

## Sponsorship Policy

The following shall apply to all sponsorships entered into by the Dobson Home Owner Association (DHOA):

1. Definition -- To sponsor something is to support an event, activity, or organization financially or through the provision of products or services. A sponsor is the individual or group that provides the support, similar to a benefactor. Money spent on a sponsorship is a business expense, not a donation, and is expected to provide a benefit to the sponsor.
2. Any and all sponsorships shall be requested at a regularly scheduled meeting of the DHOA Board of Directors (Board). A majority vote of the Board members present is required to approve any and all sponsorships. The request shall include identification of the investment the DHOA will make and what the DHOA will receive as a benefit for the sponsorship.
3. Sponsorships shall be considered only for events, activities or organizations that, in the judgment of the DHOA Board of Directors, are in the best interest of the members of the DHOA and are expected to provide a benefit to the community of members
  - a. The sponsorship of a non-profit organization (club) using volunteers to perform a task in support of a DHOA event rather than hiring an outside source to perform the task could be an example where a sponsorship would be in the best interest of the DHOA.
  - b. The sponsorship of an organization in return for placing a DHOA logo on a product, such as a team jersey, as a means of marketing the DHOA could be an example where a sponsorship would be in the best interest of the members of DHOA .
4. Sponsorships shall be an operations budget item within the Board of Directors budget line item. The annual budget for sponsorships shall not exceed 0.25% of the operations budget. Capital and Reserve funds shall be excluded from use for any and all sponsorships.
5. Sponsorships shall not be made to any political party or to any political candidate.
6. No event or activity shall be considered for sponsorship unless it is open to the members of the DHOA.