

Publicity Reimbursement Program Guidelines

28 January 2023

1. **Purpose:** Provide financial aid to ASRDA clubs for the promotion of square dancing and recruiting students and new dancers.
2. **Eligibility:** Any currently active ASRDA club.
3. **Reimbursement Time Period**
 - July 1st (when the new Board members officially take over) to June 15th of the following year.
4. **Reimbursable Expenses**
 - a. Any expense incurred in the promotion of square dancing or in the recruitment of students or new dancers.
 - b. Examples include but are not limited to:
 - i. Caller fees for demo dances
 - ii. Cost of printing flyers or promotional material
 - iii. Renting a promotion booth at a Farmer's Market or crafts fair
 - iv. Cost of building a float for a parade
 - v. Web site fees
 - vi. Paid Internet advertising.
 - vii. Paid advertising in papers or magazines.
 - viii. Sandwich board square dance signs
5. **Reimbursable Amount**
 - Each club can be reimbursed up to a maximum of \$200.00/year
6. **Reimbursement Application**
 - a. It is the club president's responsibility to provide the ASRDA treasurer a statement of the promotional or recruitment activity on which the money was spent and a receipt for the items purchased, rented, or hired.
 - b. A club can submit its reimbursement request at any time during that year
 - c. More than one request may be submitted each year providing the total amount of the requests does not exceed \$200.
 - d. ASRDA treasurer has up to one month from the time she/he receives the application to reimburse the club.
7. **Questionable Expenses**
 - a. If a club submits a reimbursement request that does not appear to be a promotion or recruitment cost, the treasurer will discuss the application with the Executive Board members and the Board will make the final decision.

