



STETSON LAW

Procedures for Ordering Promotional Items

Stetson University College of Law recognizes the business need to promote its programs. In addition to traditional marketing tactics including print, broadcast and online media, Stetson may use promotional items of nominal value to provide external audiences a more permanent message.

To ensure the consistent application of brand standards and to reduce the per-unit cost of promotional items through bulk ordering, promotional items must be ordered through and approved by the College of Law Communications Office. Beginning July 1, 2013, college-wide orders will be placed three times annually on August 1, November 1 and April 1.

Listed below are the guidelines for ordering promotional items:

- Promotional items must contain Stetson graphics and/or the College of Law's main contact information.
- Details specific to a program, department or student organization should *not* be imprinted onto promotional items.
- Items must have a unit cost of less than \$20 each, preferably less, including setup charges.
- Departments should provide a business reason for the items, including how they support the College of Law mission.
- Starting fiscal year 2013-2014, purchases qualifying as promotional items will be ordered and held in inventory until needed by the department. When needed, a requisition (form forthcoming) will be completed by the department with the appropriate FOAPL, description of items, etc. This form is to be taken to the Inventory Control area (located in the Charles A. Dana Building across from Conference & Events) and the Inventory Control Clerk will disburse the requested items.
- Promotional items must reflect Stetson's values of professionalism and integrity.

Approved 4/23/2013