

Community Event Sponsorship Guidelines

At First 5 Fresno County, we envision a future where young 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. Our Community Event Sponsorships are designed to support **one-time** community events or activities that support families with young children (ages 0 to 5) and/or the professionals that work with them.

Types of Eligible Events/Activities:

Community Events:

Free and open to the public events (or activities happening as part of a community event), focused on families with young children ages 0 to 5 that provide a safe learning environment, including but not limited to 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, back to school fairs) is strongly encouraged. and may be recommended by F5FC during the submission period.

Professional Development Events focused on Early Childhood:

Events focused on building knowledge and increasing the capacity and skills of those who care for, work with, or have influence on young children ages 0 to 5 and their families, including professionals in various fields/industries, medical providers and staff, employers, child care providers (including family, friends and neighbor providers), early childhood professionals, home visitors, other caregivers, etc.

Educational Workshops/Activities for Families:

Free, 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 creating a seamless system of quality, accessible services that support the well-being of every child and family and/or the Focus Areas identified in our [Strategic Plan](#).

Types of Ineligible Events/Activities:

- Fundraiser-only events/activities.
- Events/activities that are scheduled to occur over many weeks/months.
- Events/activities that fail to include a specific focus on addressing the needs of families with young children, ages 0 to 5.
- Events that do not include connecting families to other services or resources.
- Events/activities proposed by a current Funded Partner that are a part of (or could be) a contract deliverable.
- Events/activities that conflict with our values, vision, mission, and/or agency policies

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 must center one or more focus areas of the F5FC Strategic Plan including: Maternal, Child, and Family Health; Thriving Families; and/or Early Learning.
- 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 confirmation of sponsorship.
- Event/activity must take place within Fresno County.

Application Process:

- Organizations, persons, and/or businesses interested in a Community Event Sponsorship must submit a request **via our [Google Form](#)**.
- Requests must be received, at minimum, four (4) weeks prior to the proposed event date or deadline. Note, exceptions to this timeline may be made for events taking place in the month of July, if the application period for the next fiscal year opens with fewer than 4 weeks remaining prior to the proposed event.
- 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.

Important Information

- Awards range from minimum \$500 (five-hundred) to maximum \$3,000 (three-thousand). 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.
- This funding is not designed to support ongoing programs/direct services.
- F5FC funding cannot be the sole funding source for any event. 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.

Please submit your request using this Google Form link:

<https://forms.gle/sznE3mYwem4PhuVL8>

Questions? Email funding@first5fresno.org