LONGWOOD UNIVERSITY

Procedure: Longwood University Promotional Items

Issued: June 13, 2017
Effective: July 1, 2016

Overview:

The Longwood University Promotional Items Procedure establishes guidance 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 procedure.

Detailed Guidance:

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, marketing, etc.), not as gifts.
2. An *e*VA purchase order must be assigned **prior** to purchase of the items. All applicable procurement regulations and contracts must be followed. The NIGP code used on the *e*VA purchase order must be "03778".
3. Written documentation must be included on the *e*VA purchase requisition comment section 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 Longwood University logo and a copy of the design attached to the *e*VA purchase requisition. Approval of the design must be secured prior to the purchase of any promotional items. The Special Assistant to the VPSO (trademark/licensing reviewer) will be added to the *e*VA approval flow for this approval.
5. Items must <u>not</u> be intended for presentation to university employees.
6. Items must be ordered in quantities equal to or greater than 100 with a cost of $9.00 or less per unit (setup fees and shipping costs are excluded from per unit cost). The maximum per unit cost requirement does not apply to promotional items purchased from local funds.
7. Purchases qualifying as promotional items should be charged as advertising expense to Banner account code #71248.

Procedure Approval:
This procedure was approved by the Longwood University Executive Steering Council on 08/15/2017.