



## Media Guidelines for Sponsorships

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### First 5 San Bernardino Sponsorships

In an effort to increase community awareness and further improve the lives of children prenatal through age five in San Bernardino County, First 5 San Bernardino may participate or sponsor events and activities consistent with the Commission's strategic plan and goals.

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### Sponsorship Policy and Guidelines

The following guidelines will apply when First 5 San Bernardino sponsored events are publicized:

Promotional materials for the event must be submitted to First 5 San Bernardino in electronic mail form (for example, PDF and MS WORD format) at least 30 days prior to the event.

***All printed materials using the First 5 San Bernardino logo, must be pre-approved by First 5 San Bernardino.***

### First 5 San Bernardino Event Participation

- First 5 San Bernardino shall receive complimentary registration to the sponsored event for pre-determined number of participants and staff.
- When appropriate, the event should include First 5 San Bernardino representatives in a presentation or forum.
- Use of a display or exhibit booth at the event will be available free of charge to First 5 San Bernardino.
- When appropriate, First 5 San Bernardino may display logo banner or sign at the event.

If you would like First 5 San Bernardino educational materials to support and enhance your event, please contact Community Engagement staff at 909.386.7706

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**Integrating  
the  
Principles on  
Equity and  
Diversity**

**Access to Services**

**ADA and Special Needs**

First 5 San Bernardino will ensure that all printed outreach materials, all public meetings and public events comply with ADA guidelines and are accessible to individuals with special needs.

**Culturally and Linguistically Relevant**

First 5 San Bernardino is committed to ensuring that all outreach materials and information use culturally appropriate content, language and accessible literacy levels. As much as possible, materials will utilize a visual presentation of information in addition to text.

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**First 5 San Bernardino Attribution Standards**

Where appropriate, sponsorship recipient shall use the First 5 San Bernardino logo in accordance with First 5 San Bernardino Attribution Standards.

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, posters, Save-the-Date announcements, Registration and program materials, TV/Radio, PSA's, newspaper and newsletter print advertisements and event logo merchandise.

Verbal recognition is requested if the event offers a forum for such recognition.

**Educational Materials**

Educational materials are items such as brochures, workbooks, posters, videos, curricula, or games. Materials (in print or electronic formats) produced and distributed for First 5 San Bernardino programs or sponsorships shall include the appropriate attribution.

**Promotional Materials**

First 5 San Bernardino attribution shall be included on promotional items such as flyers, banners and other types of signage. However, acknowledgment may be omitted when space limitation is an issue (e.g., buttons, pencils, pens, etc.).

**Media Relations**

Attribution to First 5 San Bernardino shall be included in any information distributed to media for the purpose of publicizing a First 5 San Bernardino program or sponsored event. This information may include news releases and advisories, Public Service Announcements (PSAs), television and radio advertisements, and calendar/event listings.

Media activities such as news conferences, story pitching, and editorial board meetings shall also include reference to First 5 San Bernardino's program or sponsorship support.

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## **Logo Usage**

Use of the First 5 San Bernardino logo is permitted and encouraged, and can be provided in print or electronic formats. This should include, but is not limited to the use of the First 5 San Bernardino logo on:

- Letterhead
- Public Service Announcements and Media Releases
- Advertisements, Signs
- Brochures and posters
- Flyers and announcements
- Videos, Websites, Newsletters
- Community entrances

The following is an example of investment attribution that you can adapt: "This conference is made possible by an investment from First 5 San Bernardino." Or "In partnership with First 5 San Bernardino".

Sale or distribution of merchandise may not include the First 5 San Bernardino logo without prior permission of First 5 San Bernardino.

**Logo  
Specifics**

**There are four versions of the logo:**

Black and White, English



Black and White, Spanish



Color, English



Color, Spanish



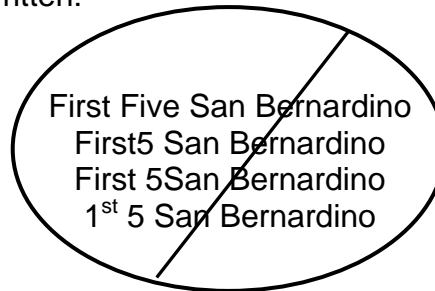
**Program Name**

Consistency in writing the program's name is as important as correct usage of the logo. The program's official name is First 5 San Bernardino, and should always be referred to in text as shown here:

**First 5 San Bernardino**

(With a space between First and 5, and a space between 5 & San Bernardino.)

It should NOT be written:



**Additional  
Logo  
Guidelines**

- Do not use the logo as part of a sentence or tagline.
- Always position the logo alone and away from other graphic elements, with minimum clear area as described above.
- **Do not stretch, condense or distort the logo in any way. When increasing or decreasing size of logo the overall shape of the logo (it's about 4 times as wide as it is tall) should always be maintained.**
- Do not replace the logotype with another typeface.
- Do not add a highlight, shadow, or other decorative device to the logo.
- Keep in mind that the logo will not be very effective if it is produced in a size less than 1/2 of an inch high. Please keep it to 1/2 of an inch or higher.

Promotional materials for the event must be submitted to First 5 San Bernardino in electronic mail form (for example, PDF and MS WORD format) at least 30 days prior to the event.

***All printed materials using the First 5 San Bernardino logo, must be pre-approved by First 5 San Bernardino.***

**First 5 San Bernardino  
Key  
Messages**

**Message #1 - *The importance of the first five years of a child's life***

**Community Education**

First 5 San Bernardino seeks to educate the public of the importance of the first five years of a child's life and the steps people can take to ensure that all children enjoy optimal physical, cognitive, emotional and social well-being. Our intent is to support and supplement state Commission public education efforts.

**Message #2 – *First 5 San Bernardino has invested in resources for children and families***

**Community Outreach**

First 5 San Bernardino has a vested interest in relaying the importance of the investments we've made. By marketing our partner's programs, we are ensuring that children and families in San Bernardino County access needed services and we are communicating the value of our partners and agencies with which we do business.

**Message #3 – *First 5 San Bernardino is making an impact to improve the lives of children in San Bernardino County***

**Community Awareness**

The Children and Families Act of 1998, Proposition 10, has allowed First 5 San Bernardino to make a significant impact in improving the lives of children and families in San Bernardino County. We seek to make the public aware of the positive outcomes that have been achieved as a result of First 5 San Bernardino's investments. We especially strive to reach those who interact with young children and are involved in the health and nurturing of children under five years of age. Our intent is to create advocates of First 5 San Bernardino in an effort to continue the work that we do for children and families in need.