



# United States Department of the Interior

BUREAU OF RECLAMATION  
 PO Box 25007  
 Denver, Colorado 80225-0007

IN REPLY REFER TO:

84-27800  
 ACM-1.10

SEP 12 2012

VIA ELECTRONIC MAIL ONLY

## MEMORANDUM

To: Director, Management Services Office  
 Attention: 84-27810 (Paker)  
 Regional Directors  
 Attention: PN-3700 (McCauslin), MP-3800 (Steele), LC-10000 (Nelson),  
 UC-802 (Durrant), GP-5000 (Worley)

From: Karla J. Smiley   
 Bureau Procurement Chief

Subject: Bureau of Reclamation Acquisition Circular (RAC) No. 12-17, Approval Process for Promotional Item Purchases

1. **Purpose:** To establish the process and controls over promotional item spending. The RAC does not apply to non-monetary awards.
2. **Effective date:** Upon issuance.
3. **Expiration date:** Until superseded.

**A. Background.** On March 29, 2012, the Deputy Assistant Secretary of Budget, Performance and Acquisition issued a memorandum providing guidance and controls on the purchase of promotional items including the implementation of new reporting requirements. On August 24, 2012, Department of the Interior Acquisition Policy Release (DIAPR) 2012-10 was issued to outline the expectations from the Bureaus on how to respond to a new, quarterly data call from the Department. This RAC summarizes the requirements and further defines Reclamation's policy on the documentation and approval process for the purchase of promotional items. This policy is applicable to all promotional items, whether distributed to federal or non-federal employees. There is no minimum dollar limit which exempts a promotional item from this policy. Promotional items must not be purchased with federal funds (including non-appropriated funds) unless there is a compelling business and

mission-related rationale. This includes the purchase of items for distribution at meetings and conferences, items for recruitment activities such as job fairs, and informational/educational items promoting an initiative or an appropriated program.

**4. Action Required.**

- A. All requests for the purchase of promotional items, including the purchase of items with the Government purchase card, must be supported by a written justification (attachment 1).
- B. The justification must be approved and submitted by the CCO to the [DROACOPOL@usbr.gov](mailto:DROACOPOL@usbr.gov) mailbox with an expected lead time of at least 30 days. The Head of the Contracting Activity (HCA) is the approving authority for the request.
- C. If approved, the promotional item shall be purchased from one of the three established Bureau "Corporate Materials" blanket purchase agreements (BPAs). In order to obtain ordering privileges for the BPAs, each region is required to designate two authorized ordering officials, at least one with a warrant, and submit the names to the Chief of the Contracting Office, Acquisition Operations Group, Denver. If the BPAs cannot accommodate the purchase request, and if the promotional item includes the Reclamation seal, logotype, or tagline, purchasers are reminded to follow the Visual Identity Policy available at <http://intranet.usbr.gov/vip>.
- D. If a request is denied, the Chief of the Contracting Office may submit an appeal to the [DROACOPOL@usbr.gov](mailto:DROACOPOL@usbr.gov) mailbox, which will then be routed to the Deputy Commissioner for Policy, Administration and Budget for further consideration.

**5. Point of Contact.** Miranda Deters at 303-445-2456 or by email at [mdeters@usbr.gov](mailto:mdeters@usbr.gov)

Attachments –1

cc: 84-27820 (Corff, Deters, Moulton, Schmidt, Segura, Terrell, Williamson, Youther),  
84-27810(Brackett), LC-10002 (Webb), UC-805 (Happ), GP-5000 (New), MP-3800 (Campbell),  
PN-3701 (McKim)