



## DESERT VISTA HIGH SCHOOL THUNDER BOARD

### PB-05 POLICY BULLETIN

Title	<b>Guidance regarding sponsorship donations and advertising revenue</b>																																								
Date Issued	October 19, 2015																																								
Policy Bulletin #	PB-05																																								
Background Information	<ul style="list-style-type: none"> <li>• Sponsorships and corporate donations to some booster clubs include display of the company logo or other graphics on the club web site or in printed programs to be distributed at performances and events. In some cases, the content of the print copy constitutes advertising and an appropriate amount of the sponsor donation should be reported as advertising revenue instead of a tax-deductible donation.</li> <li>• The Thunder Board Monthly Financial Report Template for booster club treasurers includes line items for both Sponsorship Revenue and Advertising Revenue. The difference between these two, and how to properly report them, is the focus of this policy bulletin.</li> <li>• The IRS states that ads are, “Messages containing qualitative or comparative language, price information, or other indications of savings or value; Endorsements; and Inducements to purchase, sell, or use the products or services.”</li> <li>• If a sponsor chooses to include advertising in their graphics, this should be reflected on the donation receipt. The total amount given remains the same, but the “fair market value” of the advertising should be shown as goods &amp; services received in return, which is then subtracted from the total and the net difference shown as a donation.</li> </ul>																																								
Fair Market Value	<p>The following information was obtained from Ahwatukee Foothills News, local newspaper, in fall 2014 and represents a reasonable basis for advertising rates. Circulation is substantially higher for AFN than for most high school events, so these values should be considered an upper bound.</p> <table border="1" style="width: 100%; border-collapse: collapse; text-align: center;"> <thead> <tr style="background-color: #ffff00;"> <th style="text-align: left;">AFN Non-profit Ad Space</th> <th colspan="2">Single issue</th> <th colspan="2">Full week</th> </tr> <tr style="background-color: #e0f0ff;"> <th style="text-align: left;">Ad Size</th> <th>Blk &amp; Wht</th> <th>Full Color</th> <th>Blk &amp; Wht</th> <th>Full Color</th> </tr> </thead> <tbody> <tr> <td style="text-align: left;">1/16 page (Business card)</td> <td>\$ 52.50</td> <td>\$ 67.50</td> <td>\$ 105.00</td> <td>\$ 135.00</td> </tr> <tr> <td style="text-align: left;">1/12 page (3" x 3")</td> <td>\$ 69.00</td> <td>\$ 89.70</td> <td>\$ 138.00</td> <td>\$ 179.40</td> </tr> <tr> <td style="text-align: left;">1/8 page</td> <td>\$ 101.00</td> <td>\$ 131.30</td> <td>\$ 202.00</td> <td>\$ 262.60</td> </tr> <tr> <td style="text-align: left;">1/4 page</td> <td>\$ 196.00</td> <td>\$ 254.80</td> <td>\$ 392.00</td> <td>\$ 509.60</td> </tr> <tr> <td style="text-align: left;">1/2 page</td> <td>\$ 315.00</td> <td>\$ 494.00</td> <td>\$ 630.00</td> <td>\$ 988.00</td> </tr> <tr> <td style="text-align: left;">Full page</td> <td>\$ 548.00</td> <td>\$ 712.40</td> <td>\$ 1,096.00</td> <td>\$ 1,424.80</td> </tr> </tbody> </table>	AFN Non-profit Ad Space	Single issue		Full week		Ad Size	Blk & Wht	Full Color	Blk & Wht	Full Color	1/16 page (Business card)	\$ 52.50	\$ 67.50	\$ 105.00	\$ 135.00	1/12 page (3" x 3")	\$ 69.00	\$ 89.70	\$ 138.00	\$ 179.40	1/8 page	\$ 101.00	\$ 131.30	\$ 202.00	\$ 262.60	1/4 page	\$ 196.00	\$ 254.80	\$ 392.00	\$ 509.60	1/2 page	\$ 315.00	\$ 494.00	\$ 630.00	\$ 988.00	Full page	\$ 548.00	\$ 712.40	\$ 1,096.00	\$ 1,424.80
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Examples

This air conditioning company includes several elements of advertising:

**Your Hometown Air Conditioning Specialist**  
**BREWER'S AIR CONDITIONING & HEATING**  
SINCE 1982  
ROC #C39-080322-00

**Summer TUNE-UP \$39** Includes a 16-Point Inspection (\$5.00 Fuel and Trip Fee Applies) (Reg. \$99<sup>00</sup>)

**FREE Second Opinion** NEVER A SERVICE CALL CHARGE WITH A REPAIR

**UP TO \$400 UTILITIES REBATES** (Utility Rebate Only)

**0% FINANCING** FOR 60 MONTHS ON APPROVED CREDIT

**plus FREE** (P700 Value) No Charge 5-Year Parts And Labor Limited Warranty

**plus FREE** (P499 Value) No Charge 5-Year Complete Tune-Up Package

**LIMITED TIME OFFER!**

Call Us **480.893.8335** OFFICE Anytime...Day or Night!  
Tim Riley Cell: **602.820.1850** HOURS: Mon-Fri 8am-4pm • Sat 8am-Moon  
Duncan/Alameda Residents **www.BrewersAC.com**

This graphic acknowledges the UPS store as a sponsor, but is not advertising.

**WE SHIP, PACK, PRINT & MORE!**  
**"GO THUNDER"**  
32nd St/Chandler Blvd 480.704.1171  
**The UPS Store**

Policy Statement

Sponsorship donations that include space in printed materials to be distributed to the public, such as programs given to all attendees at an event, should be reviewed for advertising content. If the graphic includes advertising, the booster club treasurer shall assign a fair market value to the ad and reflect this amount as "goods and services received in return" on the donation receipt given to the sponsor. The tax-deductible donation is then the total minus the advertising value. These amounts should then be reported in the appropriate line items in the monthly financial report submitted to Thunder Board.

Date of expiration

None

Known exceptions (if any)

None

Authorized by

Thunder Board Officers for 2015-16

Thunder Board Contact

Send all questions via email to: [dvhsthunderboard@gmail.com](mailto:dvhsthunderboard@gmail.com)