



FIRST THINGS FIRST

Northeast Maricopa Region Community Awareness Budget - FTF
Directed Strategy

Budget Category	Description of Line Item	Total Cost
CONTRACTED SERVICES	Contracted Services Sub Total	
Educational Reinforcement Items	FTF branded educational reinforcement items (leave behinds)	\$ 2,000.00
Printing of Collateral Materials	Fliers, brochures, posters, etc.	\$ 1,000.00
Purchase of Supplies and Equipment	Banners, tablecloth, prize wheel, etc.	\$ 500.00
Event Participation	Information table fees/event registration fees	\$ 1,500.00
Event Sponsorships	Regional event sponsorships	\$ 10,000.00
OTHER OPERATING EXPENSES	Other Operating Sub Total	\$ -
Total		\$ 15,000.00

Budget Narrative--provide description of the activities and rationale for funding level for each line item		
Educational Reinforcement Items	FTF-branded educational reinforcement items will be purchased over the course of the year to be utilized at community events such as: resource fairs, health and safety fairs, community events, in partnership with grantees and other community partners, presentations/speaker's bureaus and community meetings where an FTF presentation or update is being given. Onesies, magnets, crayons, etc. <i>Note: bulk purchasing through FTF-wide buy will leverage additional quantities of each item.</i>	\$ 2,000.00
Printing of Collateral Materials	Printing of posters/banners/brochures/flyers, etc. for events in which the Regional Council participates as a sponsor.	\$ 1,000.00
Purchase of Supplies and Equipment	Purchase of supplies and equipment to include items such as banner, tablecloth, prize wheel, dollies, etc. for events in which the Regional Council participates in.	\$ 500.00
Event Participation	Participation in small community events with a low cost that do not meet sponsorship criteria and presenting and providing information to attendees regarding some aspect of FTF programs and services. This may include activities such as having a table at a child care/family event, a booth at a health fair, passing out flyers at a community event, etc. Typically, these opportunities are free or low-cost.	\$ 1,500.00

FTF Sponsorships

Event sponsorships allow FTF to take on a leadership role in bringing early childhood education and awareness opportunities to communities statewide, including areas with limited access or resources. Sponsorship often comes with additional opportunities to educate and inform including: speaking at the event on the importance of early childhood and the role of FTF; being part of the event agenda, such as presenting workshops on early childhood topics or having the early childhood strategies funded by FTF profiled during the event; participating in media activities surrounding the event, where FTF spokespeople have the opportunity to highlight the importance of early childhood; and, having a web button on the event url linking participants to early childhood information on the FTF website (e.g. The Ultimate Play Date, and Mighty Mud Mania). The Communications Department approval process will be followed for sponsorships as those opportunities arise. Total allotment to line item is based on sponsorship costs in SFY13 and anticipated sponsorship opportunities in SFY14.

\$

10,000.00