



Policy Number: PR-001

Effective: October 25, 2006

Approved by: Harry Freedman,
Executive Director,
First 5 Riverside

Subject: Policy on sponsorship, participation in events, or advertising by First 5 Riverside

Purpose:

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

Goals:

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

- Increase awareness of Proposition 10 and the mission of First 5 Riverside
- Increase awareness of pre-natal through age 5 needs of families and children for education, healthcare, and childcare programs
- Increase awareness of the agencies and their services that are funded by First 5 Riverside
- Increase awareness of pre-natal through age 5 resources available to families and children.

Policy:

First 5 Riverside - the Riverside County Children and 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 a 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 and 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 and Families Commission - and Proposition 10 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 Specialist.

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 Specialist.

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.

For events and conferences requiring a registration fee, First 5 Riverside staff will be provided complementary vendor / exhibitor / participant registration or equivalent.

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. Materials with event participant logos must also include the First 5 Riverside logo.

When First 5 Riverside participates in but does not sponsor or co-sponsor an event that requires an entry fee, registration fee, or equivalent, the event or conference sponsor will provide complementary vendor / exhibitor / participant registration or equivalent for First 5 Riverside staff working the event and two additional staff members.

Process and Procedures:

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

The Event or Conference organizers must submit a written request to First 5 Riverside at least ninety days in advance of the event or conference to permit review and staffing of the request. An electronic (E-Mailed) request is preferred. Annual events must apply each year for sponsorship. Previous instances of sponsorship should not be construed as a guarantee of sponsorship in the future.

If appropriate, the event will include First 5 Riverside representatives in a presentation / forum.

The Commission Executive Director and management staff members will review to determine whether the request meets the established guidelines and criteria.

A letter from First 5 Riverside will be sent to the requesting organization, informing them of the acceptance, denial, or request for additional information regarding the request for sponsorship 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.

Once the request has been approved, promotional materials (such as flyers, newsletters, posters, etc.) must be submitted to the First 5 Riverside Public Information Specialist as soon as possible but not 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.

Organizations selected for sponsorship will receive the funds from the Riverside County Children and 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).

The First 5 Riverside Executive Director may authorize payment in accordance with the current Business and Fiscal Operations Policy.

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.