

Event Sponsorship Program



FIRST 5

MERCED COUNTY

Letter of Request Guidelines



Event Sponsorships Program

First 5 Merced County provides financial sponsorships to organizations for selected community events that support the vision and mission of First 5 Merced County.

First 5 Merced County Vision: *All children in Merced County will thrive in supportive, loving and nurturing environments, enter school healthy and ready to learn and become productive, well-adjusted members of society.*

First 5 Merced County Mission: *To provide for the optimal, physical, emotional and intellectual growth of the young children of Merced County.*

Funding Guidelines

Funding up to a maximum of \$750.00 per event can be awarded until allocated funds are exhausted. Funding may be awarded in amounts less than what is requested. Eligibility for funding is limited to those events that:

- Have goals that align to a meaningful degree with the mission and vision of First 5 Merced County;
- Directly target the general community (or an identified sub-segment of the community) as the primary event attendees (though applications for events targeting service providers / professionals are accepted); and,
- Have other non-First 5 sources of funding for the event to complement First 5 Event Sponsorship funds

Note: Community events that are already supported in part by First 5 funds through any other First 5 funding mechanism are not eligible for Event Sponsorship funding.

There is no deadline for applying. Event Sponsorship requests are accepted on a continuous basis and are considered on a 'first come, first served' basis.

Letters of Request

A Letter of Request must be submitted to First 5 Merced County in order to be considered for funding. Letters of Request must be received at least 21 days prior to the event. Provide the following information in the letter:

- Requesting organization and collaborating partners (if applicable)
- Name and goal(s) of the event
- Event history (if applicable)
- Event date/time/location
- Description of intended audience / participants
- Estimated attendance size
- Primary event activities
- Total event budget
- Other funding sources and amounts (cash and in-kind equivalent)
- Amount of First 5 Merced County funds requested

Submit Letters of Request to:

First 5 Merced County
Attention: Event Sponsorship Program
676 Loughborough Drive
Merced, CA 95348

Awards & Terms

An Event Sponsorship award letter will be presented to successful applicants detailing the amount and terms of the award. General liability insurance coverage is required for any event for which First 5 funding is provided. Any marketing efforts (e.g., flyers) shall identify First 5 Merced County as a sponsoring entity (logo to be provided by First 5 Merced County). A brief survey must be completed following the event to document event attendance, benefits for those attending, and related information.

Unsuccessful applicants will be notified by mail (standard or electronic). Appeals for unsuccessful requests will only be entertained based on a violation of law, rule, regulation, or terms of the funding Guidelines and Criteria approved by the Commission for this funding mechanism. Mere disagreement with the decision is not grounds for appeal.

Questions?

If you have questions regarding Event Sponsorships, contact Brian Mimura at First 5 Merced County via e-mail (bmimura@co.merced.ca.us) or phone (209/385-7337).