



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 on their agency's letterhead, detailing how the event fits the above eligibility criteria for sponsorship consideration.
- Requests must be received at least four (4) weeks before the proposed event date or deadline.
- Applications will be accepted continuously through May 31st of each fiscal year (July-June) as long as funding is available. Limit one award per agency per fiscal year (July 1st – June 30th) regardless of award amount.
- In the event of a cancellation, the rescheduled event must still fall within the awarded fiscal year. Failure to do so will require the applicant to reapply for funding, which is not guaranteed and is subject to funding availability.
- Approved sponsorships must happen within the approved fiscal year, and reimbursement requests for those sponsorships must be received by July 10th. Otherwise, no reimbursement can be made, and the agency may be ineligible to apply for a future event in the subsequent fiscal year.
- As a reimbursement program, 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.
- The total funding awarded may be less than the requested amount based on the funds available and the 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