

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 Officer* 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 Officer* before being disseminated to the public. Please fax or email all public education and outreach materials for approval.
- e. Questions regarding the appropriateness of use are to be directed to First 5 Kern's Communications Officer*.

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

- * Jan St Pierre
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