

Policy: **Promotional Materials**

Date Originally Approved: **July 18th 2013**

Motion: *“That the Promotional Materials Policy 2013 – 36 be approved as presented; and*

Further that the Policy be effective immediately.”

This Policy is current as of: **July 18th 2013**

Policy Number: 2013 – 36

Policy Subject: Promotional Materials

Policy Objective

To provide guidance to address requests from, individuals or organization for promotional materials from the Town.

Policy

1. It will be the intention of the Town to have an inventory of promotional materials which could include items such as Town pins, flags, etc.
 2. The Chief Administrative Officer (CAO) is responsible for the policy and all requests for merchandise will go through the Administrative Office.
 3. Promotional Use by the Town.
 - a) Council and staff may distribute pins for promotional purposes, i.e. at conventions, conferences, meetings and other events at their discretion and dependent upon current inventory
 - b) The Council may distribute other promotional items for gift purposes, i.e. to guests of the municipality, at conventions, conferences, meetings and other special events at the discretion of the CAO.
 - c) Staff members may request the use of other promotional material from the CAO, who may decide that a public relations or promotional benefit may accrue to the Town from the distribution.
 - d) Town Councillor's and administration staff will be allowed 2 shirts, free of charge, annually.
 - e) Councillor's or staff wishing to purchase any additional promotional items for their personal use, may do so at a cost recovery basis.
 4. Promotional items for Non-profit organization and individuals.
 - a) Local groups or organizations may borrow a flag or banner for one-time promotional events, but will be charged cost plus 15% if the item(s) are not returned in good condition.
 - b) Local groups, organizations or individuals traveling to attend conventions, conferences, meetings and other events outside the Town may request up to 25 pins free of charge. Request for additional pins will be on a cost recover basis.
 - c) Local groups or organizations hosting an event in Town that attracts individuals or groups from outside may request promotional items not exceeding \$150.00.
 - d) Local groups, organizations or individuals wishing to purchase any additional
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promotional items for their personal use, may do so at a cost recovery basis.

5. The Town will include funds, annually, in the budget for the purchase of promotional products.

Annotation's For Official Policy Book

Date of Council members Review July 18th, 2013

Date of Passage of Current Policy: July 18th 2013

I certify that this Policy was adopted by Council as indicated above.

CAO / Clerk

July 19th 2013
Date