



Policy #20 – Promotional Items

Approval Date: June 13, 2012

Policy Statement

The Village of Delia recognizes that it is important to promote the Village at various events.

Purpose

This policy outlines the appropriate circumstances for Council officials and Administration to distribute corporate gifts and promotional materials. It will ensure promotional materials are distributed in a consistent and equitable manner and that the costs and value are considered when distributing these materials.

Application

The following circumstances are eligible for promotional gifts:

1. VIP guests of the Mayor and Chief Administrative Officer
2. Councillors or members of Staff representing Council and the Village while on official business
3. Community groups or organizations seeking Village promotional literature and gifts for their activities. Such activities include sporting events, family reunions, visitors, tours, fundraisers.
4. Individuals seeking Village promotional literature and gifts for the purposes of promoting the Village when travelling or when hosting people to the Village.
5. Conventions, Regional and Provincial Meetings and Conferences.

Appendix 1 identifies the type of gift considered appropriate for each of the circumstances listed above.

Requests for promotional products outside of the circumstances identified in this policy may be considered on their merits, taking into consideration the promotional benefit to the Village, budgetary constraints and the intent of this policy by the Chief Administrative Officer.

Appendix 1

1. VIP guests of the Mayor and Chief administrative Officer (1 golf shirt & hat for each guest)
2. Councillors or members of staff representing Council or the Village while on official business – CIB judges & meeting/conference draw donations (1 golf shirt or hat)
3. Community groups or organizations – Provincial Events/Meetings (out of town) and Fundraisers of 10 people or more (150 items maximum - Example - Pin, pen, notepad / 2 items for door prize Example – Golf shirt, hat)
4. School Groups representing Delia out of province (1 item per participant Example – Pin, pen, notepad)
5. Community individuals promoting the Village when travelling or when hosting out of province or international visitors (2 items per traveler)
6. Regional and Provincial meetings and conferences hosted in Delia (250 items maximum Example – Pin, pen, notepad / 1 item for door prize Example – Golf shirt, hat)