California’s Census 2020
Promotional Item Guidance

January 16, 2020

The Census Office is providing the following guidance to address questions from partners regarding promotional items. Examples of promotional items include hygiene kits, sunglasses, mugs, coloring books, pens, stickers, water bottles, buttons, coasters, and food items, among others.

Specifically, partners shall adhere to the following requirements regarding promotion items:

1) Promotional items should support activities in the Implementation Plan.

2) Cost for each promotional item shall not exceed five dollars.

3) Cost for food used as a promotional item shall not exceed five dollars per person.

4) CA Census logo shall be used on the promotional items, when possible.

If you have any questions or need additional information about the promotional items, please contact your Regional Program Manager.

We appreciate your compliance with these guidelines.
California’s Census 2020
Update from Education Partner Call

February 21, 2020

• **Swag/Printing vendors:** We recommend using any of your local or preferred printers or promotional item vendors to produce Census promotional items and swag. The California Census office does not have swag. If this changes I will let you know.

• **Pre-paid gift cards:** You may purchase pre-paid gift cards up to $5.00 for activities.

• **Stipends to student clubs:** You may offer stipends to student clubs to conduct outreach and education for Census 2020 activities at your discretion.

• **Stipends to students:** You may offer stipends to students to conduct outreach and education for Census 2020 activities at your discretion.

• **Donations from businesses:** In-kind and/or donations from businesses may be used at your discretion. These is separate from state funds.

• **What you can/cannot purchase:** We remain flexible with creative ways schools are conducting outreach to HTC students and their families and welcome individual conversations about your ideas. We recommend consulting your legal department and your existing procurement policies for further guidance.