

Watershed Agricultural Council
Operations
Standard Operating Procedure – Promotional Items for the Public

- A. The What – To outline the procedures and requirements for providing WAC logo promotional items, inclusive of Pure Catskills and MyWoodlot, to the public and employees. All promotional items given to the public must be done so in accordance with this procedure.

These promotional items help spread awareness of WAC and all program initiatives (including but not limited to: Pure Catskills, MyWoodlot, Precision Feed Management etc.).

Promotional items may be used at events, farm tours, participant relations, educational events or any instance where it is beneficial to increase awareness of WAC and its programs.

Promotional items will be divided into categories based on cost, as outlined below.

This procedure applies to all promotional items purchased by WAC for all program areas, regardless of source of funding.

- B. The When – Promotional items can be purchased on a rolling basis as needed and funding allows, but programs are encouraged to do large purchase requests quarterly if possible and in accordance with procurement procedures.

- C. The How –

- a. All promotional items must have the approved WAC or appropriate initiative logo.
- b. Promotional items used as “giveaways” at events must be at a value less than \$5 each.
- c. Promotional items over \$5 may be sold at events for 75% of the purchased value, rounded to the nearest \$5.
- d. Promotional items totaling less than \$15 may be given to participants when appropriate. For example, a WAC hat may be given to a participating farmer.
- e. All appropriate procurement procedures will be followed when purchasing promotional products.
- f. Program staff are responsible for tracking inventory and the distribution of promotional items.