



Title: Promotional Items	Policy No.: 37-01
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Legislation Reference:	Alberta Provincial Statutes
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Purpose:	To provide a guideline for distribution of County promotional materials.
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Policy Statement and Guidelines:

1. STATEMENT:

1.1 Smoky Lake County believes that it is beneficial for the promotion of the County to distribute County promotional materials in controlled quantities.

2. DEFINITION:

2.1 "**Entities**" means Local Charitable Organizations, Dignitaries, Special Interests Groups, Service Groups, Volunteer Emergency Services, and Sports Events.

2.2 "**Promotional Items**" includes products such as pins, hats, flags, pens, mugs, glasses, bags, hoodies, t-shirts, jackets and any other items promoting Smoky Lake County.

3. GUIDELINES:

3.1 The Municipal Clerk will be responsible and serve as the custodian of the County Pins, Flags and promotional items.

3.2 A record of all Pins, Flags and promotional items donated and sold will be recorded and monitored on **Schedule "A": Inventory of Promotional Items**.

3.3 An Inventory summarizing the distribution of Pins, Flags and promotional items will be submitted annually by November 15 to the Finance Department for the current year.

3.4 Promotional items inventory will be reviewed annually to determine which products should be purchased during the year upon recommendations from County Council, Management and staff.

3.5 County Council shall establish an annual budget for Promotional Items.

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Policy Statement and Guidelines:	
4. PROCEDURE:	
4.1	County Councillors and Administration shall use discretion in the distribution of promotional items to entities.
4.2	Smoky Lake County will contribute promotional items to entities for door prizes, raffles or fund-raising at no cost.
4.3	Sport events and teams as referenced in Policy 01-14: Contributions to Non-Profit Organizations and Individuals will be provided with a maximum of 100 pins, free of charge.
4.4	Flags will be issued to interested entities/individuals at cost (including GST), plus handling charges in the amount of 10%. <ul style="list-style-type: none"> 4.4.1 The Reeve, Councillors and the Chief Administrative Officer may distribute flags at no cost, at their discretion, for display at public facilities.
4.5	Promotional items may be sold to the general public at cost (including GST), plus handling charges in the amount of 10%.
4.6	Promotional items may be sold to County staff and Council members at cost.
4.7	Smoky Lake County Leather Jackets will be distributed at the discretion of County Council. <ul style="list-style-type: none"> 4.7.1 To purchase the County Leather Jacket shall be at cost (including GST), plus handling charges in the amount of 10%. <ul style="list-style-type: none"> 4.7.1.1 County employees may purchase County Leather Jacket at 50 percent (50%) of cost.

	Date	Resolution Number
Approved	September 22, 2011	# 802-11 - Page # 9818
Amended		
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