

# JOIN OUR FAMILY!



LA County's largest kids network is looking for cause marketing partners to help kids get the best start in life.

## 5 reasons to partner with First 5 LA

- 1 our audience: diverse and brand-loyal
- 2 causes you care about
- 3 partner with a leader
- 4 our reach
- 5 year-round opportunities

### 1 our audience: diverse and brand-loyal

Our audiences are extremely loyal to the brands they trust, and First 5 LA's brand is consistently recognized as a friendly face in the communities we serve. The services we fund connect directly with:

- Thousands of families each day through our 99 grantee organizations
- More than 500,000 parents and children annually through community events
- 350 million TV, radio, print and outdoor impressions – and a 30% increase in call volume – garnered from our recent three-month media buy
- More than 2,200 policy makers and other influencers via our weekly newsletter
- All ethnic groups with our range of more than 30 printed materials and promotional items in multiple languages

First 5 LA has put more than \$385 million toward ensuring children – prenatal through 5 – in Los Angeles County grow up healthy, safe and ready to learn.

**FIRST 5  
LA** 

Champions For Our Children



## 2 causes you care about

The high demand for First 5 LA's funded services, from universal preschool programs to free or low-cost health insurance, gives First 5 LA access to valued and trusted entry points of our audiences. We are active in the following areas:

- Prenatal health
- Dental health
- Obesity prevention
- Nutrition and active lifestyle
- Universal health insurance
- Preschool for all children
- School readiness and family literacy
- Child abuse and neglect prevention

## 3 partner with a leader

Reap the benefits of our established position as a leader in our market:

- Longstanding relationships with local government including Mayor Villaraigosa's office and the Los Angeles County Department of Health
- Leadership in our work with Los Angeles Unified School District and WIC (Women, Infants and Children) through their 50-plus offices across the county
- Media connections that afford reduced rates in the nation's richest media market, tripling the value of our most recent public education campaign
- Extensive grassroots network
- Opportunity for partnership expansion statewide through California's leading First 5 Commission
- Positive associations across diverse populations for helping limited-income families

## 4 our reach

Our good work gets noticed, and joining our cause will increase your brand visibility among our key audiences:

- Parents and caregivers, ages 18 to 40
- Latino, Asian-Pacific Islander and African-American communities
- Each of the 88 cities within Los Angeles County through 99 local grantee organizations
- First- and second-generation residents
- Annual household income of \$40,000 or less
- Parents, but also grandparents and other caregivers

## 5 year-round opportunities

The opportunities for partnering with First 5 LA are as diverse as the audiences we serve. Large and small, long- and short-term partnerships are available:

- Seasonal promotions around summer safety, back-to-school readiness, healthy holidays
- Co-branding materials with First 5 LA health tips and public education messages
- Sponsoring our Commitment to Health campaign rewarding parents with discounts and special offers for their pledge to raise their young children to be healthy, safe and ready to learn

## about First 5 LA

First 5 LA is a unique child-advocacy organization created by California voters to invest tobacco tax revenues in programs for improving the lives of children in Los Angeles County, from prenatal through age 5. First 5 LA champions health, education and safety causes concerning young children and families.

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