 3 badge earns **one entry** into the Grand Prize raffle:

- Overnight stay at a local BnB
 - Dinner gift card
 - Local wine + chocolate basket
- (Value: \$500+)

You can earn up to **4 Grand Prize entries**.

All prizes will be drawn and awarded at the end of the passport on December 31.

Not Featured Yet? Here's How to Get Involved

1. Stay Tuned for Future Passports

If your business isn't in the current passport, don't worry!

We'll be rotating features throughout the year to include restaurants, lodging, experiences, and more. Keep an eye out for updates from your local Chamber or follow [@humboldtmade](#) for announcements. www.humboldtmade.com/choose-humboldt

2. Help Build the Momentum

You can still be part of the movement:

- **Share the campaign** on your social media or in your newsletter.
- **Encourage your customers** to download the VibeMap app and start earning rewards.
- **Display posters** if you'd like to help spread the word (we'll gladly provide them).

3. Have Ideas or Want to Be Included?

We're always looking for great local partners to feature.

Email your chamber to express interest in future passports or share collaboration ideas!

Don't have a physical location but still want to be included, reach out to info@humboldtmade.com about being part of the prize packages for one of the 3 passports!