



## **Promotional Item Policy**

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**Authority:** Town Manager

**Effective Date:** August 17, 2022

**Signature:** 

**Future Review Date:** 2026

**Responsibility:** Economic Development

**Last Review/Revision:**

**References:** Corporate Identity Policy A-C-050 and 2022 Promotional Item Procedure

**Replaces:** Promotional Items Policy A-ED-004

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**1.0 Purpose:** Establishes the principals by which the Town of Stony Plain uses, acquires, fulfills, and manages Promotional Items.

**2.0 Scope:** This policy applies to all Promotional Items used by the Town of Stony Plain.

### **3.0 Definitions:**

**Employee:** means permanent, part-time, temporary, union, casual contract, and interns employed by the Town.

**General Public:** means residents, clubs, groups, associations, tourists and businesses.

**Promotional Item:** refers to items that are intended to act as a gift, prize, donation, recognition, or token of appreciation from the Town, excluding clothing.

**Town:** means the Town of Stony Plain.

**4.0 Statement:** The Town believes that the distribution of Promotional Items is useful in fostering community pride, providing hospitality, and marketing the Town locally, regionally, nationally, and abroad.

### **5.0 Standards:**

- 5.1 Requests for Promotional Items shall be fulfilled by the Economic and Development department.
- 5.2 Requests for Promotional Items from the General Public shall be fulfilled provided that one or more of the following conditions are met:
  - a) The request is from a non-profit organization.

- b) The Promotional Item is being used as a prize for a silent auction item or a fundraising event open to the General Public.
  - c) Any proceeds generated from the Promotional Item will be used to support the operations of the requesting group.
- 5.3 Promotional Items shall not be provided to private functions.
- 5.4 Departments may request Promotional Items to giveaway at events, to use as prizes, for recognition, or in any other matter that heightens the Town's profile in a positive manner.
- 5.5 Promotional Items should be requested with the intent of distributing to the General Public.
- 5.6 Promotional Items shall not be sold to Employees or the General Public.
- 5.7 Upon request, lapel pins will be provided at no cost to Employees and the General Public.

5.8 The Economic Development Department shall:

- 5.9.1 Be responsible for the purchase and control of all Promotional Items on behalf of the Town.
- 5.9.2 Be responsible for the administration, implementation, review and update of the Promotional Item Policy and Procedure.
- 5.9.3 Ensure that Town logo use on Promotional Items aligns with the Corporate Identity Policy.
- 5.9.4 Implement a system of tracking Promotional Items and shall approve and document all Promotional Items that are distributed.
- 5.9.5 Maintain an inventory of Promotional Items that shall be reviewed annually.
- 5.9.6 Annually budget for the purchase of Promotional Items.
- 5.9.7 Promotional items shall be purchased from within the Town whenever possible.
  - 5.9.7.1 When a Town option is not available, promotional items shall be purchased from a business in the Tri-Region.
  - 5.9.7.2 When a Tri-Regional option is not available, promotional items shall be purchased via e-commerce or elsewhere in the Edmonton Metropolitan Region.

**6 Gifting Levels:** Price ranges for gifts are set as follows:

Level 1 - \$10 to \$100	Delegation members, general requests from non-profit charitable organizations and staff prizes.
Level 2 - \$100 to \$200	Public board members, Deputy Ministers, Chief Executive Officers and official representatives of organizations.
Level 3 - \$200 to \$400	Cabinet ministers, Shikoai representatives, Diplomats, Regional heads of government (Premier, State Governors), Ambassadors, High Commissioners, Head of visiting governments visiting in which the Town has formal relationships, and other senior-level government officials.

Level 4 - \$400 to \$500	Royalty and members of the Royal Family, Governor General, Lieutenant-Governor and Head of State.
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**7.0 Policy Review:** This administrative policy shall be reviewed within four years of being implemented, with any changes being submitted to the Town Manager for approval.