



FIRST 5 SAN DIEGO SPONSORSHIP REQUEST GUIDELINES

The First 5 Commission of San Diego recognizes that sharing information with the community is an essential element in promoting the importance of early childhood development, facilitating community involvement, and increasing community awareness and understanding the needs of children ages 0 through 5 and their families.

The Commission identifies funds to be used for public information and education, and support of professional educational events as part of the annual budget process. Public and private organizations, non-profit and government organizations may submit a Sponsorship Request Application.

Commission Policy Number: F5C-005 - **Support of Community Events and Professional Education Symposia** states that “The First 5 Commission of San Diego may provide funding to community partners for materials to support community awareness and education consistent with Commission goals and the Strategic Plan. The Commission may also support professional education events directly related to Commission goals and the Strategic Plan.”

FIRST 5 SAN DIEGO SPONSORSHIP REQUEST CRITERIA

Sponsorship requests will be evaluated against the criteria listed below:

- The purpose of the activity or event must be consistent with the Commission’s goals and Strategic Plan.
- The request must be for educational/informational materials or activities pertaining to children ages 0 through 5 and their families.
- Sponsorship will strengthen community capacity to meet the needs of children ages 0 through 5 and their families.
- The requested funds must be available.
- The requested funds must be used to supplement, not supplant, other funding.
- The event must take place in San Diego County.
- The Sponsorship Request must not exceed \$1,500.
- The Sponsorship Request is based on the percentage of attendees that are focused on the needs of birthing people and/or children 0-5 years of age.
 - **Tier 1:** Up to \$ 500 for 10 – 25% of attendees focused on the needs of birthing people and/or children 0-5 years of age.
 - **Tier 2:** Up to \$ 1,000 for 25 – 50% of attendees focused on the needs of birthing people and/or children 0-5 years of age
 - **Tier 3:** Up to \$ 1,500 for 50% or more attendees focused on the needs of birthing people and/or children 0-5 years of age.



Organizations **shall not** receive more than two Sponsorship Awards per fiscal year (**July 1 – June 30**).

- If a Sponsorship Request is approved, the requestor agrees to include First 5 San Diego logo recognition in all event materials, marketing collateral, and media opportunities. Items must be approved by First 5 San Diego prior to distribution.
- For events providing opportunities for vendor/agency display booths, the organizer will provide First 5 San Diego complimentary space.
- When an event requires an entry fee, registration fee, or equivalent, the request includes a fair and appropriate number of complimentary passes.

SPONSORSHIP REQUEST APPLICATION PROCESS

A Sponsorship Request Application must be completed. Sponsorship requests are reviewed on an on-going basis. There is no calendar deadline to apply. Applicants should allow no less than two months (8 weeks) between application submission and the sponsored event to provide time for review, approval and planning for First 5 San Diego's participation. Priority will be given in order of applications received.

All Sponsorship Requests shall:

- Be evaluated against First 5 San Diego's sponsorship criteria and considered in relationship to First 5 San Diego's existing commitments.
- Be submitted on the First 5 San Diego's Sponsorship Request Application.
- Meet each of the Sponsorship Request Criteria listed above.

Make sure to include the following documents:

- Letter of request addressed to:

Alethea Arguilez
Executive Director
First 5 San Diego
9655 Granite Ridge Drive, Suite 120
San Diego, CA 92123

- Sponsorship Application
- W-9 and California Form 590**

All sponsorship requests shall be submitted to: first5sdinfo.hhsa@sdcountry.ca.gov

** The W-9 and California Form 590 are only required for organizations requesting a sponsorship for the first time from First 5 San Diego.