



Title: Town Merchandise Policy	Internal / External
Department: Corporate Services	Policy Number: CS - 012
Approval Date: March 3, 2014	Implementation Date March 3, 2014
Revision Approval: June 11, 2021	Revision Implementation: June 11, 2021

**BACKGROUND:**

The Town of Paradise purchases and distributes Town of Paradise promotional merchandise.

**OBJECTIVE/ PURPOSE:**

The purpose of this policy is to outline the process by which Town merchandise is obtained and distributed.

**DEFINITIONS:**

*Town Merchandise:* all promotional material created and distributed by the Town that includes Town of Paradise branding.


**POLICY STATEMENT:**

The ordering and purchase of all Town merchandise must be coordinated by the Town Administrative Assistant, Office of the Chief Administrative Officer (CAO). The distribution of Town Merchandise by staff is overseen by the Administrative Assistant. The donation of Town Merchandise must be approved by CAO or Director of Corporate Services as per the Town Donation Policy (CS-021).

Corporate Branding Guidelines are followed when ordering and approving the purchase of new Town merchandise. The Administrative Assistant may work with Communications to determine the most appropriate branding for merchandise.

**REVIEW:**

This policy is subject to review and revision following new experiences or knowledge.

Chief Administrative Officer: 

Date: June 14, 2021