

SPONSORSHIP AND FUNDING ATTRIBUTION GUIDELINES

In accordance with the Proposition 10 legislation requiring public recognition of the Kern County Children and Families Commission (First 5 Kern) and Proposition 10 funding, the Program must adhere to the following.

Each Program shall provide public recognition for First 5 Kern and Proposition 10 funding in all materials produced for the purpose of public education and outreach relating to the Program.

Materials include, but are not limited to, brochures; flyers; television, radio and print ads; public service announcements; presentations; banners; telephone hold messages; and outdoor ads.

Guidelines related to public education and outreach as provided by the Commission:

a. When the new Program or new component of the program is ready for public announcement, the Program will contact First 5 Kern's Communications and Media Specialist* to discuss the Program and arrange for publicity and media coverage.

b. All materials will include the language "Sponsored by First 5 Kern. Funded by Proposition 10." The attribution logos with this language (shown below) are available from the website at www.First5Kern.org/Contractor Information.



c. All public education and outreach materials produced for the purpose of publicizing the Program must be approved by First 5 Kern's Communications and Media Specialist* before being disseminated to the public. Please fax or email all public education and outreach materials for approval.

d. Questions regarding the appropriateness of use are to be directed to First 5 Kern's Communications and Media Specialist*.

Please fax or email all public education and outreach materials for approval.

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