



## HOUSTON SQUARE & ROUND DANCE COUNCIL Publicity Reimbursement Funds

The Houston Square & Round Dance Council will provide publicity funds reimbursement, **up to \$50**, to cover many kinds of publicity such as brochures, signs, billboards, radio/TV ads, etc. The publicity expenditures must be for the Club, and will not include expenditures for wearing apparel (shirts, caps and jackets) or other items which primarily benefit existing dancers. The Club Officers should consider types of publicity, which they believe will be most effective in recruiting new dancers into their Club. If you have any questions as to whether your Club publicity endeavors will qualify for publicity reimbursement funds, please contact a member of the HSRDC Executive Board. This program may be discontinued by the HSRDC Executive Board at any time at its discretion.

To obtain PUBLICITY REIMBURSEMENT FUNDS for your Club, send the following to the HSRDC Treasurer:

1. A copy of the Club meeting minutes, which clearly state the Club's vote of approval for the Council approved publicity expenditure. The minutes should make clear that any publicity related items purchased are not for resale or for personal use.
2. Paid invoices/receipts showing the Club approved publicity expenditures. All invoices/receipts must be signed by a Club Elected Officer.
3. A cover letter clarifying the nature of the Club publicity and asking for the publicity funds reimbursement. The letter must be signed by a Club Elected Officer

This program is funded with \$2,300 for the period from January 1 thru November 30 and entitles each Club to a reimbursement up to \$50 prior to November 30. Expenditures may include Council Publicity costs.

After November 30, funds (if any) left in the Publicity Reimbursement Funds budget will be distributed to the Clubs that have made valid claims in excess of \$50. This subsequent distribution will be managed using a ratio of each Club's claim(s) to the total excess claims of all the Clubs. That ratio will be applied to the amount of remaining funds in the original \$2,300 budget. A Club's total reimbursement will not exceed the total of that Club's original claim(s).

(Sample calculations are shown below along with suggested expenses that would be covered and some that would not be covered).

## Example of Distribution of Publicity Reimbursements Funds after November 30

Club	Claims Prior To Nov 30	HSRDC Paid	Club Subsequent Claim	Per Cent Of Total	Subsequent Distribution
Club BBB	\$ 650	\$ 50	\$ 600	19%	\$ 356.25
Club DDD	\$ 345	\$ 50	\$ 295	9%	\$ 168.75
Club GGG	\$ 880	\$ 50	\$ 830	27%	\$ 506.25
Club JJJ	\$ 220	\$ 50	\$ 170	5%	\$ 93.75
Club MMM	\$ 925	\$ 50	\$ 875	28%	\$ 525.00
Club RRR	\$ 125	\$ 25	\$ 100	3%	\$ 56.25
Club TTT	\$ 100	\$ 50	\$ 50	2%	\$ 37.50
Club VVV	\$ 200	\$ 50	\$ 150	5%	\$ 93.75
Club ZZZ	\$ 100	\$ 50	\$ 50	2%	\$ 37.50
Totals	\$ 3,545	\$ 425	\$ 3,120	100%	\$1,875.00

Calculation to distribute the balance left in Publicity Reimbursement Funds Account:

Total Amount available less HSRDC Payments equals Subsequent Distribution

Example: (\$2,300 less \$425 = \$1,875.00)

Percentages are calculated as follows:

Club Subsequent Claim divided by total Club Subsequent Claim

Example: (\$875/\$3,120 = 28%), rounded to nearest per cent.

### Covered Expenses

Bumper Stickers  
 Auto Sunshades  
 Flyers and Banners  
 Newspaper & Magazine Advertising  
 TV, Radio & Billboard Advertising  
 Pocket Calendars

### Expenses Not Covered

Telephone Bills  
 Dance Hall Rental  
 Caller/Cuer Expense  
 Transportation Expenses  
 Decorations  
 Trailer Rental  
 Event Entry Fees for Exhibitions

Any items not listed will be subject to HSRDC Executive Board approval.

Questions should be referred to the HSRDC Executive Board.