

## Community Event Sponsorship Program

At First 5 Fresno County, we envision a future where all children and their families are healthy, loved and nurtured. We pursue this vision by partnering with, advocating for, and investing in our community to create a seamless system of quality, accessible services that support the well-being of every child and family. In this work, it is critical that resources are leveraged, and partnerships take place amongst private, public, and community-benefit agencies to educate, support, and help bring awareness about the importance of supporting families with young children to thrive.

Through the Community Event Sponsorship Program, we will sponsor Fresno County community events and activities that are focused on families with young children (ages 0 to 5). Our goal is to support up to twenty community events/activities per fiscal year, ranging from \$1,000 to \$3,000 per agency, 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.

*Note: To reduce duplication of services and maximize community impact, collaboration among similar events (e.g., community baby showers, health fairs) is strongly encouraged and may be recommended by F5FC during the submission period. Events that are done in collaboration, as encouraged above, may be considered for increased funding to support the collaborating efforts. An exception to collaboration may be considered for events that are geographically specific or designed to serve a distinct population facing unique barriers (e.g., limited transportation access, sensory sensitivities, language needs).*

#### 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 neighbor providers), 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 the investments identified in our [Strategic Plan](#).

### Types of Ineligible Events/Activities:

- 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 that do not include connecting families to services or resources.
- 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 listed with submission.*

**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 centers one or more focus areas of the Strategic Plan including: Maternal, Child, and Family Health, Thriving Families, and/or Early Learning.
- 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). Any questions about promotion materials can be addressed directly with the agency after the confirmation of sponsorship.
- Event/activity must take place within Fresno County.

**Application Process:**

- Organizations, persons, and businesses interested in the Community Event 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 minimum, four (4) weeks prior to the proposed event date or deadline.
- This is a reimbursement program and funding will be reimbursed upon confirmation of all agreed upon sponsorship requirements.
- Approved requests will require a W-9 and reimbursement will be made via electronic funds transfer.
- Total funding awarded may be less than the requested amount based on funds available & overall fit into eligibility criteria.
- 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.
- 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

**Submission Process:**

Via regular mail: Community Event Sponsorship Program Request First 5 Fresno County 2405 Tulare Street, Suite 200 Fresno, CA 93721	Via e-mail: <a href="mailto:funding@first5fresno.org">funding@first5fresno.org</a> Subject line: Community Event Sponsorship Program Request
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