

## CONFERENCE/EVENT SPONSORSHIP MEMORANDUM OF UNDERSTANDING

This Conference/Event Sponsorship Memorandum of Understanding (“MOU”) is dated July 18, 2018 and is between the Los Angeles County Children and Families First – Proposition 10 Commission (aka First 5 LA), whose address is 750 North Alameda Street, Suite 300, Los Angeles, California 90012 (“Commission”) and «Agency\_Name» (“Conference/Event Organizer”).

Commission hereby awards to Conference/Event Organizer funding in the amount of «WRITTEN\_DOLLAR\_AMOUNT» (\$«Contract\_Amount») (the “Total Award”) as a partial subsidy for the cost of the conference/event (the “Conference/Event”) described in Conference/Event Organizer’s application (“Application”). The Application is attached hereto as Exhibit A. Conference/Event Organizer shall use the funds for incurred Conference/Event expenses as detailed in the Policy. Commission shall make checks payable to the Payee, «Payee\_Name», at «Payment\_Address».

The Conference/Event organizer agrees to provide Commission with the following brand amplification and co-sponsors benefits:

- a. Provide Commission with an updated agenda or program at least fifteen (15) days prior to the confirmed conference/event hosting date. The updated agenda or program is to be submitted to the Special Project Manager via email at [acobb@first5la.org](mailto:acobb@first5la.org).
- b. 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."
- c. 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 at [acobb@first5la.org](mailto:acobb@first5la.org).
- d. If the event hosts an exposition for attendees, Commission requires one (1) information booth/table to disseminate public education materials.
- e. Logo display and a live link between the conference/event website and Commission's website.
- f. 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.
- g. Contact information for other conference/event sponsors/collaborators and attendees.
- h. 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.
- i. If appropriate, the opportunity to provide Commission spokespeople to address conference participants (i.e. conference/event panel speaker or moderator).

- j. If appropriate, the opportunity for Commission to conduct a conference session/workshop regarding our focus areas, initiatives, research findings or other topics.
- k. Submit a written narrative report on the success of the conference/event to Commission with demographics to include final attendee or participant numbers, supporting digital pictures and final promotional material in electronic form (i.e. flyers, gift bags with logo, program booklet, agenda, etc.) within sixty (60) days of the conference/event hosting date. The written narrative is to be submitted via email to the Special Project Manager via email at [acobb@first5la.org](mailto:acobb@first5la.org).
- l. Submit an invoice and W-9 for payment within sixty (60) days of the conference/event hosting date. Invoices are to be submitted to the Special Project Manager via email at [acobb@first5la.org](mailto:acobb@first5la.org).

Conference/Event Organizer, through its respective duly authorized signatory, is signing this MOU on the date stated in the introductory clause.

CONFERENCE/EVENT ORGANIZER AND EXECUTIVE OFFICER

«Agency\_Name-- Conference Event Organizer and Primary Point of Contract»

By: \_\_\_\_\_

Name: «Official Signatory»

Title: «Title»

«Agency\_Name -- Executive Director»

By: \_\_\_\_\_

Name: «Official Signatory»

Title: «Title»