



# FIRST THINGS FIRST

*Ready for School. Set for Life.*

02-21-2013 CCHS Attachment 2

AGENDA ITEM: Sponsorships

BACKGROUND: Within the Communication budget the Regional Council has allocated \$21,000 dollars for Community Awareness. The purpose of this budget is to set aside small funding allocations for educational reinforcement materials, scholastic books, event participation and event sponsorships. The Cochise Budget for SFY2013 was approved by the CEO on 6/24/12. The allocation of \$21,000 dollars will need to be appropriately spent by 6/30/2013.

RECOMMENDATION: The Regional Director recommends approval of the sponsorships. However, \$1,000 dollars will be needed to be taken from another line in the Community Awareness Budget.



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## Community Awareness Budget - FTF Directed Strategy

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Budget Category	Description of Line Item	Total Cost
<b>CONTRACTED SERVICES</b>		<b>Contracted Services Sub Total</b>
Educational reinforcement materials	FTF branded educational reinforcement materials	5,000.00
Scholastic Books	Scholastic Children's Books	6,000.00
Printing of Collateral Materials		2,000.00
Event Participation	Booth Fees	1,000.00
Event Sponsorships		7,000.00
<b>OTHER OPERATING EXPENSES</b>		<b>Other Operating Sub Total</b>
Community Awareness Equipment		
<b>Total</b>		<b>\$ 21,000.00</b>

Budget Narrative--provide description of the activities and rationale for funding level for each line item		
Educational Reinforcement Materials	FTF-branded educational reinforcement materials will be purchased over the course of the year to be utilized at community events such as: Head Start Resource Fairs, Health and Safety Fairs, parades and community events centered on holidays, Cochise County Fairs, in partnership with grantees and other community partners, presentations/speaker's bureaus and community meetings where an FTF presentation or update is being given. Stickers for Scholastic Books .35 cents x 5,000 = \$1,750 Crayons .75 cents x 2,000 = \$1,500, magnets .50 x 2,000 = \$1,000 and Onesie at 5.95 x 300 = \$1,785	5,000
Scholastic Children's Books	3000 books at \$2.00 per book to be distributed at community fairs, ECE-related events, presentations such as Health Fairs, Cochise County Fair, Head Start Resource Fairs, in partnership with regionally funded programs, and other community events that are related to the early childhood development and health	6,000
Born Learning Materials	Excess from SFY 2011	0
Printing of Collateral Materials	Printing of posters/banners/brochures/flyers, etc for events in which the Regional Council participates in, or is a sponsor of. These will also be utilized for materials for Week of the Young Child in 2012 and Month of the Military Child Event.	2,000
Event Participation	Participation in small community events with a low cost that do not meet sponsorship criteria	1,000
FTF Sponsorships	Sponsorship of events that come up that would allow FTF to increase early childhood awareness and opportunities to connect the community to FTF: prior sponsorships have included - Month of the Military Child event partnership with Ft. Huachuca which had an outcome of over 1500 families receiving Early Childhood Development materials and resources. The Council anticipates in participating with this event again this year and other similar events throughout the County. Most sponsorships range in the amounts of \$500 to 2,500 and the Cochise Regional Partnership Council anticipates sponsorships with many of the scheduled events around the entire county to include Back to School Fairs in the early part of fall 2012, Cochise County Fair, Rex Allen Days, and Butterfield State Days. Depending on the event and what the sponsorship will include, the Regional Council would like to allocate \$7,000 for sponsorships and forgo the FTF hosted events, at this time - due to limited amount of attendees at some of the events the Regional Council sponsored last year.	7,000

*Ernie Green*  
*1/24/12*  
*Approved*



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## **Expenditures to date by line item:**

Budget Category	Description	Budgeted Cost	Expenditures to Date	Total Left
Educational Reinforcement Materials	Crayons, Bags, Born Learning, Pens, Pins, Infant Onesies	\$5,000	\$5,000	\$0
Scholastic Books	Children's Books	\$6,000	\$3,668.86	\$2,331.14
Printing/Shipping Costs		\$2,000	\$1,880.43	\$119.57
Event Participation	Booth Fee's – Registration	\$1,000	\$285	\$715
Event Sponsorship		\$7,000	\$3,800 (\$2,000 for Back to School Fair 7/21/12) (\$1,800 for Children's Holiday Party 12/08/12)	\$3,200

## **Sponsorship Requests:**

See Below for specific detailed letters/contracts.

1. CPCA Annual Conference - \$1,400
2. City of Sierra Vista - \$1,800
3. Ft. Huachuca - \$1,000

**Total amount requested = \$4,200**



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**CPCA**

Committee for the Prevention of Child Abuse  
P.O. Box 3186  
Sierra Vista, AZ 85636

Melissa Avant  
Regional Director  
First Things First  
Cochise Regional Partnership Council

Dear Melissa,

The Committee for the Prevention of Child Abuse of Sierra Vista will be hosting our annual Child Abuse Prevention Conference on Friday, April 5, 2013. We are securing Kino Hall as the venue for this year's conference. The purpose of our annual conference is to provide a professional development opportunity, regarding child abuse prevention education and awareness, for social service agencies and community organizations that provide services and supports to families and their children. This year's theme will be related to the process of protecting children, and reporting to family support.

We are estimating the cost of this year's conference to be approximately \$3000, including key note speakers, advertising, educational literature, venue, meals for approximately 100 participants, and miscellaneous expenses.

The sponsorship request is \$1,400 and helps off-set the cost of promoting the event through various media outlets and mediums. FTF will receive exposure leading up to the event as well as recognition and participation, if desired, at the conference. Radio spots, newspaper ads and event flyers will help all recognize First Things First (FTF) support.

We so appreciate your support for our 2012 conference. It was a great success. At this time we are respectfully requesting your sponsorship of our 2013 Child Abuse Prevention Conference.

We thank you for your interest, and appreciate the continued support of First Things First.

Respectfully,

*Nilda R. Townsend*

Nilda R. Townsend  
Coordinator,  
Committee for the Prevention of Child Abuse  
520-227-9008  
[Ntownsend6@aol.com](mailto:Ntownsend6@aol.com)



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January 17, 2013

Melanie Rotwieller  
Cochise Regional Partnership Council

Ms. Rotwieller,

I would like to request the support of the Council and FIRST THINGS FIRST" as an event & media sponsor for this year's Sierra Vista "Eggstravaganza" to be held Saturday, March 23 from 9:00 a.m. – 12:noon at the Mall at Sierra Vista.

The "Eggstravaganza" features FREE Egg Hunts & Activities for kids and serves as a family-friendly community event that focuses on providing positive experiences and memories for children. The event has been a tradition in the community for decades, but last year was the first time all the activities were FREE for the children and families. Continuing this format is only possible with support from the community organizations like FTF. Last year's event attracted an estimated 5,000! Families participating fit largely into the FTF demographic with children 0-5 years, their siblings, and extend families all in attendance.

The sponsorship request is \$1,800 and helps off-set the cost of promoting the event through various media outlets and mediums. Sponsorships also help cover direct costs that make the event FREE to youth and their families. FTF will receive exposure leading up to the event as well as recognition and participation, if desired, at the event. Radio spots, newspaper ads and event flyers will all help recognize First Things First (FTF) support. Participation in a live radio show is also a possibility and an FTF representative would be welcome to join me in sharing information about the event and your services.

Staff from First Things First have attended and experienced first-hand the extensive community-wide exposure that Sierra Vista Leisure Services brings to events and how we constantly strive to serve the community. I enjoyed working with you previously at the 2012 "Back To School Fair" & "Children's Holiday Party" and look forward to having you partner with us for this year's "Eggstravaganza" as well.

Sincerely,

Ken James, CPRP  
City of Sierra Vista Recreation Supervisor



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## FORT HUACHUCA, ARIZONA SPONSORSHIP AGREEMENT

This sponsorship agreement is made and entered into by and between **INSTALLATION FAMILY and MORALE, WELFARE, AND RECREATION FUND (IMWRF)**, a nonappropriated fund instrumentality of the US Government (Fund) and **First Things First Cochise Regional Partnership Council (sponsor)**

The Fund seeks to promote a positive, healthy lifestyle which includes proper nutrition, leisure skills, entertainment, and active participation in recreational programs for soldiers, their families, and other eligible persons through the conduct of the following Morale, Welfare, and Recreation (MWR) event or program.

**TYPE OF EVENT/PROGRAM** : **Month of the Military Child Festival**  
**LOCATION OF EVENT/PROGRAM:** **TMAC**  
**DATES OF EVENT** : **April 13, 2013**

In consideration of the premises and mutual promises set forth herein below, the parties, intending to be legally bound, hereby agree as follows:

1. LIST OF ALL FUND/MWR RESPONSIBILITIES:

- a. Acknowledge **First Things First Cochise Regional Partnership Council** as a sponsor of the event/program.
- b. **Banner** space at the event: sponsor supplies banner.
- c. Prime **display** space at the event.
- d. **Presenting sponsor status** in Huachuca's Choice magazine, regular sponsor status on posters and all other media
- e. The Fund will provide all logistical support and requirements to conduct the event/program.
- f. The Fund will provide all adequate professional staff to plan, organize, promote, and conduct the event/program.

2. LIST OF ALL SPONSOR RESPONSIBILITIES:

- a. **First Things First Cochise Regional Partnership Council** will provide **\$1000.00 in cash** to help offset cost associate with the event/program please make check payable to "IMWRF" to be paid on or before April 13, 2013.

**Total Sponsorship Value: \$1000.00 (cash)**

3. TRADEMARK LICENSE:



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- a. In return for your sponsorship the Fund may display trademarks associated with your product. This will be limited solely to the sponsorship of this event/program and any advertising or any related promotional activities for this event/program. The use of your trademark will not give the impression that we are in any way affiliated with you or acting on your behalf. It is a violation of regulations for the US Army to endorse any product or service. A standard disclaimer that the US Army/Fort Huachuca will not endorse these products or services is posted at the event/program and on any advertising for this event/program. In addition, no cost incurred by sponsor, in association with event shall be charged to any part of the federal government.
  - b. Unless we agree otherwise in writing, neither party will have the right to use your trademark of logo in any way not previously agreed to.
4. TERM AND TERMINATION:
- a. This agreement is effective from date of signature and will continue through day after event/program. Either of us may end this agreement if the other one materially fails to meet previously agreed terms and conditions. Either party may cancel this contract providing 30 days advance notice is provided to the other party.
  - b. 30 Day Cancellation Notice: The cancellation notice permitted hereunder shall be deemed duly given if sent by certified mail, postage prepaid, addressed to the parties as follows, or if hand delivered with a signed acknowledgment of receipt; or if a facsimile is received and acknowledged by the receiving party.
- If to Sponsor: Melissa Avant  
First Things First  
Cochise Regional Coordinator  
3643B S Hwy 92  
Sierra Vista, AZ 85650  
520-378-3280
- If to Fund: MWR Commercial Sponsorship Program  
Attn: Stacy Sandlin  
P.O. Box 12100  
Fort Huachuca, AZ 85670-2100  
520-533-5642 office  
520-533-3872 fax
5. COMPETITIVE ADVERTISING/PRODUCTS/SERVICES: During the term of this agreement, the Fund reserves the right to enter into sponsorship agreements with other vendors offering similar/dissimilar products or services at the event/program covered by this agreement.
  6. INDEPENDENT CONTRACTOR: Sponsor and the Fund shall be and act as independent contractors, and under no circumstances shall this agreement be construed as one of agency, partnership, or joint venture of employment between the Fund and Sponsor. None of the personnel under contract to, employed by or volunteering for the Fund shall be deemed in any to have any contractual relationships with sponsor whatsoever. The Fund shall be solely responsible for the conduct of its employees, personnel and agents in connection with their performance of the Fund's obligation, hereunder.



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7. **FORCE MAJEURE:** Neither/none of us will be held responsible for events that are unforeseeable and beyond our reasonable control, such as acts of God, weather delays, government restrictions, or unforeseen commercial delays. If the event/program is postponed for reasons beyond our control, it may be rescheduled for another time. You would be entitled to, and we agree to give to you, all of the advertising and sponsorship rights at no additional charge.
8. **ASSIGNMENT:** This agreement is not assignable in whole or in part by any party hereto in the absence of the prior written consent of the parties.
9. **ENTIRE AGREEMENT:** This agreement contains the entire understanding between us concerning this event and supersedes any and all prior agreements, whether oral or written. This agreement may not be amended, altered, modified or changed except by an addendum signed by all parties to this agreement.

IN WITNESS WHEREOF, the parties hereto have caused this Agreement to be executed.

**SPONSOR**

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

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**FUND**

By: Stacy Sandlin

Title: Sponsorship Coordinator

Date: January 9, 2013