



Event Sponsorship Program Fiscal Year 2011-2012

First 5 Fresno County (F5FC), also known as the Children and Families Commission of Fresno County, recognizes it is critical to leverage resources and work with local private and public groups to educate the community about issues impacting children 0-5.

This set of guidelines provide direction for potential community partners and First 5 Fresno County to collaborate on events that will be consistent with the Commission's vision and mission to ensure all event sponsorships are ultimately beneficial for children 0-5 and/or their families who live in Fresno County. For this fiscal year, the Commission has allocated \$25,000 for this funding strategy and anticipates funding 5 to 7 organizations and/or businesses.

Eligibility Criteria

Organizations and businesses may request a sponsorship if the event meets the following criteria:

- Has an expected show of at least 1000 event attendees based on previous attendance (or if this is a first year event, you must reasonably showcase how you project there will be at least 1000 attendees at your event).*
- Must include F5FC in advertisements or promotions **prior** to, and **during** the event. Provide a booth or space for F5FC staff to participate at the event. Provide F5FC with the opportunity to briefly address the audience during the main program event. (Requesting agency will be required to coordinate with F5FC staff to ensure proper crediting and marketing are consistent with F5FC standards.)
- Must take place in Fresno County**.
- Must adhere to F5FC's [Tobacco Policy](#).
- Event specifically supports F5FC's [Policy Platform](#) and the goals of [The Children's Movement](#), which are:
 - a) Child advocates speak with a united voice
 - b) The public is educated and aware of issues impacting young children
 - c) Decision-makers are challenged to think about how every decision will impact the lives of children

Special consideration and priority for sponsorships will be given to events that:

- Target traditionally underserved, underrepresented, and/or impoverished populations.
- Have an extended duration, lasting multiple hours or days.
- Target breastfeeding mothers, pregnant women and/or women in general (i.e. parent or teen parent conferences, breastfeeding awareness events, women's conferences, etc.).

Standards for Collaboration

- First 5 Fresno County will not endorse, directly or through implied endorsement, specific products, services, educational programs or enterprises.
- As a public agency, products developed in collaboration with First 5 Fresno County are in the public domain.
- Organizations and businesses interested in the Event Sponsorship Program may submit a formal written proposal detailing what the event includes and how it fits the above eligibility criteria for sponsorship consideration, specifically F5FC's Policy Platform and the goals of The Children's Movement.

* While event sponsorships are for events with attendance of 1000 or more per day; at the discretion of F5FC, events with fewer attendees may be considered if they fall within the special consideration conditions.

** Regional efforts will be considered.

*** F5FC will verify compliance if agency is a currently funded partner.

To apply, you must provide agency information in addition to addressing questions about your event.

Agency & Event Information

Name of Agency: _____

Type of Group or Agency: (check one)

- | | | |
|---|---|--|
| <input type="checkbox"/> Parent Group | <input type="checkbox"/> Neighborhood Association | <input type="checkbox"/> Non-Profit Organization |
| <input type="checkbox"/> Community Group | <input type="checkbox"/> Service Club | <input type="checkbox"/> School District |
| <input type="checkbox"/> Family Resource Center | <input type="checkbox"/> Government Entity | <input type="checkbox"/> State Preschool |
| <input type="checkbox"/> Other (please describe): | | |

Agency Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ E-mail: _____

Name of Event: _____

Event Date: _____ Event Location (address): _____

Estimated Number of Event Attendees: _____

Note: the majority of communication will happen via e-mail, make sure e-mail provided is correct.

Contacts

Agency Contact: _____ Phone: _____ E-mail: _____

Event Contact: _____ Phone: _____ E-mail: _____

Have you previously received funding from First 5 Fresno County?

- No
 Yes (please list project(s) funded, date(s) of funding, and amount funded for each)***

Agency's Current Fiscal Year Operating Budget: _____

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Applications must include a completed organization/business W-9 Form. Incomplete applications will not be considered.

Applications will be accepted on a continuous basis through March 30, 2012 as long as funding is available. Applications must be received six (6) weeks prior to the proposed event date. Final 50% of Sponsorship will be released as a reimbursement, once the event summary report and deliverables have been received and are satisfactory. Details of the initial 50% will be discussed in the signed agreement with your organization or business if your event is selected to be sponsored.

Please send your application and W-9 Form to:

Elizabeth Campos
Communications Specialist
First 5 Fresno County
550 E. Shaw, Ste. 215
Fresno, CA 93710

If you have any questions, contact Elizabeth Campos at ecampos@first5fresno.org or 559-241-6511

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