

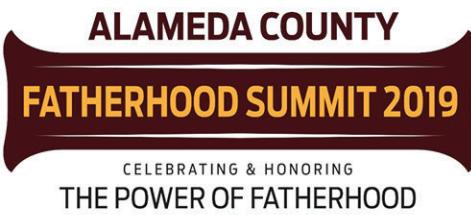
ALAMEDA COUNTY

FATHERHOOD SUMMIT 2019

CELEBRATING & HONORING
THE POWER OF FATHERHOOD



SPONSORSHIP PACKAGE
2019



ALAMEDA COUNTY
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April 2018

Dear Community Partner,

A growing body of evidence shows that children without fathers actively involved in their lives are significantly more likely to suffer from depression and other mental illness, drug and alcohol abuse, teen pregnancy, school failure, poverty, delinquency, crime, and other negative life factors. Conversely, when fathers are actively engaged, children are far more likely to achieve success in school, careers, relationships, and other aspects of life.

Established in 2013, the purpose of the Alameda County Fathers Corps (ACFC) is to promote and support fathers and father figures to be meaningfully engaged with their children and families. ACFC works to advocate for family service providers to provide father-friendly services and to assist fathers in strengthening their parenting skills.

As a collaborative effort with First 5 Alameda County, Alameda County Health Care Services Agency, and Alameda County Social Services Agency, ACFC is proud to host the inaugural Fatherhood Summit in the first quarter of 2019. **This event will be the first of its kind in the San Francisco Bay Area region and we invite you and your organization to participate as one of our inaugural premier sponsors.**

With your partnership we can expand our reach to continue the movement to empower our men as fathers, nurturers, caregivers, community role models, and leaders. In support of our efforts to strengthen our community one family and one father at a time, enclosed for your review and consideration is our sponsorship opportunities package highlighting the benefits and levels of engagement.

Our goal for the summit is to attract 1,000 fathers and father figures to engage in a safe, judgment-free, supportive space. Summit participants will attend father-focused workshops and hear from some of the nation's leading voices on fatherhood. Your support will help us in both planning and executing the Summit, and will also support the launch of key father-focused programs and services by ACFC.

If you have questions please feel free to contact our event consultant LaNiece Jones, LA Jones & Associates at laniece@lajonesmedia.com or 510.568.5563.

Regards,

Kevin Bremond
Kevin Bremond
First 5 Alameda County
Fathers Corps Administrator
Alameda County Fathers Corps, Co-Founder
Kevin.Bremond@first5alameda.org

Gary Thompson
Gary Thompson
Alameda County Public Health Department
Alameda County Fathers Corps, Co-Founder
gary.thompson@acgov.org

ABOUT THE FATHERHOOD SUMMIT 2019

SUMMIT OVERVIEW

Celebrating and honoring the important role fathers play in the lives of their children, the inaugural Fatherhood Summit hosted by The Fathers Corps will empower fathers and father figures. The Summit will debunk myths and stereotypes around fatherhood and offer workshops that provide critical information and sustainable strategies for strengthening families. Workshops will cover topics such as Fathers' Rights and Responsibilities, Men's Health and Wellness, Education Is Power, Exploring the Skills Needed for Today's Workforce, Strategies for Fathers to Reengage Their Families and Communities, and so much more! Participants will leave with the tools and services they need to be successful leaders and contributors in their families and communities.

To sustain the Summit's efforts long after it has concluded, a myriad of new programs and services coordinated and implemented by the Fathers Corps, including the Fatherhood Partnership program (FP), will be launched and showcased at the Summit.

Using First 5's model to provide critically needed services, the Fatherhood Partnership (FP) will offer best practices to support fathers and father figures in our community. FP participants will be required to engage in intensive capacity-building activities that will establish a "county-wide" standard for partnering agencies who serve fathers.



MEDIA OUTREACH

The inaugural Fatherhood Summit will attract wide exposure through a variety of media outlets and marketing channels. Below is our advertising and public and community relations goals afforded by your sponsorship.

Website	www.first5alameda.org/alameda-county-fathers-corp
Social Media	Facebook, Twitter, LinkedIn, Instagram
Email Blasts	Father Corps + Partner's Community Lists reaching 200,000+ subscribers
Print Advertising	The Post Newspaper Group, East Bay Express
Radio Advertising	In partnership with local radio stations two weeks prior to event
TV Advertising	High frequency targeted cable advertising to reach viewers throughout Alameda County
Posters	1,000 distributed throughout Alameda County
Flyers	5,000 distributed throughout Alameda County
Event Signage	Banners distributed to Alameda County churches
Outdoor Advertising	Targeted billboard and bus shelter advertising in high traffic locations throughout Alameda County

ABOUT ALAMEDA COUNTY FATHERS CORPS



The Alameda County Fathers Corps (ACFC) is a county-wide team of male service providers working to help strengthen families by helping men be the best fathers they can be. ACFC's aim is that every father is fully engaged and supportive of their children and that community and public agencies are fully prepared to help them succeed. The Fathers Corps guides providers in building on the five protective factors of the Strengthening Families Framework to reduce risks and create optimal outcomes for children and families.¹

Source: ¹ Five Protective Factors of the Strengthening Families Framework – “Center for the Study of Social Policy”

PARTNERS

(Agencies that have participated in the FC Learning Community since 2013)

4 C's of Alameda County A Better Way, Inc.
Abode Services
africanamericanparenting.blogspot.com
Alameda Alliance for Health
Alameda County Board of Supervisors
Alameda County Community Development
Agency – Healthy Homes Department
Alameda County Department, Child Support Services
Alameda County Health Care Services Agency
Alameda County Office of Education
Alameda County Probation Department
Alameda County Public Health Department
Alameda County Public Health Department – Special Start
Alameda County Social Services Agency – Children & Family Services
Alameda Family Services
Alameda Head Start
Alameda Point Collaborative
Aspiranet
Bay Area Parent Leadership Action Network
Berkeley Unified School District
Blaylock Van, LLC
Bright Sea Daycare
Brighter Beginnings
Building Futures with Women and Children
Building Opportunities for Self Sufficiency
Centerforce DADS
Children's Home Society of California
City of Fremont Youth & Family Services
City of Oakland Early Head Start
City of Oakland Head Start
City of Oakland Police Department
Community Health for Asian Americans
East Bay Agency for Children
East Oakland Community Project
Family Paths
Family Support Services of the Bay Area – Growing Up Strong
First 5 Alameda County
La Clinica De La Raza
La Familia Counseling Service
Lifelong Medical Care
LifeLong Medical West Berkeley
Lincoln Child Center
Literacy Lab
Marcus A. Foster Educational Institute
Men Creating Peace
Native American Health Center, Inc.
Oakland Housing Authority
Oakland Unified School District
Open Gate
Positive Communication Practices
REACH Ashland Youth Center
Roots Community Health Center
Save Our Children
Soulciety
Tandem, Partners in Early Learning
Teaching Excellence Center
The Institute for the Advanced Study of Black Family Life & Culture, Inc.
The Mentoring Center
Through the Looking Glass
Tiburcio Vasquez Health Center, Inc
Triumph Educational Center
UCSF Benioff Children's Hospital Oakland
United Way of the Bay Area
Unity Council Head Start Program
Urban Parenting in America
Village-Connect

BECOME A SPONSOR

The following sponsorship opportunities are designed to provide your organization with substantial recognition throughout our inaugural Fatherhood Summit. Our high impact marketing and onsite promotions campaigns will ensure that your company's name, branding/logo, and contact information will be seen by more than 5,000 community leaders, supporters, and participants.

SPONSOR LEVELS

DIAMOND SPONSOR

\$20,000

- *Title Sponsor*
- *Company name / logo on all event signage*
- *Company name / logo on all promotional material*
- *Support acknowledgement on event website and social media*
- *Two (2) prominent full-page, full-color ads in program booklet*
- *Opportunity to provide up to 2 promotional items for attendee bags*
- *Empowerment Workshop Sponsor*
- *Exhibitor Gallery Sponsor*
- *Prominently located 10'x20' exhibit space*

PLATINUM SPONSOR

\$10,000

- *Major Sponsor*
- *Company name / logo on all event signage*
- *Company name / logo on all promotional material*
- *Support acknowledgement on event website and social media*
- *One (1) prominent full-page, full-color ad in program booklet*
- *Opportunity to provide up to 1 promotional item for attendee bags*
- *Empowerment Workshop Sponsor*
- *10'x10' exhibit space*

GOLD SPONSOR

\$5,000

- *Company name / logo on all promotional material*
- *Support acknowledgement on event website and social media*
- *One (1) half-page, full-color ad in program booklet*
- *10'x10' exhibit space*

SILVER SPONSOR

\$3,000

- *Company name / logo on all promotional material*
- *One (1) half-page, full-color ad in program booklet*
- *10'x10' exhibit space*

BRONZE SPONSOR

\$1,000

- *Company name / logo on all promotional material*
- *One (1) fourth-page, full-color ad in program booklet*
- *10'x10' exhibit space*



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SPONSORSHIP FORM

SPONSOR LEVELS:

Diamond \$20,000 Platinum \$10,000 Gold \$5,000
 Silver \$3,000 Bronze \$1,000

SPONSOR INFORMATION:

Company Name: _____

First Name: _____ Last Name: _____

Company Name: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

PAYMENT INFORMATION:

Please make your tax deductible (EIN 83-0383617) contribution payable and mail to:

First 5 Alameda County
1115 Atlantic Avenue
Alameda, CA 94501

Attn: Fathers Corps, Ms. Christine Hom

For information regarding
sponsorship opportunities,
please contact:

LA Jones & Associates
Event Consultant Team
510.568.5899
laniece@lajonesmedia.com

