

## Procedure 90400: Promotional Items

### **OVERVIEW**

Promotional items may be purchased with university funds when they will be used for official university business (recruiting, advertising programs, etc.). Promotional items may be provided to current and/or prospective students, guests, and the general public. Only departments that provide services directly to university employees (ex: VT Police, Hokie Wellness, etc.) may purchase promotional items to provide to employees from other departments. Promotional items must not be purchased with the intention of providing the items as gifts (given in appreciation of a donation, service, etc.). All promotional items must follow the university's branding standards related to approved colors, fonts, logos, naming conventions, etc. University funds should not be used to purchase promotional items on behalf of a student club or organization. Promotional items should cost no more than \$20.00 per item. This includes all set-up and design fees, but does NOT include shipping.

### **PROCEDURES**

Departments must follow the steps below before purchasing promotional items:

1. Download the [Promotional Items Approval Form](https://www.controller.vt.edu/forms.html) found on the Controller's Office website in the **Forms** section on the Accounts Payable tab (<https://www.controller.vt.edu/forms.html>).
2. Complete all sections of the form.
3. Obtain the necessary approvals before any purchases are made.
  - a. Orders up to \$2,000 must have the Department Head's signature.
  - b. Orders over \$2,000 must have the Department Head's signature **and** Controller's Office approval. Please submit the form along with the vendor quote.
4. Upon completion of the form, enter a HokieMart Requisition and attach the form along with the vendor quote.
5. Payment processing will be delayed if the form is not attached or the promotional items do not meet the guidelines listed on the form.