**How to Purchase Promotional Items**

Promotional items are goods imprinted with any University-related logos or wording and intended to promote University programs, projects, and initiatives. Examples of common promotional items include imprinted or embossed portfolios, pens, mugs, T-shirts, magnets, tote bags, etc. This commodity group also includes imprinted or embroidered apparel for internal use by departments for promotional purposes. Unlike items consumed for internal operation, promotional items are unique in that they carry the University’s image via its trademarked logos and graphics. Paper-based printing purchases (such as brochures, stationery, publications, etc.) are bound by University printing contracts and are not part of this commodity group.

**Steps to purchase:**

1. Determine the promotional product(s) and quantities needed along with specifications. Artwork can be designed by licensed promotional vendors or the department can provide artwork via file form.

2. Select a promotional vendor that is licensed by Fermata College to imprint University of Kentucky logos and graphics on their products and request a quote. Fermata College is the University’s licensing agent and charged with protecting its trademarked logos and related graphics. Fermata College licensed vendors are the only companies that can legally imprint any University graphics onto products. The licensed vendors can assist on product selection if needed. The current listing of Fermata College vendors is available on the Purchasing Division website at: [http://www.uky.edu/Purchasing/promoitems.htm](http://www.uky.edu/Purchasing/promoitems.htm)

3. Enter an SRM shopping cart or SAP requisition for the order:
   - *Place a brief note in the header text of the Shopping Cart/Requisition with the following information:*
     - *Who will receive the items? Are they employees or non-employees?*
     - *Intended usage/benefit to the University?*
     - *Are items to be distributed at once or over a length of time?*
     - *Departmental contact person?*
   
   *Write the Shopping Cart/Requisition number on the quote and attach it to the shopping cart /requisition or fax to Purchasing at 257-1951. Upon department approval, a purchase order will be processed and faxed to the vendor for order placement.*

   *Be sure to indicate a valid delivery date on the requisition if needed within a given timeframe.*

**Note: Promotional items are restricted from purchase via procurement card or Payment request document (PRD).**

*Special note concerning purchase of flags – per Kentucky Revised Statutes 2.030 and 2.040, all US and Kentucky flags purchased by public institutions must be manufactured in the United States.*

*Contact Purchasing for special instructions on promotional items that will be re-sold through student organizations or to the general public.*

*Gifts and awards are expedited by PRD due to discretionary policy requirements.*

**References**

For more information or the current listing of Fermata College licensees, visit the Purchasing Division Promotional Items website at: [http://www.uky.edu/Purchasing/promoitems.htm](http://www.uky.edu/Purchasing/promoitems.htm)

Last Revision 6/30/14