

## SPONSORSHIP INFORMATION

### About First 5 Riverside County

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First 5 Riverside County (F5RC), the Riverside County Children & Families 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.

F5RC 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

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F5RC 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

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The following organizations are eligible to apply for a sponsorship:

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

F5RC will typically only provide monetary or in-kind sponsorship to an agency one-time per fiscal year. Organizations must apply each year for any sponsorship. Previous sponsorships do not guarantee annual sponsorships.

Sponsorship applications must be submitted at least 90 days prior to the event.

### Criteria

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

- Align with one or more Goal Areas, as defined in the F5RC 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 (note: dinners and entertainment-focused events will not meet this requirement).
- Be designated as a “smoke-free” event.
- Take place in and serve the residents of Riverside County.
- Provide healthy 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 are fundraisers.
- Events/activities that are part of a F5RC funded agency's Scope of Work.
- Events/activities that conflict with the values and vision of F5RC.
- Events/activities that promote a religious purpose.
- Events/activities designated for political activity or to elect candidates for public office.

## Marketing and Evaluation Requirements

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Events/activities must identify F5RC'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 F5RC logo or name "First 5 Riverside County," as outlined in the F 5 R C Style Guide found here: [First 5 Riverside County 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:

F5RC  
Attention: Public Relations  
585 Technology Court Riverside, CA 95207 -  
[First5@rivco.org](mailto:First5@rivco.org)  
Fax (951) 248-0079

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

Applications must be submitted at least 90 days prior to the event.

F5RC will evaluate the request and supply the applicant with an approval or denial notice within 30 days.

Thank you for your interest in First 5 Riverside County.

## SPONSORSHIP APPLICATION

### APPLICANT INFORMATION

<b>Applicant Agency</b>			
<b>Contact Person</b>	Name:		Phone:
	Email:		
	Mailing Address:		
<b>Type of Organization</b>	Public Agency                      Private Agency  Community and/or Faith-Based Organization  Other:		

### EVENT INFORMATION

<b>Name of Event</b>			
<b>Location of Event</b>			
<b>Expected Number of Attendees</b>	<b>If Applicable, Previous Number of Attendees</b>		
<b>Type of Event</b>		<b>Event Date</b>	
<b>Targeted Audiences</b>		<b>Is this event a fundraiser?</b>	
<b>First 5 Focus Area(s) to be Addressed</b>	Quality Early Learning Comprehensive Health and Development Resilient Families Countywide Impact	<b>Is there an admission fee for this event?</b>	
		<b>Is this event smoke-free?</b>	
<b>Funding Amount Requested</b>			

### BUDGET INFORMATION

Educational materials and supplies (for parents and young children aged 0-5)	\$
Facility/space rental fees	\$
Healthy snacks/refreshments	\$
Material duplication/printing	\$
Equipment rentals	\$
Event advertising	\$
Mileage/transportation	\$
Other	\$
<b>Total</b>	<b>\$</b>

# APPLICANT INFORMATION

*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 F5RC'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:

Date:

Please submit pages 3 and 4 via email, fax or mail to:  
First 5 Riverside County Attention: Public Relations  
585 Technology Court, Riverside CA 92507  
First5@rivco.org | Fax: (951) 248-0079