

## **EXAMPLES OF APPROVED PARTNER SUPPORT PROGRAM REQUESTS**

**Example 1:** RCC is considering purchasing tee shirts, coffee mugs, cups, hats, and key rings with the words “It’s In Our Hands” in English and Spanish for distribution to the public at public events, such as baseball games or parades.

This purchase is authorized. While the purchase of these items is generally prohibited as they are considered personal, Congress has given census specific authority in its appropriation to spend funds on “promotion, outreach, and marketing activities” necessary to conduct the decennial census. Provided RCC determines that the purchase of these items is necessary to promote and market the decennial census, this purchase is authorized.

**Example 2:** Various religious organizations have agreed to provide space for Questionnaire Assistance Centers and training, to announce to their congregations the importance of the census, and to provide fliers for distribution by the religious organizations.

The use of funds for this activity is authorized. This activity is not a violation of the restrictions upon the Federal government establishing or promoting religion. This activity is authorized, as it is legitimate promotion, outreach, and marketing of the decennial census. However, RCCs are cautioned not to give any appearance of supporting religious activities and to not show any preference of any religious organizations.

**Example 3:** A local school decides to conduct a census essay and poster contest during Citizenship Week. The RCC agrees to purchase certificates and ribbons for winners and provide these items to the school. The school agrees to hold a special event to which they invite local celebrities, Complete Count Committee members and local residents to participate.

RCC may cooperate with organizations such as schools and purchase certificates and ribbons if RCC determines that holding this event and the expenditures are necessary to promote or market the decennial census. Advertising the event is authorized to properly bring public attention to the event.

## **EXAMPLES OF DISAPPROVED PARTNER SUPPORT PROGRAM REQUESTS**

**Example 1:** RCC purchases tee shirts, coffee mugs, cups, hats, and key rings with the census logo for distribution to census employees and their families.

This is an improper expenditure as the purchase of these items for Federal employees is considered to be for personal use. While these items may be properly purchased with appropriated funds from the Census Employee Incentive Awards Program, they may not be purchased with funds intended to promote the 2010 Census.

**Example 2:** RCC has a request from a major department store to have a “Census Day” whereby the store will pay the advertising costs to promote the event provided the store can use the census seal and be able to state that it has exclusive rights among department stores to promote the Census and can state that it is the “Official Department Store for the 2010 Census.”

There are several problems with this request. RCC may not give exclusive rights to the department store and may not authorize the store to represent itself as receiving an endorsement from the Census Bureau. By doing this, RCC would be giving preferential treatment to the store and promoting it over other competing stores. Moreover, use of the 2010 Census logo by an outside party is prohibited absent express authorization.