



SPONSORSHIP REQUEST APPLICATION FY 2021-22

Company Information	
Name	
Type of Agency (501(c)3, Private)	
Address	
Phone	

Point of Contact for Sponsorship	
Name	
Address	
Phone	
Email	

Event Details	
Event Name	
Event Date	
Event Location	

Has First 5 San Diego sponsored the event before?

Please Select

Year(s)	Dollar Amount(s)

Official Use Only
 Date Application Received _____
 Was Application Complete: Yes | No

What are the Event objectives?	
Expected Number of Participants?	
Prior Years Attendance (if applicable)?	
Expected Number of Attendance Focused on the needs of Children 0-5?	
Event Website (if available)?	

Sponsorship Details	
Amount Requested? (Not to exceed \$2,000)	
How will the Funds Be used? (Remember to include a Budget Breakdown in your packet)	

How does the event align with First 5 Commission of San Diego's 2020-2025 Strategic Plan priorities?

What type of paid and/or unpaid advertising will be used to promote the event?
(signage, collateral, tv, radio, social media, website posts, email blasts, etc.)

How will First 5 San Diego services be recognized or promoted at this event?	
If sponsorship request is approved, requestor agrees to provide First 5 San Diego logo recognition on all marketing collateral and media opportunities.	<input type="checkbox"/>

Are there Other Event Sponsors? If yes, please list below.

Will there be any dignitaries attending? If so, please list below and in what capacity?
Elected Officials (, Governor, Mayor, County Supervisor, Congress, Assembly, etc.)

How will the success of this event be measured?

Before Submitting this Sponsorship Packet, please be sure to review the directions below and include all items requested. Packet must be complete to be reviewed for consideration.

The following items have been included:

- Cover Letter & Completed Sponsorship Packet (Pages 1-4)**
- “Day of” Agenda (brochure/flyer)**
- An itemized budget (be sure to include First 5 Funding)**
- W9**
- California Resident form 590 or Non-Resident form 587**