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Sponsorship Policy and Guidelines	Approved: 03/04/09 _____

Purpose The purpose of this policy is to establish a fair and consistent protocol to respond to requests for sponsorship of various community and organizational events.

Policy In an effort to increase community awareness and further improve the lives of children prenatal through age five in the County, First 5 San Bernardino may participate in or sponsor events and activities consistent with the First 5 San Bernardino Strategic Plan and goals. Commission participation as a partner in various events will be considered at the discretion of the Sponsorship Committee based on the educational and service value of the event, the number of young children and families served, and the budget allocation available. Criteria for consideration of a First 5 San Bernardino sponsorship are listed below. First 5 San Bernardino's policy prohibits sponsorship of political promotion or religious proselytizing activities and other views that are not in accordance with the Commission's mission and vision. Further, our policies prohibit the sponsorship of individuals, individual schools (excluding fairs), commercial enterprises, travel, tours, sporting events and youth sports teams. Requests for fundraising events are also prohibited. Sponsorship requests are accepted by First 5 San Bernardino on an ongoing basis. In addition to the prerequisite that the event benefit our target audience, the following will be taken into consideration:

- NO cash incentives, prizes, raffles etcetera will be allowed
- If providing giveaways with the sponsorship, they need to be related to our strategic plan and should be credited as from First 5 San Bernardino, and if possible with our logo on them
- Relevance of the subject matter and whether the project meets the objectives and mission of First 5 San Bernardino
- A budget that is developed and realistic for the event
- Identification of appropriate resources for the event
- Experience of key personnel associated with the event and their ability to complete the task
- Sponsorship funds may not be used to cover salaries of

personnel or staff, or to hire event coordinator/planners

- If funds are requested to hire a vendor or an expert/professional speaker (i.e. a clown, children's DJ, or Speaker for a conference) then their expertise must also be justified and align with the First 5 San Bernardino Strategic Plan to benefit children 0-5. In addition, the expense must be reasonable and will be approved at the discretion of the Sponsorship Review Committee
 - In order to be funded before your event date, **submit your request** for sponsorship, no less than ninety (90) days prior to the event
 - Clear demonstration of the benefit to children, prenatal through age five and their families
 - Sponsorship will not be used to support on-going services or programs
 - Sponsorship will be requested only one time during a fiscal year. To be considered for a sponsorship in subsequent years, an organization must reapply as per the guidelines of this policy.
 - When multiple organizations are participating in the same event, only one organization may request sponsorship for that event, or the multiple organizations will be considered as one collaborative requesting sponsorship
 - Allocation of sponsorships must align with the First 5 San Bernardino Strategic Plan and correlate with resource allocation guidelines approved by the Commission. These guidelines are meant to ensure that all areas of the First 5 San Bernardino Strategic Plan are supported.
 - For organizations currently funded either by First 5 California or First 5 San Bernardino, sponsorship requests require review by an advisory committee member and/or the Commissioner assigned to sponsorship review
 - This policy prohibits First 5 staff from engaging in the influence or appearance to influence sponsorship decisions
 - Sponsorships will be awarded until the current fiscal year's budgeted sponsorship funds are depleted
 - If a sponsorship is awarded for an event that occurs annually, no assumptions should be made that a sponsorship will be awarded annually. Each application is reviewed objectively and prior applicants are not guaranteed future awards.
 - Sponsorship recipients must acknowledge First 5 San Bernardino on all public education and outreach materials produced for the sponsored event. These materials include, but are not limited to, brochures, flyers, television, radio and print ads, public service announcements and advertisements. The
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wording of the attribution should be as follows: “In Partnership with First 5 San Bernardino.” Where appropriate, sponsorship recipient shall use First 5 San Bernardino logo in accordance with First 5 San Bernardino Attribution Standards. Verbal recognition is requested if the event offers a forum for such recognition

- In return for sponsorship, First 5 San Bernardino expects to receive complementary registration to the event for selected staff members
- If appropriate, the event will include First 5 San Bernardino representatives in a presentation/forum
- When appropriate, use of a display booth at the event will be offered free of charge to First 5 San Bernardino
- If there are any unspent funds, a check must be made out to First 5 San Bernardino for the unspent amount and be turned in with the Outcome Report, within thirty (30) days

After a First 5 sponsored event, an **Outcome Report, along with original receipts**, must be submitted within thirty (30) days, highlighting the number of children/families served at the event, as well as any other results and outcomes and expenditures (actual documentation from event should be provided whenever possible, i.e. sign-in sheets, copies of flyers, brochures, event agenda, etc).
