



# COMMUNITY EVENT & ACTIVITY SPONSORSHIP GRANT | 2021-2022

## ABOUT FIRST 5 SAN JOAQUIN

We believe that the first five years of a child's life are crucial to laying a strong foundation for a bright and successful future. With funding from California's Proposition 10 tobacco tax and other sources, First 5 San Joaquin invests in programs and services that support resilient families, promote comprehensive health and development, and enhance quality early learning. Understanding that parents and caregivers are children's first and most important teachers, we are committed to working with—and for—local families.

## SPONSORSHIP DESCRIPTION

Young children are the future of our communities, and the Community Event & Activity Sponsorship Grant is one way First 5 San Joaquin is working with local partners to give children a promising start in life. First 5 San Joaquin has set aside funds for fiscal year 2021-2022 to sponsor events and activities that assist in achieving the priorities established in the Strategic Plan and help to expand the reach of the *Talk. Read. Sing. Draw. Play.* campaign. Agencies can only receive funding one-time per fiscal year (July 1, 2021 – May 30, 2022).

### About *Talk. Read. Sing. Draw. Play.*

*Talk. Read. Sing. Draw. Play.* is a local campaign created by the University of the Pacific's San Joaquin Reads Initiative that encourages parent engagement and provides children ages 0 to 5 with consistent, language-rich experiences. When parents talk, read, sing, draw, and play with children in loving and responsive ways, they build the child's brain and help them develop the social-emotional skills needed to succeed in school and life. The Community Event & Activity Sponsorship Grant provides community organizations with funding and resource support to serve as **Campaign Extenders** and expand campaign messages by including education and resource provision into existing community events or planning special *Talk. Read. Sing. Draw. Play.* related activities for families.

### Sponsorship Goals

In addition to the expansion of the *Talk. Read. Sing. Draw. Play.* campaign, sponsored community events must also align with one or more of the Goal Areas identified in First 5 San Joaquin's Strategic Plan: 1) Enhance Early Learning, 2) Improve Child Health, 3) Strengthen Family and Community Support and Partnership. The Strategic Plan may be accessed at: [www.sjckids.org/About-Us/Strategic-Planning](http://www.sjckids.org/About-Us/Strategic-Planning).

### Funding Eligibility

The following organizations are eligible to apply: community-based organizations, faith-based organizations, public agencies and private agencies. Individuals are not eligible to apply. A W-9 Request for Taxpayer Identification and Certification form will be requested. Applicants that received a Community Event & Activity Sponsorship Grant last year or during a previous funding cycle are eligible to apply again, if they remain in good standing (i.e. funding requirements were met). Applicants not considered in good standing may be denied funding.

## SPONSORSHIP OPTIONS

### A. Community Event:

To support activities that increase the inclusion of children ages 0 to 5 and their families in community events that are free and open to the public. The event may be solely focused on children ages 0 to 5, or part of an event with a larger community focus, as long as it includes a focus on children ages 0 to 5. Examples include (please note these are examples, not an exhaustive list): health promotion events, cultural enrichment events that promote family bonding, events that promote early literacy, etc.

### B. Family Literacy Event:

To support opportunities for parents of children ages 0 to 5 to enhance their ability to parent young children. This could include many different educational activities. Examples include (please note these are examples, not an exhaustive list): parenting workshops on topics related to *Talk. Read. Sing. Draw. Play.*, family literacy nights, etc. Family literacy events should specifically target children ages 0 to 5 and their families.

### C. Virtual Event:

To support activities that increase the inclusion of children and their families in virtual community events that are free and open to the public, and to support opportunities for parents to enhance their ability to parent young children via a virtual family literacy event. These virtual events should target children ages 0 to 5 and/or parents/caregivers of children ages 0 to 5.

## FUNDING LEVELS & REQUIREMENTS

### In-Person Events:

Level 1   \$250:	If the event/activity attracts 25-100 attendees (minimum of 25 attendees required). First time events are eligible under this level.
Level 2   \$500*:	If the event/activity attracts 100-500 attendees.
Level 3   \$750*:	If the event/activity attracts 500-750 attendees.
Level 4   \$1,000*:	If the event/activity attracts 750 or more attendees.

\*The events/activities funded at these levels must be able to demonstrate target attendance with a prior year's event attendance.

### Virtual Events:

Funding Level   \$500:	Virtual events are eligible for up to \$500 in sponsorship funding. The Budget Estimate must include sufficient detail to justify the funding request.
------------------------	--

## APPLICATION SUBMISSION

To apply for sponsorship, please complete the Application Form and submit to [sickids@sjgov.org](mailto:sickids@sjgov.org).

Sponsorships have no application deadlines but completed applications must be submitted at least 30 days prior to the event. Applications are accepted on an ongoing basis from July 1, 2021 – May 30, 2022, or until funds are no longer available. Early submission is strongly recommended. First 5 San Joaquin will evaluate requests based on the event's potential to meet First 5 San Joaquin stated priorities. A request for sponsorship does not guarantee award of funding. For more information, call (209) 953-5437 or email: [sickids@sjgov.org](mailto:sickids@sjgov.org).

## SPONSORED EVENT CRITERIA

Sponsored Community Events must meet the event criteria described below.

Qualified events will do the following:	The following events <b><i>will not</i></b> qualify for sponsorship:
<ul style="list-style-type: none"> <li>Align with one or more Goal Areas in the First 5 San Joaquin Strategic Plan (noted above):</li> <li>Target families (primarily) with children ages 0 to 5 or professionals working with families with children ages 0 to 5 in San Joaquin County</li> <li>Provide educational and developmentally appropriate activities for children ages 0 to 5</li> <li>Be free and available to the public</li> <li>Be educational in purpose (e.g. dinners and entertainment-focused events will not meet this requirement) (if an in-person event)</li> <li>Be designated as a “smoke-free” event (if an in-person event)</li> <li>Provide healthy refreshment options for participants, if sponsorship funding will be used for food and drink purchases (if an in-person event)</li> <li>Demonstrate ability to meet target attendance numbers as indicated by a prior year’s event attendance (except Level 1 funding) (if an in-person event)</li> <li>Take place in San Joaquin County</li> </ul>	<ul style="list-style-type: none"> <li>Events that do not specifically address the needs of children ages 0 to 5 and their families</li> <li>Events that serve as fundraisers</li> <li>Events that are part of a First 5 San Joaquin funded agency’s Scope of Work</li> <li>Events that conflict with the values and vision of First 5 San Joaquin</li> <li>Events that promote a religious purpose</li> <li>Events designated for political activity or to elect candidates for public office</li> <li>Events that utilize sponsorship funds for giveaways (i.e. diapers, personal protective equipment, etc.)</li> </ul>

## FIRST 5 SAN JOAQUIN MARKETING/BRANDING GUIDELINES

**Sponsored events/activities must adhere to the following marketing/branding guidelines:**

- Identify First 5 San Joaquin sponsorship in promotional material by using the approved First 5 San Joaquin logo or name (*First 5 San Joaquin*).
- Incorporate *Talk. Read. Sing. Draw. Play.* resources/materials into event activities. A Material Order Form will be provided to successful applicants. Materials may also be viewed here: [www.sjckids.org/Parents-and-Caregivers/Talk-Read-Sing-Draw-Play](http://www.sjckids.org/Parents-and-Caregivers/Talk-Read-Sing-Draw-Play) (if materials will be distributed).
- Distribute Kits for New Parents at events targeting new and expecting parents. More information here: [www.sjckids.org/Parents-and-Caregivers/Kit-for-New-Parents](http://www.sjckids.org/Parents-and-Caregivers/Kit-for-New-Parents) (if materials will be distributed).

## EVALUATION REQUIREMENT

All sponsorship recipients will be required to complete and submit a brief **Post Event Survey** via an online survey tool. The survey will be due **within thirty (30) days after the event**. The Post Event Survey will help measure the impact of sponsored community outreach events and activities. The Post Event Survey web link will be provided to approved applicants.



## COMMUNITY EVENT SPONSORSHIP GRANT (2021-2022)

Please complete the following Application/Budget Form and submit via email to [sickids@sigov.org](mailto:sickids@sigov.org).

### APPLICATION/BUDGET FORM

APPLICANT INFORMATION			
Applicant Agency:			
Contact Person Info:	Name:	Phone:	
	Email:		
	Mailing Address:		
Type of Organization:	<input type="checkbox"/> Public Agency	<input type="checkbox"/> Private Agency	
	<input type="checkbox"/> Faith-Based Organization	<input type="checkbox"/> Community-Based Organization	

EVENT INFORMATION			
Name of Event:			Date(s) of Event:
Type of Event:	<input type="checkbox"/> In-Person <input type="checkbox"/> Virtual		
Targeted Audiences:	<input type="checkbox"/> Expectant Parents <input type="checkbox"/> Parents/Caregivers of Children ages 0 to 5 <input type="checkbox"/> Children ages 0 to 5 <input type="checkbox"/> Child Care Providers/Educators		
First 5 Goal Area(s) to be Addressed:	<input type="checkbox"/> To Enhance Early Learning <input type="checkbox"/> To Improve Child Health <input type="checkbox"/> To Strengthen Family and Community Support		
Other known event sponsors:			

BUDGET ESTIMATE	
Materials and Supplies (for young children ages 0-5)	\$
Material duplication/printing	\$
Event advertising	\$
Other (please describe):	\$
Other (please describe):	\$
Other (please describe):	\$
Other (please describe):	\$
Total Amount Requested:	\$

Note: Sponsorship funds are not for event incentives or giveaways. Any items purchased with sponsorship funds to be provided to event participants must be educational in purpose.

## EVENT DESCRIPTION

Please provide a detailed description of the event/activities (virtual or in-person).

Please describe how event activities will be advertised/promoted to reach families with young children.

Please describe what measures will be taken to help ensure the health and safety of all participants (for in-person events).

**Authorized Signature:**

(electronic signatures accepted)

**Date:**

**Printed Name:**

**Title:**