



## OCTOBER 2018 FILING PERIOD CONFERENCE & EVENT SPONSORSHIP GUIDELINES

### OVERVIEW

First 5 LA is accepting applications from agencies, organizations, or collaborative groups with a lead agency seeking a conference or event sponsorship for the period of **January 1, 2019 to June 30, 2019**. Applications will be accepted beginning **Thursday October 4, 2018** and close promptly **Tuesday, November 5~~13~~, 2018 at 5:00 p.m. PST**

First 5 LA's goal for providing sponsorships 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, sponsorships will be awarded to conferences and events that relate to one or more of the following outcome areas:

1. **Family Supports:** Increased family Protective Factors
  - a. Work with parents and caregivers so that they have the skills, knowledge, and access to resources they need to support their child's development.
2. **Communities:** Increased community capacity to support and promote the safety, healthy development, and well-being of children prenatal to age 5 and their families.
  - a. Support a community's ability to foster safe, healthy, engaged neighborhoods that help children and their families thrive.
3. **Early Care and Education Systems:** Increased access to high-quality early care and education.
  - a. Increase access to affordable, quality child care and preschool.
4. **Health-Related Systems:** Improved capacity of health, mental health, and substance abuse services systems to meet the needs of children prenatal to age 5 and their families.
  - a. Improve how health-related systems coordinate and deliver care to young children and their families in L.A. County.

In addition, please note the following funding considerations:

- First 5 LA will not fund 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 prenatal to 5.
- Conference/Event funds will be provided at no more than \$15,000 or 50 percent of the total proposed conference budget, whichever is lower, for each individual conference/event. Award amounts are often less than the amount requested.



- Conference/event must relate to First 5 LA's four priority outcome areas as stated above.
- First 5 LA may not be the sole financial supporter for the proposed conference/event.
- Applicants may propose one conference/event per open application period with the exception of fiscal intermediaries. Organizations that serve as fiscal intermediaries may submit more than one application on behalf of different sponsorship entities as long as the application reflects the submission to support two separate groups. The fiscal intermediary will need to submit separate applications for each conference or event. Each application must clearly identify the distinction between applications to support two separate projects and underlying organizations.

### **October 2018 Online Application Process**

To apply for this grant opportunity, applicants must:

1. Fill out an online application:
  - a) Step 1: Create a user account by [clicking here](#).
  - b) Step 2: Once a user account has been created, [click here](#) to access the application.
  - c) Step 3: Once an application has been started, [click here](#) to modify and/or submit your application. Please do not create a new application once you have started your application.
2. Upload the following required documents:
  - a) **Conference Agenda** or a draft outline of the proposed event.
  - b) **Conference Budget**. The organization/applicant must submit a budget indicating what component First 5 LA's investment will support and indicate other sources of funding. As noted above, First 5 LA may not be the sole financial supporter for the proposed conference/event.
  - c) **Short biographies (if available)** of proposed presenters/speakers at the conference/event 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) **Any previous conference programs** (if available)

### **Review Process**

For Conference and Event Sponsorships, there is a three-stage review process as defined below:

Level 1 Review: First 5 LA will evaluate all applications for completeness and compliance with funding considerations as noted above. Basic requirements include: timely receipt of application and submission of all required attachments. Applications with omissions of any required documentation are subject to disqualification. First 5 LA will also conduct a due diligence review which includes a review of applications that are current and former contractors, grantees and vendors remain placed in non-compliance with any existing and past Commission contracts.

Level 2 Committee Review: If the application passes Level 1 Review, a Review Committee will grade each application on a high-low scale of 1-5 points (5-being the highest in each area) based on the following criteria:

1. To what extent does the conference or event support First 5 LA's Strategic Plan? outcome areas of Families, Communities, Early Care and Education and/or Health-Related Systems?
2. To what extent does the conference or event increase community and/or professional capacity?



3. To what extent does the conference or event disseminate best and/or promising practices?
4. To what extent does the conference or event share new research findings?
5. Does the conference or event support existing First 5 LA investments?
6. To what extent does the conference/event receive other funding?

The highest possible achievable point value is 30 and lowest is 6. To be eligible for recommended funding, applicants must score a minimum of 20 out of the maximum 30-points.

The Review Committee is composed of inter-disciplinary First 5 LA staff. All members of the Review Committee are screened for possible conflict of interest according to First 5 LA Policy 1.08 *Conflicts of Interest*. Review tools are adhered to by the committee members to alleviate the potential for bias. See Appendix A: Scoring Tool for evaluation criteria used by the Review Committee.

Final Decisions: The Executive Director is responsible for making all final decisions on funding. All recommendations for funding developed by the Review Committee are forwarded to the First 5 LA Executive Director for review and approval, who retains the sole discretion to modify funding decisions. Final funding amounts will be determined based upon each applicant's score as well as other factors taken into consideration across all applicants, such as the demographics of attendees, subject matter, target audience and location of event.

#### **General Guidelines**

1. Conference funds will be provided at no more than \$15,000 or 50 percent of the total conference budget, whichever is lower, for each individual conference/event.
2. Conference/Event must take place within the funding term period of January 1, 2019 through June 30, 2019, during which applicant applied. Otherwise, applicant and grantee will forfeit their funding. Grantee may request an extension due to special circumstances and it is solely First 5 LA's decision whether to accept extension request.
3. Applicant agencies, organizations or lead agencies (in a collaborative) must comply 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 public; however, non-membership fees to membership-sponsored conferences/events may apply.



5. If awarded funding, the conference/event organizer agrees to provide Commission with the following brand amplification and co-sponsors benefits:
  - a. Submit a narrative report on the success of the conference/event to Commission with supporting digital pictures and final promotional material in electronic form (i.e. flyers, gift bags with logo, program booklet, agenda, etc.).
  - b. Provide five (5) courtesy registrations or entrance passes. In addition, the conference/event will offer a discount for purchase of additional tickets if additional tickets are needed by Commission.
  - c. If appropriate, the opportunity to provide Commission spokespeople to address conference participants.
  - d. If appropriate, the opportunity for Commission to conduct a conference session/workshop regarding our focus areas, initiatives, research findings or other topics.
  - e. Prominent display of First 5 LA logo on all conference materials such as brochures, programs, websites, advertising and other promotional material with the designation of "Supported by First 5 LA."
  - f. Use of First 5 LA logo must follow the Style Guide. Logo and supporting style guide are available online and may be downloaded at: <http://www.first5la.org/index.php?r=site/tag&id=1066>.
    - i. Logo display and a live link between the conference/event website and First 5 LA's website.
    - ii. Prior to printing and/or distribution, Commission requests review of the materials using the First 5 LA logo to ensure proper logo usage. Materials must be sent to the Special Projects Manager via e-mail (to the contact name as listed in grantees Memorandum of Understanding).
  - g. If the event hosts an exposition for attendees, Commission requires one (1) information booth/table to disseminate public education materials.
  - h. Logo display and a live link between the conference/event website and Commission's website.
  - i. Optional co-branding opportunities will be facilitated by Commission and other conference sponsors. For example, if Commission wants to develop a giveaway and another sponsor with similar goals/mission is willing to participate, co-branding opportunities may be explored.
  - j. Contact information for other conference/event sponsors/collaborators and attendees.
6. Current Commission Grantees, Vendors or Contractors: In order to ensure that current Commission grantees are not using Conference/Event Funding to support work that is already within their Commission grant scope of work, and to give as many organizations a chance to receive Conference/Event Funding, a current grantee may apply for Conference/Event Funding, but must identify in their online application that the proposed activity is outside of their current Commission contract, scope of work and budget.
7. Grantees Applying for Multiple Grants: Applicants may not apply to more than one Commission source of funding in support of the same conference/event. However, in the



event that one application is denied, Commission, in its sole discretion reserves the right to recommend the Conference/Event for consideration under a different funding source, as applicable. Executive may recommend for funding a conference/event through a funding mechanism better aligned with the goals of another funding category including:

- Organization-Wide Sponsorships
- Communities Sponsorships
- Public Policy and Intergovernmental Affairs Sponsorships
- Marketing and Communication Sponsorships

### **Funding Notifications**

All applicants will receive a notice of “application received” within 15 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 Amelia Cobb, Manager for Special Projects at [acobb@first5la.org](mailto:acobb@first5la.org).

### **Process for Invoicing and Payment**

No more than 30 days following the event or conference, the applicant must submit the following:

1. A summary report of the conference, including number of attendees, a program summary, 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.
2. An invoice with the MOU reference number for the award.
3. W-9 will be required for payment processing.

To First 5 LA via e-mail to:

Amelia Cobb,  
Manager for Special Projects  
[acobb@first5la.org](mailto:acobb@first5la.org)