FIRST THINGS FIRST

Ready for School. Set for Life.

AGENDA ITEM: Sponsorships

BACKGROUND: Within the Communication budget the Regional Council has allocated $31,000 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 6/24/13. The allocation of $31,000 dollars will need to be appropriately spent by 6/30/2014.

RECOMMENDATION: The Regional Director recommends approval of the sponsorship request.

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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	$3,000		$3,000
Scholastic Books	Children's Books	$5,000	$4,953.64	$46.36
Printing		$4,500		$4,500
Event Participation	Booth Fee's – Registration	$500		$500
Event Sponsorship		$8,000	$1,600 for Back to School Fair on 7/13/13	$6,400
Cochise County Resource Guide	Books	$10,000		$10,000

Sponsorship Requests:

See Below for specific detailed letters/contracts.

1. City of Sierra Vista - $1,800

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09-19-2013 CCHS Attachment 7

August 28, 2013

Melissa Avant, MPA
Regional Director
Cochise Regional Partnership Council

Ms. Avant,

Thank you for speaking to me previously about the 2013 Children's Holiday Party (CHP). I would like to again request the support of the Council and "First Things First" as a sponsor for this year's family event to be held Saturday, December 8 from 11:00 a.m. – 2:00 p.m. at the Mall at Sierra Vista.

The sponsorship request is $1,800 and helps cover the cost of promoting the event through various media outlets and mediums. Sponsorships also help cover direct costs that make the event possible. FTF will receive exposure leading up to the event as well as recognition and participation at the event. Radio spots, event flyers, etc. will all help recognize First Things First (FTF) support.

The Children's Holiday Party serves as a family-friendly community event that focuses on providing positive experiences and holiday memories for children. The CHP has been a tradition in the community for decades, and this year again all the activities will be FREE for the participants. This is only possible with support from the community members like FTF. Last year's event attracted over 2000 people and since the response was so positive we anticipate an even larger crowd this year! Families participating fit largely into the FTF demographic with children 0-5 years, their siblings, and extend families in attendance.

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 partnering with FTF previously at this event last year, as well as the "Back To School Fair", the Easter Eggstravaganza and look forward to having you participate at this year's Children's Holiday Party.

Sincerely,

Ken James, CPRP
City of Sierra Vista Recreation Supervisor