



## **Policy: Radford University Promotional Items**

**Issued: May, 2007**

**Revised: September, 2010**

---

### **Policy:**

The Radford University Promotional Items Policy establishes procedures to be followed when purchasing promotional items for official university business. Purchases from any university funds (including E&G, auxiliary, local, and grant funds) are subject to this policy.

### **Procedures:**

All of the following procedures **must** be followed when purchasing promotional items:

1. Items must be intended for official business only (e.g., recruiting, advertising programs, etc.), not as gifts.
2. An *eVA* purchase order must be assigned **prior** to purchase of the items. All applicable procurement regulations and contracts must be followed.
3. Written documentation must be included on the *eVA* purchase requisition comment screen or as an attachment justifying the business reason for the items including how the items support the university and/or department mission(s).
4. Items must be imprinted with an official Radford University logo. Written approval of the design must be secured prior to the purchase of any promotional items. Contact the Assistant Athletic Director for Athletic Communications (trademark/licensing reviewer) for this approval and attach a copy to the *eVA* purchase requisition.
5. Items must not be intended for presentation to university employees.
6. Items must cost \$10.00 or less per unit including setup fees (shipping costs are excluded from the per unit cost).
7. Purchases qualifying as promotional items should be charged as advertising expense to Banner account code #712480.

### **Policy Approval:**

Revisions to this policy were approved by the Radford University Cabinet on September 2, 2010.