



FIRST 5 YOLO SPONSORSHIP GUIDELINES

First 5 Yolo is proud to help sponsor local events, trainings, and activities that focus on young children and families, and that align with First 5 Yolo's Mission, Strategic Plan, Guiding Principles, and Priority Areas. Sponsorship requests of up to \$500 will be considered toward support of the following types of activities that are offered in Yolo County:

- **Community Events:** Gatherings or events that involve children 0-5 and their families, and/or community members in support of children and families, that are open to the public, provide a safe environment of learning, developmentally appropriate play and connection, or other public awareness activities connected to young children and families.
- **Professional Development/Trainings:** Opportunities to enhance the abilities and skill sets of those who work with or for young children 0-5 and their families, including, but not limited to, early child educators, other professionals and other care givers
- **Family Education Events:** Opportunities for families of children 0-5 to improve their parenting skills, for example; workshops on a variety of topics related to early childhood such as those pertaining to physical health, education, and social/emotional development.
- **Fundraising Events:** Efforts to raise funds for a non-profit agency or program providing services/programs benefiting children 0-5 and their families in Yolo County.

The following *will not* qualify for sponsorship: those that do not specifically address the needs of children ages 0-5 and their families, are not in alignment with the mission of First 5 Yolo, or that conflict with First 5 Yolo values and vision. The activity may not be used for or include advancing a religious purpose, to benefit an individual, or to promote a candidate for political office.

First 5 Yolo invites local organizations operating in Yolo County to fill out a [First 5 Sponsorship application](#), and submitted via email to cfc@first5yolo.org at least two months prior to the anticipated event or activity date. Applicants will be notified approximately two weeks after submission if their request has been accepted.

Sponsorship review decisions will be based on 1) connection to First 5 Yolo County Mission and Priority Areas, 2) availability of funds, 3) impact or unique quality of event, and 4) distribution of sponsorships to a variety of organizations/groups. Funds will be allocated on a rolling basis throughout the fiscal year, until the total of \$5,000 per year has been distributed. Executive Director and assigned staff will have authority to make allocation decisions. All approved sponsorships will be reported to the Commission as consent agenda items throughout the year.

Recognition: All approved sponsorships must visually reflect the First 5 Yolo, via inclusion of the Commission's logo, on all promotional materials, as well as give verbal recognition if the event offers such an opportunity. In addition, First 5 Yolo welcomes and encourages the distribution of First 5 Yolo informational brochures, or materials, describing First 5 Yolo funded programs and services.

First 5 Yolo Mission

First 5 Yolo will assist our community to raise children who are healthy and ready to learn. We will assure that our resources are effectively used and all community voices heard.



SPONSORSHIP APPLICATION

1. Date of Application:

2. Contact Information

Agency (organization):

Primary contact name for Agency:

Address:

Email:

Phone:

Name of Event Coordinator (individual):

Name of Organization:

Phone:

Email:

3. Amount Requested (limit of \$500):

4. Type of Event (check one of the following):

- ☐ Community Event – activities for young children 0-5 and their families
- ☐ Professional Development/Training– training/information for early childhood service providers
- ☐ Family Education Event – Skill-building for parents and caregivers of children 0-5
- ☐ Agency Fund Raiser
- ☐ Other

5. Event Information

Name of Event:

Event Date/Times:

Event Location:

Total Expected Attendance:

Total expected attendance of children 0-5:

Any unique aspects of event:

6. Connection to First 5 Yolo Priority Area/s (check at least one of the following)

- ☐ Improved Systems and Network: *Improving the system of care (programs, services, policy) for young children and their families in Yolo County.*
- ☐ Child Health and Development: *Promoting maternal and child wellness, healthy development, and access to quality care*
- ☐ Early Learning: *Ensuring that from birth to age five, young children have early learning opportunities to develop their minds*
- ☐ Family Strengthening: *Supporting families to build stable, nurturing environments for children, child maltreatment prevention*



7. Services provided for event participants (note: not a requirement for consideration); check any that apply:

- ☐ Translation/Interpretation
- ☐ Child Care
- ☐ Continuing Education Credits (for Professional Development Events)
- ☐ Other

8. Event/Training/Activity Description – Briefly respond to the following questions on this form* or attach a separate sheet:

Purpose and Target Audience:

Advertising or Access Plan:

Other groups/agencies involved in planning/hosting the event, and their roles (if relevant):

If Professional Development or Parent Education -- Agenda Draft, subject matter, Speaker names/bios (include in text box below or attach materials to application):

If Fundraising Event for organization, briefly describe how funds will be used and purpose of agency:

Signature

Please sign and date the application below (electronic signature acceptable). The signing of this application indicates that you have read and agree to First 5 Yolo's Sponsorship Guidelines.

Signature

Date

Name (printed) and Title

QUESTIONS?

Feel free to contact the First 5 Yolo office at: 530-669-2475,
or via email: cfc@first5yolo.org