



SPONSORSHIP INFORMATION | 2018-2019

About First 5 Riverside

First 5 Riverside (F5R), the Riverside County Children & Families Commission, is a division of the Riverside County Department of Public Social Services. The Commission is funded by tobacco taxes generated by Proposition 10, which was passed by California voters in November 1998. The act created a system of programs that promote, support, and improve the early development of children from the prenatal stage to five years of age.

F5R invests in partnerships that promote, support and enhance the health and early development of children, prenatal through age 5, their families and communities.

Sponsorship Description

F5R sponsors events and activities that align with and promote our four Goal Areas, as identified in our [Strategic Plan](#):

- 1) Quality Early Learning
- 2) Resilient Families
- 3) Comprehensive Health and Development
- 4) Countywide Impact

Eligibility

The following organizations are eligible to apply for a sponsorship:

- community and/or faith-based organizations
- public agencies
- private agencies

F5R will typically only provide monetary or in-kind sponsorship to an agency one-time per fiscal year. Agencies must apply each year for sponsorship and previous instances of sponsorship should not be construed as an annual guarantee of sponsorship.

Sponsorship applications must be submitted at least 60 days prior to the event.

Criteria

Sponsored events and/or activities must meet the following criteria -

- Align with one or more Goal Areas, as defined in the F5R Strategic Plan.
- Primarily target families with children ages 0 to 5.
- Provide educational and developmentally appropriate activities for children ages 0 to 5.
- Be open to the public.
- Be educational in purpose (e.g. dinners and entertainment-focused events will not meet this requirement.)
- Be designated as a “smoke-free” event.
- Take place in Riverside County.
- Provide healthy refreshment options for participants (if sponsorship funding will be used for food and drink purchases.)

The following *will not* qualify for sponsorship:

- Events/activities that do not specifically address the needs of children ages 0 to 5 and their families.
- Events/activities that serve as fundraisers.
- Events/activities that are part of a F5R funded agency's Scope of Work.
- Events/activities that conflict with the values and vision of F5R.
- Events/activities that promote a religious purpose.
- Events/activities designated for political activity or to elect candidates for public office.

Marketing and Evaluation Requirements

Events/activities must identify F5R's sponsorship in promotional materials including but not limited to flyers, brochures, radio, television ads, website pages, and social media posts. F5R attribution must include the approved F5R logo or name "*First 5 Riverside*," as outlined in the [F5R Style Guide](#).

When an event or conference requires an entry fee, registration fee, or equivalent, the sponsorship request should include an appropriate number of complimentary passes to the event.

All sponsorship recipients will be required to complete and submit a brief on-line Post Event Survey within thirty days after the event. The Post Event Survey will help measure the impact of the events. The Post Event Survey web link will be provided to approved applicants.

APPLICATION SUBMISSION

To apply for a sponsorship, complete the Application Form and submit via email, fax, or mail to:

F5R
Attention: Public Relations
585 Technology Court Riverside, CA 95207_
First5@rccfc.org
Fax (951) 248-0082

Applications are accepted on an ongoing or until funds are no longer available for the fiscal year.

Applications must be submitted at least 60 days prior to the event.

F5R will evaluate the request and supply the requestor with an approval or denial notice within 30 days.

Thank you for your interest in First 5 Riverside.



SPONSORSHIP APPLICATION

2018-2019

APPLICANT INFORMATION	
Applicant Agency	
Contact Person	Name: Phone:
	Email:
	Mailing Address:
Type of Organization	<input type="checkbox"/> Public Agency <input type="checkbox"/> Private Agency <input type="checkbox"/> Community &/or Faith-Based Organization <input type="checkbox"/> Other _____

EVENT INFORMATION			
Name of Event			Date of Event
Location of Event			Is this event a fundraiser? <input type="checkbox"/> Yes <input type="checkbox"/> No
Expected # of Attendees	If applicable, previous # of attendees		Is there an admission fee for this event? <input type="checkbox"/> Yes <input type="checkbox"/> No
Type of Event			Is this event smoke-free? <input type="checkbox"/> Yes <input type="checkbox"/> No
Targeted Audience(s)			
First 5 Focus Area(s) to be addressed	<input type="checkbox"/> Quality Early Learning <input type="checkbox"/> Resilient Families <input type="checkbox"/> Comprehensive Health & Development <input type="checkbox"/> Countywide Impact		
Funding Amount Requested			

BUDGET INFORMATION (estimate)	
Educational materials and supplies (for parents and young children ages 0 to 5)	\$
Facility/space rental fees	\$
Healthy snacks/refreshments	\$
Material duplication/printing	\$
Equipment rentals	\$
Event advertising	\$
Mileage/transportation	\$
Other (please list & explain):	\$
Total:	\$

EVENT DESCRIPTION

Please keep your responses to 75 words or less.

A. What is the purpose of the event or activity for which you are requesting funds?

B. Describe the target audience and community for the event.

C. Describe how you will incorporate F5R's focus areas into your event or activity. Describe how the activities are specifically designed for children ages 0 to 5 and/or their parents.

D. How will you advertise/promote the event or activity to ensure attendance?

E. If your event involves collaboration with other local groups, agencies, schools, etc., please specify the names of the other groups and their role.

Authorized Signature: _____

Date: _____

Printed Name: _____

Title: _____

Please submit page 3 and page 4 via email, fax or mail to:

First 5 Riverside

Attention: Public Relations

585 Technology Court, Riverside CA 92507

First5@rccfc.org

Fax: (951) 248-0082