



Riverside County Children & Families Commission

A division of the Riverside County Department of Public Social Services
800-266-3880 www.rccfc.org

Sponsorship & Event Participation Policy:

The First 5 Riverside sponsorship and event participation policy is meant to provide the organization an effective means to respond to requests for sponsorship of or participation in various community and organizational events or projects that are consistent with the Riverside County Children & Families Commission Strategic Plan.

Goals:

First 5 Riverside's primary objectives of sponsorship or event participation are:

- Increase awareness of Proposition 10 and the mission of First 5 Riverside
- Increase awareness of the education, health and child care needs of children through age 5 and their families
- Increase awareness of resources available specifically to families with children through age 5
- Increase awareness of agencies and services that are funded by First 5 Riverside

Policy:

First 5 Riverside, the Riverside County Children & Families Commission, seeks to achieve its primary goals through various strategies, including collaborating with agencies or organizations in the County that can assist it to achieve the goals established in the Strategic Plan.

First 5 Riverside's ability to participate in or sponsor events is limited by resources and the need to leverage opportunities that will magnify potential for positive outcomes. First 5 Riverside will evaluate requests based on their potential to meet the Commission's objectives. An event that First 5 Riverside sponsors, co-sponsors or participates in must clearly meet one or more of the above objectives and be in accordance with the First 5 Riverside Strategic Plan

The First 5 Riverside Executive Director and management team will determine which events offer the best opportunity to achieve the agency's primary goals in Riverside County.

Guidelines & Requirements

First 5 Riverside will typically provide monetary or in-kind contribution to a requesting organization only once during the Riverside County Children & Families Commission fiscal year (July 1 to June 30) for events including conferences.

Sponsored events or conferences shall not require client participation in political or religious activities in order to receive services for programs funded by the Commission. Furthermore, Proposition 10 funds shall be used only for the purposes specified in this policy and in any attachments hereto. No Proposition 10 funds shall be used for any political activity, or to further the election or defeat of any candidate for political office. No Proposition 10 funds shall be used for purposes of religious worship, instruction, or proselytizing.

Sponsorships will be awarded until the current fiscal year's budgeted sponsorship funds are depleted. The sponsorship recipient agrees to acknowledge First 5 Riverside, the Riverside County Children & Families Commission on all materials produced for the purpose of public education and outreach related to a Commission sponsored event. These materials include, but are not limited to the following: brochures, flyers, television, radio and print advertising, and public service announcements.

Attribution for First 5 Riverside sponsorship shall be in accordance with the Attribution Policy posted on the Public Relations page of the RCCFC.ORG website and available from the agency Public Information Staff.

Where appropriate, the sponsorship recipient shall use the First 5 Riverside, Riverside County Children & Families Commission logo in accordance with the Commission Graphics Use Standard posted on the Public Relations page of the RCCFC.ORG website and available from the agency Public Information Staff.

Verbal recognition of First 5 Riverside is also encouraged if the event offers a forum for such recognition. For events and conferences providing opportunities for vendor / agency display booths, the event or conference organizer will provide First 5 Riverside complementary display booth space.

When First 5 Riverside participates in but does not sponsor or co-sponsor an event, promotional materials such as brochures, flyers, television, radio and print advertising, and public service announcements that list participants must also include First 5 Riverside.

When sponsorship request includes in-kind items such as promotional items, First 5 Riverside should be recognized as a sponsor.

When an event or conference that requires an entry fee, registration fee, or equivalent, the First 5 Riverside sponsorship request should include a fair and appropriate number of complimentary passes.

Process and Procedures: The First 5 Riverside process and procedures for consideration for sponsorship or participation in an event are as follows:

1. Annual events MUST apply each year for sponsorship. Previous instances of sponsorship should not be construed as an annual guarantee of sponsorship.
2. The Event or Conference organizers must submit a written request to First 5 Riverside's Public Information Unit at least ninety (90) days in-advance of the event or conference to permit adequate time review and staffing of the request. An electronic (E-Mail) request is preferred and can be sent to jayala@rccfc.org. Requests must include:
 - a. A brief description of requesting agency
 - b. Sponsorship amount and details of what is included with sponsorship –OR– if requesting event participation, details of how First 5 Riverside is expected to participate
 - c. Description of event, including date, time, location, audience, expected number of attendees and any publicity plans
 - d. Event budget
 - e. Description of how event meets First 5 Riverside's sponsorship and/or event participation goals described above
3. The Commission Executive Director and management staff members will review to determine whether the request meets the established guidelines and criteria.
4. Within 30 days from receipt of request, a letter from First 5 Riverside will be sent to the requesting organization informing them of the acceptance, denial, or need for additional information and any conditions that must be met prior to use of the Riverside County Children and Families Commission's name and receipt of funds from Commission.
5. Once the request has been approved, promotional materials (such as flyers, newsletters, posters, etc.) must be submitted to First 5 Riverside Public Information Staff as soon as possible but no later than fourteen (14) calendar days prior to submitting to print. News releases should be submitted as soon as possible but not later than seven (7) days before public release is scheduled. Electronic Mail documents are preferred. First 5 Riverside requests copies of news media coverage gathered by an event, conference or program sponsor for use by the staff to update the Commission on sponsored activities.
6. Organizations selected for sponsorship will receive the funds from the Riverside County Children & Families Commission approximately thirty (30) calendar days from the time they are notified of the acceptance of their request or once the obligation has been verified (whichever is deemed appropriate by the Executive Director).