



NfL Sponsorship Fact Sheet

First 5 Ventura County NfL Event Sponsorship Goals:

- To support events that benefit children under five and/or expectant families.
- To strengthen F5VC's recognition in the community.
- To encourage First 5 NfLs to connect with members of their community through well-designed community outreach and education event.
- To support First 5 NfLs as they broaden their base of supporters.

How to Request a Sponsorship

Complete the sponsorship application form (see below) and submit to First 5 Ventura County at assistant@first5ventura.org, at least 45 days before the event. In the email subject, please include: Sponsorship Request.

Additional Information:

- Awards are tiered to the NfL allocation formula. Funds are limited. Sponsorship maximums (awards may be less):
 - Oak Park, Ocean View, Ojai, and Rio: (\$500)
 - Conejo, Hueneme, Pleasant Valley, and Santa Clara: (\$750)
 - Oxnard, Simi/Moorpark, Ventura: (\$1000)
- The NfL must be a key organizer, host, or event partner.
- F5VC should not be the only organization providing outside event funding.
- A single event cannot receive both a community and NfL sponsorship from F5VC.
- Existing events should look for new ways to engage partners, funders, and community outreach.
- We ask sponsored events serving food and/or drink to ensure a healthy option is available for children and families. F5VC does not sponsor events serving alcohol.

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You should hear back from us within two weeks. Decisions are based on availability of funds, need, event reach, and alignment of event content with F5VC goals. **Thank You!**

NfL Event Sponsorship Application

Please submit this form to First 5 Ventura County at assistant@first5ventura.org at least 45 days prior to your event. Thank you.

- 1) What is the name, date and location of the event?
- 2) Is this a new or existing event? If it is an existing event, how do you plan to engage new partners, funder, or community outreach?
- 3) What is the NfL's role?
- 4) How many people do you think the event will reach?
- 5) How will this event benefit children and families in your area?
- 6) How will you recognize sponsors?
- 7) Is this event a fundraiser?
Primary purpose must be community outreach, education and engagement.
- 8) How will you measure success?
- 9) How much will your event cost? How much are you requesting from F5VC?
- 10) How do you intend to use F5VC sponsorship funds?