



Title: Corporate Promotional Items Policy	
Policy Group: Your Government and People	Policy Administrator: Corporate and Legislative Services
Resolution No.: CW-146-2022	Policy Number: CLS-06
Approval Date: 2022-06-09	Revision Date: 2026-06-09

1. Policy Statement

- a) This Policy guides the acquisition and distribution of the County's Corporate Promotional Items and supports relationship-building in a manner that promotes accountability, transparency and fairness while enhancing the County image and community pride.

2. Purpose

- a) The County will use this Policy to guide its response to requests for Corporate Promotional Items by Council, external organizations, the general public and staff to develop relationships that further economic prosperity, social and/or cultural opportunities in the County.

3. Scope

- a) This Policy applies to the Office of the Mayor, Councillors, and County staff involved in the approval, acquisition, fulfillment and management of Corporate Promotional Items.
- b) Gifts obtained through donation or sponsorship are out of scope of this Policy.

4. Legislative Authority

- a) Not applicable.

5. Definitions

- a) **Corporate Promotional Items** means County-owned branded and unbranded merchandise purchased in bulk or small quantity by the County, including general merchandise and dignitary gift items. This can include items such as lapel pins displaying Coat of Arms or County Logo, flags, mugs, pens, notebooks, etc.
- b) **Dignitary** means a high-ranking representative(s) of a Canadian and/or foreign business, government, non-government organization, and/or cultural institution visiting the County; or, that may be visited by representatives of the County in an official capacity, such as: an outbound delegation, special ceremonies of local business and community organizations (e.g., grand opening, milestones, and other similar events), or other related County events and activities.

6. General

- a) This following section establishes the principles by which Corporate Promotional Items shall be purchased and distributed on behalf of the County.
- b) Corporate Promotional Items
 - i. must adhere to the guidelines set out in the [County's Brand Manual](#);
 - ii. must promote a positive corporate image;
 - iii. must be purchased at a cost that provides the best value for the County and in accordance with the Purchasing By-law;
 - iv. must be approved by the director of the department on an as-needed basis depending on stock levels, budget availability and upcoming County events and activities; and
 - v. must be distributed fairly.
- c) Dignitary Gifts
 - i. The production of dignitary gifts must adhere to the guidelines set out in the [County's Brand Manual](#).
 - ii. The Office of the Mayor may purchase non-bulk or customized dignitary gifts on behalf of the Mayor as Head of Council.
 - iii. Dignitary gifts shall be presented by the Mayor, except in the Mayor's absence, the Acting Mayor or designated staff members may present a dignitary gift. The Mayor's Office shall be advised about the presented dignitary gift and the name of the dignitary, to avoid future duplication.

- d) Sale of Corporate Promotional Items
 - i. are available for sale to members of the public;
 - ii. shall be in accordance with the County's Fees and Charges by-law, as amended.
 - iii. are final sale.

- e) Flag loans/donations
 - i. Any individual, group or organization may request to loan the County flag.
 - ii. The individual, group or organization to which a County flag is loaned or donated shall be required to agree to the following conditions:
 - Shall be used only for ceremonial purposes.
 - At all times shall be treated with dignity and respect, flown or displayed properly.
 - Shall not be used for commercial advertising purposes.
 - The Flag shall be returned to the Office of the Clerk if it is not being used.
 - If a loaned flag is stolen, misplaced or destroyed due to neglect, the County shall be reimbursed for the cost of replacement.
 - If a donated flag is stolen, misplaced or destroyed due to neglect, the County shall be notified and if a replacement is requested, the County shall be reimbursed for the cost of replacing the flag.
 - iii. The individual, group or organization to which a County flag is loaned or donated shall confirm their agreement with the conditions as stated above.

- f) Giveaways items
 - i. Lapel pins or pens displaying Coat of Arms and County are available free of charge for individuals, groups and/or organizations hosting events in the County or outside of the County.
 - ii. Any other types of Corporate Promotional Items available free of charge is at the discretion of the Office of the Mayor.
 - iii. Requests must be made in writing to the Office of the Mayor or Clerk's Office and the request is limited to one request per individual, group and/or organization per year.
 - iv. The number of lapel pins or pens available to giveaway is subject to change depending on inventory of items.

7. Responsibility and Implementation

- a) Approval and any changes to this Policy is the responsibility of Council.

- b) The Office of Mayor is responsible for preparing dignitary gifts.
- c) Staff shall:
 - i. conduct a physical inventory count on an annual basis and dispose of Corporate Promotional Items that are deemed obsolete by the County.
 - ii. Ensure expenses related to Corporate Promotional Items are funded by the Council through budget considerations and purchases are made in accordance with the County's Purchasing By-law 222-2021.

8. Documentation and Forms

- a) Procedures to the Corporate Promotional Items Policy.