



City of North Port

City Commission Policy – Promotional Items

Policy No: 2020-03

Resolution No: 2020-R-04

Approval Date: Jan 23, 2020

I. STATEMENT OF POLICY

As a part of the City's public relations efforts and in order to promote goodwill within the community, the City can distribute promotional items as a form of cost-effective marketing. This policy provides directives that address the criteria and standards for the distribution of such items.

II. DEFINITIONS

Promotional Item. Tangible merchandise, literature, or other product branded with the City's name, logo, and/or slogan, that is given away to the public.

III. POLICY AND PROCEDURE

- A. Criteria and Branding. Pens, pencils, cups, flash drives, bags, figurines, and other similar items are examples of items that may be distributed as a promotional item. All items should display the City's name, logo, and/or seal. Additional imprinting may be used to identify a department, event, or milestone significant to the City.
- B. Distribution of Items. The distribution of a promotional item is appropriate when done for marketing purposes. Marketing is the process used to strategically promote a City project or activity, or to provide information or education to City employees, prospective employees, customer agencies, or the public.
- C. Distribution. Promotional items may only be distributed by:
 1. Employees, elected officials, or appointed officials at City-sponsored events;
 2. City departments in the course of City business; and
 3. Elected officials, while acting in their official capacities, for promotional purposes at conventions, conferences, meetings, or civic events.