

**PROMOTIONAL MARKETING AND GIVEAWAYS POLICY**  
**Council Policy No. 27/07**

**BACKGROUND:**

The “Fort St. John – The Energetic City” logo is the formal logo for the City of Fort St. John. It is recognized that the City of Fort St. John is the sole owner of the logo and as such retains all legal rights to the same.

This unique, memorable symbol has been designed to serve as a strong identifying device for the City of Fort St. John. The symbol is readily associated with the activities of the municipality through form and colour. It also acts as a unifying device, visually connecting the different operations to each other.

Generally, the symbol will appear together with the logotype in one of the controlled signature formats. In certain special applications (such as background patterns) the symbol may be used alone. No other mark, symbol or device may be used in representing the City of Fort St. John.

The approved logotype style for rendering the City’s signature is Garamond No. 3. No other typestyle or form of Garamond may be used as logotype within the Fort St. John signature. The symbol and logotype have been designed to retain their character in small and large size reproductions, and in duplication by many different processes.

The City maintains a Graphics Standard Manual and shall, upon request, provide a copy of said manual electronically at no cost.

Any material produced which incorporates the City of Fort St. John logo and slogan will be classed as promotional material. No business, organization or individual shall be permitted to reproduce the City’s logo without prior approval by the City of Fort St. John Marketing and Communications Department or the City Manager.

The City of Fort St. John maintains a stock of gift/souvenir items that may be purchased by the public or given away by City officials and staff upon request.

**PURPOSE:**

The City of Fort St. John Promotional Items and Giveaways Policy establishes the principles by which gifts shall be given on behalf of the City of Fort St. John and Mayor and Council.

The City of Fort St. John is committed to integrity. An effective operation requires that all elected officials and staff maintain their independence and impartiality. These guidelines are intended to assist the Mayor and Council, City Manager, staff and as required, delegations traveling on behalf of the City.

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PURPOSE: (continued)

**1. Promotional Item Distribution and Sales**

The Marketing and Communications Department shall be responsible to purchase and control promotional materials on behalf of the City of Fort St. John.

All community requests for free-of-charge items shall be referred to the Mayor, City Council, City Manager or the Director of Marketing and Communications, who may distribute items free of charge after having justified that a significant public relations or promotional benefit shall accrue to the City as a result of the distribution of promotional items. Free items shall only be given to non-profit organizations or companies hosting a charitable event and shall not be provided to private functions.

City of Fort St. John promotional items may be purchased from either City Hall or the City of Fort St. John Visitor Centre for the base rate cost of the item, plus 15%, plus applicable taxes.

The Mayor, City Manager or any Director can authorize gift items for internal use. Applicable expenses shall be the responsibility of the approving signatory, and the requisition form must be filled in and submitted to the Marketing and Communications Department prior to taking the items.

All inventory that has been in stock for longer than two years shall be discounted to 50% off upon approval by the Mayor, City Manager, or the Director of Marketing and Communications.

**2. City Hall – Inventory Control**

All promotional material items will be inventoried and stored in the Marketing and Communications Department inventory room located in City Hall, under the supervision of the Director of Marketing and Communications.

**3. Promotional Items for Council and Staff**

City Council and all staff members wishing to purchase any promotional items for their own personal use or for an immediate family member's personal use, may do so at cost, less 15%, plus applicable taxes. Items purchased by City staff and Council are not to be resold.

The Mayor and each City Councillor will be allowed one free shirt selected from the current inventory annually, to be used for attending City special events and functions. Any additional items must be purchased.

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PURPOSE:

**3. Promotional Items for Council and Staff (continued)**

City staff will be allowed a free shirt annually to be used for designated casual or dress down days. The style of said shirt shall be identified and purchased by the Director of Marketing and Communications each year.

City staff who are representing the City at special events and public functions may receive an additional item to wear, free of charge, if requested by their Director or the City Manager, and if inventory is available.

**4. Promotional Items for Sale by Non-Profit Organizations**

When a non-profit organization is hosting an event in the City, City merchandise can be made available to the host organization at cost for the purposes of resale. Host organizations will then be allowed, by approval of the Director of Marketing and Communications, the City Manager or the Mayor, to sell City merchandise with no more than a 15% markup, with all profits being retained by the host organization.

The host organization is responsible for the merchandise inventory and all sales during the event. The organization can also return any unsold merchandise at the end of the event to the City for reimbursement.

The City will not purchase promotional materials on behalf of non-profit organizations for the sole purpose of resale. Only existing inventory will be made available to assist these groups.

**5. City Pins**

Dependent upon current stock, the Mayor, City Council, City Manager, and the Director of Marketing and Communications may distribute pins for promotional purposes. (i.e. at conventions, conferences, meetings and other events)

Other Directors may request pins for promotional purposes if they deem that a public relations or promotional benefit shall accrue to the City from the distribution of same before supplying them.

There is a limit of 25 pins per person or organization, unless otherwise authorized by the Mayor, City Manager, or Director of Marketing and Communications.

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PURPOSE: (continued)

**6. Travel Support**

Non-profit organizations and individuals who are traveling to other cities to participate in sport, education, or cultural events shall be eligible for up to 50 pins and up to \$100 worth of other City promotional items to take with them upon written request to the Mayor, City Manager or Director of Marketing and Communications, received at City Hall a minimum of 10 days prior to their departure.

This cost will be allocated to the Council Contingency Account.

Council will not provide direct financial assistance to non-profit organizations and/or individuals traveling to other cities.

**7. Gifting Recommendations**

In the interest of flexibility strict dollar limits are not placed on gifts, however suggested price ranges are:

Level 1 - \$300 to \$500

*Recommended for: Royalty and members of the Royal Family, Governor General, Lieutenant-Governor, Heads of State*

Level 2 - \$200 to \$300

*Recommended for: Regional heads of government (Premiers, State Governors), Ambassadors, High Commissioners, Heads of visiting governments with which the City has formal relationships*

Level 3 - \$100 to \$200

*Recommended for: Cabinet ministers and other senior persons, Heads of delegations, Sister City representatives, Diplomats and senior government officials*

Level 4 - \$50 to \$100

*Recommended for: City Council Members, Deputy Ministers, Chief Executive Officers and official representatives of organizations*

Level 5 - \$10 to \$60

*Recommended for: Delegation members, general requests of gifts from non-profit charitable organizations (and others at the discretion of the Mayor) to be used for fund-raising activities of benefit to the community*

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PURPOSE:

**7. Gifting Recommendations** (continued)

City to City gifts are handled on an individual basis and will be selected according to suggestions supported by the Mayor or City Manager's Office. The dollar value will vary for each occasion but a \$200 maximum is recommended.

Local groups or organizations may borrow a flag or banner for one-time promotional events at no cost.

**8. Penalties**

To ensure the quality and professionalism of the logo/slogan, the City of Fort St. John reserves the right to take legal action to any contravention of this agreement/or trademark registration.

If borrowed flags or banners are not returned within 30 days following the intended event, or not returned in good condition, the borrowing group or organization will be charged the base cost of the flag or banner plus 15% plus applicable taxes.