

**ALAMEDA COUNTY**

**FATHERHOOD SUMMIT 2019**

CELEBRATING & HONORING  
**THE POWER OF FATHERHOOD**

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SPONSORSHIP PACKAGE  
**2019**

**ALAMEDA COUNTY**  
**FATHERHOOD SUMMIT 2019**  
CELEBRATING & HONORING  
**THE POWER OF FATHERHOOD**

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](mailto: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](mailto:Kevin.Bremond@first5alameda.org)

*Gary Thompson*

Gary Thompson  
Alameda County Public Health Department  
Alameda County Fathers Corps, Co-Founder  
[gary.thompson@acgov.org](mailto: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](http://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.<sup>1</sup>

Source: <sup>1</sup> 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.	East Oakland Community Project
Abode Services	Family Paths
<a href="http://africanamericanparenting.blogspot.com">africanamericanparenting.blogspot.com</a>	Family Support Services of the Bay Area - Growing Up Strong
Alameda Alliance for Health	First 5 Alameda County
Alameda County Board of Supervisors	La Clinica De La Raza
Alameda County Community Development	La Familia Counseling Service
Agency – Healthy Homes Department	Lifelong Medical Care
Alameda County Department, Child Support Services	LifeLong Medical West Berkeley
Alameda County Health Care Services Agency	Lincoln Child Center
Alameda County Office of Education	Literacy Lab
Alameda County Probation Department	Marcus A. Foster Educational Institute
Alameda County Public Health Department	Men Creating Peace
Alameda County Public Health Department – Special Start	Native American Health Center, Inc.
Alameda County Social Services Agency - Children & Family Services	Oakland Housing Authority
Alameda Family Services	Oakland Unified School District
Alameda Head Start	Open Gate
Alameda Point Collaborative	Positive Communication Practices
Aspiranet	REACH Ashland Youth Center
Bay Area Parent Leadership Action Network	Roots Community Health Center
Berkeley Unified School District	Save Our Children
Blaylock Van, LLC	Soulciety
Bright Sea Daycare	Tandem, Partners in Early Learning
Brighter Beginnings	Teaching Excellence Center
Building Futures with Women and Children	The Institute for the Advanced Study of Black Family Life & Culture, Inc.
Building Opportunities for Self Sufficiency	The Mentoring Center
Centerforce DADS	Through the Looking Glass
Children's Home Society of California	Tiburcio Vasquez Health Center, Inc
City of Fremont Youth & Family Services	Triumph Educational Center
City of Oakland Early Head Start	UCSF Benioff Children's Hospital Oakland
City of Oakland Head Start	United Way of the Bay Area
City of Oakland Police Department	Unity Council Head Start Program
Community Health for Asian Americans	Urban Parenting in America
East Bay Agency for Children	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





**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

