



CATEGORY: Administration
POLICY #: C.d.007
OWNER DEPT: CAO

DATE APPROVED BY COUNCIL:
May 01, 2018

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REVISED: May 01/18

TITLE: Distribution of Promotional Items

POLICY

POLICY STATEMENT:

To promote good will, public relations and tourism in Slave Lake through the focused distribution of Town promotional items.

POLICY OBJECTIVES:

1. To establish and manage a consistent method of distribution of promotional items.
2. To ensure fairness of distribution to all interested individual/groups wanting promotional items.
3. To ensure budget control of the Municipal Corporation of the Town of Slave Lake regarding promotional items.

Signed: _____

Date: _____

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1.0 Definitions

- 1.01 **Town Logo** – The logo of the Town of Slave Lake was adopted by resolution of Town Council, and registered with Consumer & Corporate Affairs Canada Trademarks.
- 1.02 **Promotional Items** – Items stated in this policy to be given to individual/groups for promotion of the Town of Slave Lake.
- 1.03 **Town Pin** – As stated in this policy to be given to individual/groups for promotion of the Town of Slave Lake.

2.0 Responsibilities

- 2.01 a) **Executive Assistant** to: Ensure that an adequate stock of promotional items is kept and additional supply is ordered when necessary.
b) **Executive Assistant** to: Undertake the distribution of promotional items in accordance with this policy.
c) **Chief Administrative Officer** to: Administer and recommend changes to the policy & procedure.
- 2.02 **Town Council & Employees** to: Ensure that all requests and acquisitions of promotional items be through the Executive Assistant
- 2.03 The Executive Assistant will provide the Economic Development Officer with Promotional Items (and price list) for sale and promotion of the Town as required.

3.0 Standards

- 3.01 Promotional items:

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3.02 The Mayor, Council member senior management and permanent Town Staff will receive the required amount of Promotional Items needed for individual and outside direct distribution as promotion for Slave Lake, but will need a code submitted for Inventory Transfer.

3.03 Additional items may be issued to employees for their use for the good will of the Town upon request to the Executive Assistant.

3.04 Upon written requests to the Executive Assistant, individual citizens, and other local governments will receive a town pin (i.e. Pin collector from out of town).

3.05 Written requests given to the Executive Assistant by local/regional groups/organizations who have been specifically invited (not general public) community groups/organizations for conventions, seminars, sporting events and cultural gatherings in Town, may receive the following promotional items:

- Town pins – to a maximum of (3) three per person will be provided at no cost. Additional pins and other promotional items may be purchased as per the Administrative Rates Bylaw.

3.06 Written requests given to the Executive Assistant by groups/organizations of the Town that are attending unique non-routine conventions, seminars, sporting events and cultural gatherings outside of Town, may receive the following promotional item:

- Town pins – to a maximum of (3) three will be provided at no cost. Additional pins and other promotional items may be purchased as per the Administrative Rates Bylaw.

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- 3.07 Requests for promotional items, may be purchased from the Executive Assistant at the rates stated in the Administrative Rate Bylaw. If promotional value has a merit the Executive Assistant at his/her discretion may provide additional items at no charge.
- 3.08 Any Town business that would like to market Town pins may purchase them from the Executive Assistant at costs established in the Administrative Rates Bylaw.
- 3.09 Retailers purchasing Town pins may do so at a cost recovery fee per pin. (as specified in the Administrative Rates Bylaw)
- 3.10 Municipal lapel pins and other promotional items will be purchased/replenished by the Executive Assistant on an as needed basis and/or as requested by the CAO and/or the Mayor.
- 3.11 All Town Pins and Promotional Items will be tracked and distributed by the Executive Assistant.