



Community Event Sponsorship Program

Our Vision & Mission: At First 5 Fresno County, we envision a future where all children and their families are healthy, loved and nurtured. We run after this vision by partnering with our community to create a seamless system of quality, accessible services that support the well-being of every child and family.

In our work, it is critical to leverage resources and partner with private, public, and community-benefit agencies to educate, support, and help bring awareness about the importance of supporting families with young children thrive. We believe ensuring a brighter future for our youngest residents is a community responsibility.

Through the Community Event Sponsorship Program, we will sponsor opportunities for Fresno County community events/activities that are focused on families with young children (ages 0 to 5). Our goal is to support five to ten community events/activities per fiscal year, up to \$3,000 per agency and/or event, per fiscal year.

Types of Eligible Events/Activities:

- **Community Events:** Events or activities within a community event focused on families with young children ages 0 to 5 that are free and open to the public and provide a safe learning environment including developmentally appropriate play activities and opportunities for making connections with local resources and other families.
- **Professional Development Events:** Opportunities to enhance the abilities and skill sets of those who work with or have influence on young children ages 0 to 5 and their families, including early learning educators, medical providers, employers child care providers (including family, friends and neighbors), early childhood professionals, home visitors, other caregivers, etc.
- **Educational Workshops/Activities:** Interactive opportunities for expecting parents and/or families with children ages 0 to 5 to broaden their knowledge about topics that impact the first 5 years of life including but not limited to workshops, conferences, and/or trainings.
- **Public Awareness and Education Events/Activities:** Large (100+ attendees) community forums, conferences, summits, etc., focused on further examining/developing solutions to challenges related to our investments identified in our [2020-2025 Strategic Plan](#).

Types of Ineligible Events/Activities/Agencies:

- Fundraiser-only events/activities.
- Events/Activities that do not include a specific focus on serving/addressing the needs of families with young children, ages 0 to 5.
- Events/activities that are a part of a current contract deliverable (or could be) with F5FC.
- Events/activities that conflict with our values, vision and mission.

***Note:** If the proposed event/activity will also serve individuals outside of F5FC's supported age range or geography, other funding sources must be available to supplement funding.*

Standards for Collaboration:

- F5FC will not endorse, directly or through implied endorsement, specific products, services, educational programs or enterprises.
- As a public agency, products developed in collaboration with F5FC are in the public domain.
- Event/activity must be consistent and in support of our vision and mission as stated above.
- Event/activity focused on serving one or more high-priority populations/*communities* as defined in our 2020-2025 Strategic Plan including, but not limited to: families with dual language learners, families living in rural communities, African American families, single parents, children with special needs, undocumented individuals, and low-income households will be prioritized.
- Recognition: We ask for all approved sponsorship events/*activities* to include First 5 Fresno County in promotions *before*, and *during* the event/activity (For example: print, radio, web, social networks, and/or televised advertisements).
- Takes place in a city/*community* within Fresno County.

Application Process:

- Organizations and businesses interested in the Community Sponsorship Program must submit a request via a Letter of Intent in their agency's letterhead, detailing how the event fits the above eligibility criteria for sponsorship consideration.
- Requests must be received a minimum of four (4) weeks prior to the proposed event date or deadline.
- Applications will be accepted on a continuous basis through May 31st of each fiscal year as long as funding is available. Limit one award per agency, per fiscal year (July 1 – June 30) regardless of award amount.
- This is a reimbursement program and funding will be reimbursed upon confirmation of all agreed upon sponsorship requirements.
- Applications received, which include all required information and are determined to fulfill the intent and scope of the Community Event Sponsorship Program, will be approved by the First 5 Fresno County Executive Director.
- Total funding awarded may be less than the requested amount based on funds available & overall fit into eligibility criteria.

Submission Process:

Via regular mail: Community Event Sponsorship Program Request First 5 Fresno County 2405 Tulare Street, Suite 200 Fresno, CA 93721	Via email to: funding@first5fresno.org Subject line: Community Event Sponsorship Program Request
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