

Promotional Items Approval Form

Promotional items are defined as items of a minimal dollar value (ex: keychains, lanyards, pens) given away at no cost to promote university activities, departments, and/or events. This form is intended to address the use of university funds for the purchase of promotional items. Attach the completed form to the HokieMart PO along with the vendor quote.

Note: Employee apparel does NOT fall into the category of promotional items. The purchase of employee apparel is addressed in university Procedure 20310.

Department Contact Information

Department Contact _____ Email _____
Department _____ Fund Number _____

Promotional Items Information

Vendor _____ Amount per item (including fees) _____
Description of item(s) _____
Purpose _____

Guidelines

- **Promotional items must be for official university business (recruiting, advertising programs, etc.).**
- **Promotional items are not intended to be distributed to university employees; however, departments that routinely provide services directly to university employees as part of their core mission (ex: Hokie Wellness, Human Resources, VT Police) may purchase promotional items with university funds.**
- **Promotional items should not be purchased with the intention of providing the items as gifts (given in recognition of an achievement, appreciation of a donation, etc.). This does not apply to items purchased under Policy 4335 – Employee Awards and Recognition Programs, or items purchased with private funds.**
- **All promotional items must follow [Virginia Tech Brand Guidelines](#) and [Licensing Guidelines](#) and be produced by the university’s [licensed vendors](#).**
- **University funds should not be used to purchase promotional items on behalf of registered student organizations (RSOs).**
- **Promotional items should cost no more than \$20.00 per item. This includes all set-up and design fees, but does NOT include shipping.**

Certification Statement & Signature

I certify that these items will be used for official university business and this request meets the guidelines listed above.

Certification by Department Head (Required):

Printed Name Signature Title Date

Controller’s Office Pre-approval (Required for orders exceeding \$2,000.00. Submit form along with vendor quote):

Printed Name Signature Title Date