**Standard Operating Procedure**

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| **DEPARTMENT:** | Sales & Marketing |
| **TOPIC:** | **COLLATERAL / PROMOTION** |
| **ORIGIN DATE:** | November 2011 |
| **SECTION:** | S&M107 |

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| Policy: |

Collateral – Promotion

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| Objective: |
| Collateral material includes all material that supports your marketing and sales activities. |

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| Minimum Standard: | Accountability: |

Your Hotel Name has conducted an extensive study and collection of printed collateral and advertising in use at all our hotels.

The following is the approval process for all ordering and re-ordering of collateral, advertising, rack-cards, etc.

1. “Good Brand Partners” – Follow all brand directions, designs, and required vendors for collateral and advertising production. Any deviation must be approved in advance by VP of Sales & Marketing.
2. **Every** piece must have a “Call to Action”
3. Secure at least two quotes prior to production. In most cases, the high volume a brand can bring drives a low price point. Utilize printing sources such as uprinting.com. For promotional products use qualitylogoproducts.com.
4. Utilize the “library” – review the “Tools” section to view examples of promotional flyers and ideas located on th “Intranet” .
5. Return on Investment – all promotions, collateral, and advertising must follow budgetary guidelines and have a calculated ROI. Obtain approval utilizing the operational guidelines as set by your GM.
6. Submit concept, design, and vendor to Corporate Sales Team for approval.
7. Once approved, the hotel will assume all responsibility for production and delivery.
8. The same process must be followed for re-ordering items in order to capture the opportunity to modify, change, or enhance a piece of promotion or collateral.