



First 5 San Mateo County (F5SMC) has a core strength and long history in developing partnerships and facilitating collaboration. Our vision of **success for every child** would not be possible without the collaboration of our partners throughout the county.

This set of guidelines provides direction for potential community partners interested in receiving sponsorship for community events. The goal is to sponsor community events that broaden F5SMC's reach into the community and focus on the following focus areas as defined in our strategic plan:

- Child Health and Development
- Family Engagement
- Early Learning

### Event Sponsorship Eligibility Criteria

Agencies may request a sponsorship if the event meets the following criteria:

- Ties to the focus areas above and are consistent with the Commission's vision and mission
- Targets families/children prenatal to age 5, high priority populations or communities as defined by F5SMC
- Takes place in San Mateo County
- Provides F5SMC with advertisement opportunity and/or include F5SMC in promotions **prior** to, and **during** the event (For example: print, radio, web, and televised advertisement and promotions)
- Provides a booth space for F5SMC staff to participate during the event, if appropriate
- Requesting agency coordinates with F5SMC staff to ensure proper crediting policy and general marketing is consistent with F5SMC standards
- The event is designated smoke free
- The event is not used to lobby or otherwise attempt to influence legislation.
- The event is not used for religious purposes.
- The event is not used for fundraising purposes.

### Standards for Collaboration

- F5SMC will not endorse, directly or through implied endorsement, specific products, services, educational programs or enterprises.
- As a public agency, products developed in collaboration with F5SMC are in the public domain.

### Post Event Reporting

- Sponsorship recipient will provide F5SMC with event outcomes data including but not limited to: attendance and participation of other community agencies; attendance of children up to age 5 and their families; an overall description of the event highlighting the value of community collaboration and of First 5's sponsorship investment; A representative from the requesting Agency may be asked to make a brief presentation at a F5SMC Commission Meeting.

Organizations and businesses interested in the Event Sponsorship Program must submit the attached sponsorship request form.

## **Event Sponsorship Guidelines Fiscal Year 2019-2020**

Requests must be received eight weeks prior to the proposed event date. Applications will be accepted on a continuous basis as long as funding is available. This is a reimbursement program and funding will be reimbursed upon completion of the sponsorship requirements.

### **Submit Questions and/or Sponsorship Requests to:**

Myra Cruz, Administrative Secretary III  
1700 S. El Camino Real  
Suite 405  
San Mateo, CA 94402  
[ecruz@smcgov.org](mailto:ecruz@smcgov.org)

# Sponsorship Request Form

---

---

**SECTION A – Completed by Requestor**

Date:

Name of Organization:

Contact Person:

Phone:

Address:

Email:

Names of Collaborating Agencies:

---

---

1. Date of Event:

2. Location of Event:

3. Which First 5 San Mateo County Commission (F5SMC) Strategic focus area(s) does this event support and how:

4. Schedule of Event Activities, (include event title, agenda, speakers etc.).

**Event Sponsorship Guidelines  
Fiscal Year 2019-2020**

5. Target Audience(s):

6. How would this event benefit children 0-5?

7. If you are requesting non-financial sponsorship, explain how you would like the F5SMC Commission's support:

If you are requesting funds:

8. Amount requested from the F5SMC Commission:

9. Please indicate purpose of the funding being requested:

10. Please check the type of organization requesting the funds:

Business

CBO

Non Profit 501(c)3

Private Agency

Public Agency

11. Please list other sponsors (and prospects):

**SECTION B – Completed by F5SMC Lead Staff**

Staff Name: \_\_\_\_\_

Date Request Received: \_\_\_\_\_

Has F5SMC Sponsored this event in the past? If YES, when? \_\_\_\_\_

**SECTION C – Completed by F5SMC Fiscal Staff**

Account number: \_\_\_\_\_

Are funds available in the F5SMC budget?       Yes       No

Comments (If needed):  
\_\_\_\_\_  
\_\_\_\_\_

FUNDS AVAILABILITY VERIFIED BY:

\_\_\_\_\_  
Finance & Administration Manager

\_\_\_\_\_  
Date

APPROVED BY:

\_\_\_\_\_  
Executive Director

\_\_\_\_\_  
Date: