First 5 LA
Conference/Events Sponsorship

First 5 LA is accepting applications from agencies, organizations or collaborative groups seeking conference or event sponsorships.

First 5 LA’s primary goal for funding conferences/events is to support knowledge sharing activities that advance the field of early child development through:

- Increasing community and/or professional capacity
- Disseminating best and promising practices
- Sharing new research findings

To this end, conferences/events supported by First 5 LA will relate to its current priority goal of building stronger families and healthier communities through focus in:

- health
- early care and education
- fitness and nutrition
- child safety

Conferences or events may also relate to existing First 5 LA investments, current research partnerships, current Public Affairs Public Education Plan priorities and/or issues that relate to knowledge that will improve outcomes for families with children age 0-5. First 5 LA will not fund the following: annual meetings, fundraising events, or conferences/events that promote religious doctrine or political campaigns.

All proposed conferences/events must be held in Los Angeles County and serve a countywide population or be in a geographic jurisdiction (e.g., Sacramento) that could impact policies and/or resources affecting Los Angeles County children ages 0-5.

Each fiscal year, monies may be designated via the First 5 LA’s annual budgeting process for Conference/Event Funding. Once that budget is established and exhausted, no additional funding is available until the next fiscal year (July 1 – June 30). If funding is established in the budget, the allocation will be split in half, so that half will be put toward conferences/events that take place between July 1 – December 31 and half for conferences/events that take place between January 1 – June 30. If the funds from the first half of the year are not awarded, they will roll over to the second half of the year.

A maximum of $25,000 or 50 percent total conference/event budget, whichever is lower, can be awarded to support an individual conference/event.

Process for Applying for Funding for Conferences/Events

Applications must be filed at a minimum of three months prior to the conference/event. Applications will be reviewed according to the following filing periods:

- Conference held between January 1, 2015 - June 30, 2015: Applications accepted between October 1, 2014 to October 31, 2014
To apply for this grant opportunity, applicants must fill out an online application and upload supporting documentation. Please click here for application.

In addition, if the applicant has documents, samples or other materials that cannot be submitted digitally, the applicant must deliver four (4) hard copies of the materials within the application timeframe (October 1, 2014 to October 31, 2014) to:

Violet Gonzalez, Countywide Marketing Manager
Public Affairs Department
First 5 LA
750 N. Alameda St.
Los Angeles, CA 90012

In order for a conference/event to be considered for funding, it must meet the following requirements:

1. Conference/event relates to current First 5 LA priority goals as stated above.

2. Applicants must submit the following through the online application form:
   a. Letter outlining the conference/event including time, place, goal of conference, audience served (including geographic or ethnic communities), estimated number of attendees, entrance fee (if applicable) and description of how the conference will assist First 5 LA in achieving its priority goals of health, safety, nutrition/fitness, and early care and education.
   b. Complete conference agenda.
   c. Short biographies of all proposed presenters/speakers at the conference and a statement clarifying if the speakers will receive honorarium and how much it will be (including speaking fees, hotel stays, transportation or meals).
   d. Conference budget, including what component First 5 LA’s investment will support (if appropriate).
   e. Any previous conference programs (if available).

NOTE: If the applicant has documents, samples or other materials that cannot be submitted digitally, the applicant must deliver four (4) hard copies of the materials to First 5 LA at 750 N. Alameda Ave., Los Angeles, CA 90012, Attn: Conference Funding, within the application timeframe.

**Process for Awarding Funding for Conferences/Events**

After the close of the application periods, a review committee made up of First 5 LA staff will conduct a preliminary review of each application to determine if it is responsive to the initial application parameters as set forth above. All reviewers are required to sign a
Conflict of Interest and Confidentiality Statement.

If the application is responsive to all application requirements, the review committee will grade each application according to the following criteria. Each area is scored from 1 to 5, 5 being the highest in each area. The cumulative lowest score is 6, the highest 30:

1. Does the applicant support First 5 LA’s current priority goal of building stronger families and healthier communities?
2. What is the level of relevance of the applicant to one or more of First 5 LA goal areas?
   a. health
   b. early care and education
   c. fitness and nutrition
   d. child safety
3. Does the applicant increase community and/or professional capacity?
4. Does the conference or event disseminate best and/or promising practices?
5. Does the conference or event share new research findings?
6. Does the applicant tie into any current First 5 LA investments or research partnerships?

The score will reflect the level of quality and pertinence of the conference/event to First 5 LA’s goals and priorities. To be eligible to receive a grant, applicants must score a minimum of 16 out of the maximum 30 points possible. Review tools are adhered to by the reviewer committee members to alleviate the potential for bias. While the review committee may make a recommendation of funding, the Executive Department will make the final decision. See Appendix C for scoring tool.

In the event that the cumulative sum requested by the applicants within each filing period exceeds the funding allocation per application cycle, final grant amounts will be determined based upon each applicant’s score as well as other factors taken into consideration across all applicants, such as the appropriate mix of demographics, subject matter, business vs. consumer and geography of event.

General Guidelines

1. Conference funds will be provided at no more than $25,000 or 50 percent of the total conference budget, whichever is lower, for each individual conference/event. Only up to 50 percent of the total amount granted may be provided to the conference/event organizers prior to the conference/event. To receive the advance, an invoice along with a W9 form and a copy of the original award letter is required. The remaining 50 percent will be disbursed when the conference/event is completed.

2. Agencies, organizations or collaborative groups may propose one conference/event per fiscal year. Priority will be given to applicants that have been awarded a grant for three years or less within each five-year period, beginning with the entity’s first year as an applicant.

3. Applicant agencies, organizations or lead agencies (in a collaborative) must be in compliance with any existing and past First 5 LA contract and/or grant agreement.
terms, if such a relationship exists.

4. All applicant conferences/events must be open to the general public; however, non-membership fees to membership-sponsored conferences/events may apply.

5. If awarded a grant, the conference/event organizer agrees to provide First 5 LA with the following assets:
   a. Five entrance passes. In addition, the conference/event will offer a discount on additional tickets if additional tickets are needed by First 5 LA.
   b. If appropriate, the opportunity to provide First 5 LA spokespeople to address conference participants.
   c. If appropriate, the opportunity for First 5 LA to conduct a conference session/workshop regarding our focus areas, initiatives, research findings or other topics.
   d. Prominent display of First 5 LA logo on all conference materials such as brochures, programs, websites, advertising and other promotional material. Use of First 5 LA logo must follow the First 5 LA Style Guide. Prior to printing and/or distribution, First 5 LA requests review of the materials using the First 5 LA logo to ensure proper logo usage. Logos may be downloaded online at http://www.first5la.org/About-Us/Press-Room.
   e. One (1) information booth/table in event exposition area with the opportunity to disseminate First 5 LA collateral materials.
   f. Logo display and a live link between the conference/event website and First 5 LA’s website.
   g. Co-branding opportunities will be facilitated between First 5 LA and other conference sponsors. For example, if First 5 LA wants to develop a giveaway and another sponsor with similar goals/mission is willing to participate, co-branding opportunities may be explored.
   h. Contact information for other conference/event sponsors/collaborators.

Process for Invoicing and Payment

No more than 30 days following the event or conference, the applicant must submit the following to First 5 LA (email submission is preferred):

A summary report of the conference, including number of attendees, a program run down, a budget detailing actual expenditures, a media report (if appropriate) along with a short (300 words or less) description of how the conference assisted First 5 LA in achieving its priority goals. Lastly, all applicants are required to fill out a W-9 form, please see Appendix B.

An invoice for the amount of the award (note: if the applicant received an advance, the final invoice will be for the remaining amount of the award).

All applicants will receive a notice of “application received” within 10 days of submission. Final decisions will be sent out within two months after each application filing period ends. If you have any questions, please contact Violet Gonzalez at VGonzalez@First5LA.org.