

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 COMPLETE COUNT – CENSUS 2020

census.ca.gov | info@census.ca.gov
[@CACompleteCount](https://twitter.com/CACompleteCount)