



Town of Happy Valley-Goose Bay  
Policy Statement

<b>Index: Administration</b>		<b>Policy Number: A0021</b>	
<b>Approved Date: October 30, 2000</b>	<b>Effective Date: October 30, 2000</b>	<b>Revision Date: May 28, 2013</b>	
<b>Authority: 10<sup>th</sup> Council of the Town of Happy Valley-Goose Bay</b>		<b>Page 1 of 1</b>	

**Topic: PROMOTIONAL MATERIALS**

**Policy Statement:**

To ensure that marketing efforts made by the Town are focused to appropriate target audiences and that effective tracking of products provides is kept to assist in reducing wastage of promotional material.

**Application:**

This policy applies to all community and corporate agencies, or individuals seeking promotional materials from the Town, except in cases where the Town Council (by motion) is making an in-kind contribution to the specific organization.

**Statement of General Objectives:**

In order to ensure promotional material is properly employed and that all organizations are selective and effective in their use of promotional materials, Town Council recognizes that a policy to access municipal resources is appropriate. This policy will be guided by the following objectives:

- It is recognized that the Town Council must take some responsibility to market the Town of Happy Valley - Goose Bay to outside agencies;
- Community and corporate agencies traveling outside Labrador offer an ideal opportunity to assist with the marketing efforts of the Town;
- A record must be maintained to track to which promotional materials are provided.