



Saint Xavier

UNIVERSITY

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PROCUREMENT PROCESS FOR GIVEAWAY ITEMS

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GUIDELINES FOR PROCURING SXU-BRANDED GIVEAWAY ITEMS

The Offices of Admission and University Relations have seen an increase in the number of requests for giveaway items from departments across campus. We believe the increase in requests is tied to the closing of the on-campus bookstore, where people used to have the opportunity to pick up SXU-branded items to meet their immediate needs.

Departments are encouraged to follow University policy and plan and purchase SXU-branded giveaways for their needs. Limited quantities of pens, folders and small giveaway items will now be available for use. The following outlines the guidelines for procuring giveaway items.

DEPARTMENTS SHOULD NOT ASK ADMISSION TO DONATE GIVEAWAY ITEMS PLANNED FOR RECRUITING PURPOSES.

University Relations collaboratively manages the process and budget for Admission giveaway items accounted for as part of the marketing and recruitment process. The use of giveaway items is thoughtfully planned for distribution to prospective and admitted students. Departments should not request that Admission divert their allocation of SXU-branded items to supply giveaways for their use with audiences outside of prospective student populations managed by Admission.

BRANDED FOLDERS AND PENS WILL BE AVAILABLE IN REASONABLE AMOUNTS IN THE OFFICE OF ADMISSION.

University Relations will order SXU-branded folders and pens for pickup in reasonable amounts (25-50) through the Office of Admission, which has agreed to store these items and facilitate easy access for those who need branded items for meetings. If you need more than 50 SXU-branded folders for a large event or meeting, you'll need to plan and fund your order. Per purchasing guidelines, all SXU-branded items should be approved by University Relations prior to placing an order.

DEPARTMENTS PLANNING GIVEAWAYS FOR LARGE EVENTS SHOULD CONTINUE TO PLAN THEIR PURCHASES, WORKING WITH UNIVERSITY RELATIONS OR OTHER APPROVED VENDORS.

Groups that plan to give away items for key events like Via, Cougar Trax, New Student Induction or special events like the SXU Golf Classic should follow University policy to manage and fund those purchases, using University Relations or working directly with approved outside vendors. Per brand guidelines, all SXU-branded items should be approved by University Relations prior to placing an order.

Human Resources orders lanyards and plastic ID covers for new personnel each year.

Human Resources maintains an inventory of lanyards and ID covers to give to new hires. This purchase is covered from their budget and is designed to help new employees keep their IDs handy. If departments wish to provide a welcome gift to new employees outside of a lanyard and ID holder, they need to plan and budget for these purchases following University policies.

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ATHLETICS GIVEAWAYS WILL BE MANAGED BY ATHLETICS.

Athletic coaches needing items for recruiting purposes should work within Athletics to procure appropriate items. University Relations will work with Athletics to source and produce items with approved Athletic branding. Those items will be planned and budgeted for within the Athletics budget.

OTHER SMALL-VALUE ITEMS WILL BE AVAILABLE IN THE OFFICE OF THE PRESIDENT BY REQUEST.

Each academic year, University Relations will order a small supply (100) of small-value items (\$5-10 value) to use as thank-you items for speakers, accrediting teams, partners, corporate visitors, etc. If you would like to request access to some of these items, please contact the Office of the President.

IT'S OKAY TO SHARE EXTRA SXU T-SHIRTS WITH FACILITIES.

Extra T-shirts from events and annual operations can be shared with Facilities so staff can wear SXU-branded gear.

OTHER SITUATIONS

If you wish to give away SXU-branded items for events or situations not outlined in this document, you may consider doing so as long as you plan for and have the budget to fund any items you deem necessary. Please consider the value and return on investment as part of your planning. Design, approval, production, delivery and preparation to distribute branded items can take weeks, so plan accordingly. In some cases, a giveaway item may not actually be necessary. A variety of higher-end SXU branded merchandise is available on the online SXU Bookstore. There are currently discussions about how to make SXU-branded merchandise available on campus in a pop-up store setting. If this vision is realized, we will consider policies for using University funds to pay for appropriate giveaways.