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## **ASUB Standard Operating Procedure – 4401**

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### **Standard Operating Procedure Synopsis**

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Title: **PROMOTIONAL ITEMS ORDERING/REQUESTS**

Approval Date: Jan. 12, 2022

Revision Date, if applicable: Feb. 7, 2024

Review Date(s): Jan. 24, 2024

Annual Review Month: January

Responsible Officer (RO): Associate Vice Chancellor for Institutional Advancement

Standard Operating Procedures Manager (PM): Director of Marketing and Public Relations

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### **A. Purpose and Scope**

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This procedure is provided to instruct the employees of Arkansas State University-Beebe on the process used by the Office of Marketing and Public Relations to oversee the ordering and inventory control of ASU-Beebe branded specialty materials and promotional items for the college. Additionally, this document will outline procedures to request promotional items, authorizations required and detail the three levels of branded items and their intended use purposes.

The Office of Marketing and Public Relations is located in the Dr. Ruth Couch Center, across the street from State Hall. Marketing and public relations manages the materials as one aspect of its overall charge for brand management of ASU-Beebe, the college image and uniformity of brand use. This procedure pertains to all employees, campuses and locations.

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### **B. Definitions**

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*Promotional Items* – Promotional items can be defined as any object bearing the name or logo image of the college, individually packaged and intended to be distributed to prospective students, parents or community representatives as a carry-away reminder of an interaction with an ASU-Beebe representative or event. Promotional items are not to be used as classroom supplies. All promotional items are sent out for bid.

Promotional items are classified into three separate levels: Tier 1- Recruiting, Tier 2- Visitors' Gifts, and Tier 3- Executive Gifts. Tier 2 and Tier 3 promotional items will be charged back to the requesting department at the rate listed on the order form.

*Specialty Materials* – Specialty materials are unique to individual events, programs or activities. Due to their specific nature, marketing does not maintain a general inventory of these items and does not include these items in its budget. All specialty material orders of \$20,000 or more are sent out for bid if they are not being distributed to prospective students, parents or community representatives. Otherwise, the requesting department would order their items directly from a vendor. Any items such as t-shirts, coffee cups, post-it notes, etc. that will be distributed to prospective students, parents or community representatives will be put out for bid. The process will start with the Office of Marketing and Public Relations. The purpose of obtaining bids is to encourage competition in the procurement of supplies and services. It has the further purpose of discovering what a given item will cost, where it can be obtained and when delivery will be made. Specialty materials may also bear the ASU-Beebe name, logo or representation. Specialty materials that are purchased via the bidding process may not be sold.

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## **C. Procedures**

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**All promotional items and specialty materials are requested through the Office of Marketing and Public Relations. Information and forms are located on the ASU-Beebe SharePoint Intranet site under marketing.**

Requests for both promotional items and specialty materials need to begin the process with the Office of Marketing and Public Relations.

### **Requesting Promotional Items:**

Promotional items are ordered in bulk quantities and maintained in inventory by marketing from a centralized budget. Promotional items may be appropriately requested to support recruiting and specific community events where ASU-Beebe representatives can use the presentation of promotional items to initiate a discussion of how ASU-Beebe can provide training, education, credentials, etc.

**To ensure fair distribution and avoid depletion of promotional item stock, please limit the number of items distributed to each person per event.**

### **Steps in ordering standard promotional items for events:**

1. Go to the ASU-Beebe Intranet
2. Click on the marketing site
3. Once on the marketing site, click on the promotional items menu on the top bar
4. Click the button in the middle of the page that says "ORDER PROMOTIONAL ITEMS"

5. If you need a copy of the promotional item catalog, click on “DOWNLOAD THE PROMOTIONAL ITEM CATALOG.” The items are also on the order form.
6. Fill out the online form and click submit to begin the order and approval process. The online form is designed to be routed from requestor to department supervisor and to the division dean or associate vice chancellor for approvals before being submitted to marketing.
7. Upon receipt of a promotional items order, the marketing administrative specialist will review current inventory documents to ensure there are enough of requested items in stock to support the request. Additionally, the marketing administrative specialist may contact the requestor to confirm needed quantities and consult on appropriateness of the items for the event and/or recommend a change to the order.
8. When the order is filled by the marketing administrative specialist, a notification will be sent to the requestor via email or phone.

All requests for promotional items should be submitted no less than 48-hours prior to the requested pick-up time. This ensures the marketing administrative specialist has adequate time to process and pull the requested items, update inventory tracking and package the order for pick up.

### **Requesting Specialty Materials:**

The process begins with the Office of Marketing and Public Relations. Specialty materials are frequently specific to purpose, program or event and are purchased from a program, department or division budget, rather than the overall marketing budget.

Please note all specialty materials require the requestor to follow Standard Operating Procedure 4503 - Marketing Production Request Procedures in order for marketing to create or approve artwork prior to ordering.

### **Steps in ordering specialty materials:**

1. Go to the ASU-Beebe Intranet
2. Click on the marketing site
  - a. Click on documents on the top bar
  - b. Click on promotional items and specialty material orders
  - c. Click on “Specialty Materials Request Form” folder
  - d. Click on “Merchandise Request Form”
  - e. Click download PDF request form
3. Requestor should complete ALL information blocks on the “Merchandise Request Form,” specifying:

- a. Product description
  - b. Color (material or logo print)
  - c. Quantity to order
  - d. Artwork choice (full-color/one-color, shield, Vanguard mascot logo)
  - e. Artwork placement
  - f. Date needed
  - g. Any other details that might be needed to fulfill the correct production and purchase of the item.
4. If the request form is not complete or missing an authorization signature, the marketing administrative specialist will contact the requestor and provide needed assistance.
5. Bid Process
- a. Once the “Merchandise Request Form” is completed and reviewed by the department supervisor, the marketing administrative specialist will forward the form to purchasing to begin the bidding process.
  - b. Artwork must be verified by the director of marketing and submitted with the “Merchandise Request Form”.
  - c. Purchasing takes over the request, vendor approval, ordering, receiving and contract completion. If there is a technical question regarding printed materials, artwork, color specification or material variance by a vendor, those questions are routed to the director of marketing for resolution of technical issues.
  - d. Once the bid has been awarded and pricing has been established, the requestor will enter a requisition.
  - e. Any further work with the vendor regarding artwork will be taken care of by the director of marketing and the marketing administrative specialist.

### **Delivery and After-Event Directions:**

All orders are picked up in the Ruth Couch Center on the ASU-Beebe campus (unless other arrangements have been coordinated with marketing before the event).

At the completion of the event, ALL unused promotional items should be placed back in the tub provided by marketing and returned to the marketing administrative specialist for restocking to inventory. Any specialty materials that were ordered through a departmental budget other than marketing are kept by the requesting department.

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### **D. Related Information**

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[ASU-Beebe Promotional Item Order Form](#)

[Merchandise Request Form Updated.pdf](#)

[Promo Item Catalog .pdf](#)

[Standard Operating Procedure 4503 - Marketing Production Request Procedures](#)