

DBA Sponsorship Policy

As a community based organization dependent upon membership for financial support, the Danville Business Alliance (the DBA) will be subject to requests for support and sponsorship ongoing. Since a significant amount of the DBA funding is from its members, sponsorships will result in redirecting members' funding. As stewards of its members' investment in the DBA, much care and discipline must be exercised during this process. The purpose of this policy is to provide guidelines to the board of directors as they are presented with sponsorship opportunities.

All approved sponsorship/donations must be consistent with the overall mission of the DBA and be approved by the board of directors. Below are permissible sponsorship/donations:

- Community events authorized by the Borough of Danville or organized by community groups that provide community enrichment, marketing/promotion of the DBA defined market, and the promotion of tourism.
- Events that provide direct benefit to the DBA membership.
- State and County sponsored tourism promotions.

The following are prohibited:

- Informal events.
- Events that do not provide support or benefit to the downtown or DBA membership.
- Events where the DBA would be the sponsor of alcohol, except events directly organized by the DBA where alcohol is served to invited guests.
- Sponsorships that require a commitment for longer than 1 year.

Procedure for Approval:

- The Executive Director will present all requests with supplemental information to the Executive Committee or Board of Directors, as appropriate.

Approval Limits:

Executive Committee	up to \$500.00
Board of Directors	\$501.00 and above.

Only the DBA Board of Directors are permitted to approve exceptions to this policy.