



State Procurement Manual

Department of Administration, State Bureau of Procurement

Number
PRO-108

Section	Effective	Replaces
INTRODUCTION AND PROCUREMENT FUNDAMENTALS	9/16/19	PRO-D-20 (1-1-82)
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ENDORSEMENT, TESTIMONIAL AND PROMOTIONAL ACTIVITIES	1 of 1	

SCOPE: The purpose of this policy is to establish the proper protocol for promoting state contracts and/or serving as a reference for suppliers, and to provide notice of prohibited endorsement or testimonial activities.

POLICY: Competitively bid contracts carry value to state agencies and will be promoted to eligible users of the contract(s) using objective facts and through fair, transparent communication best practices.

Any unauthorized reference to or use of the State of Wisconsin, the Great Seal of the State, the Wisconsin Coat of Arms, any agency or other subunits of Wisconsin state government, or any state official or employee, for commercial promotion is strictly prohibited.

News releases or release of broadcast e-mails pertaining to contracts shall not be made without prior written approval of the procuring agency.

At their discretion, state agencies may serve as a reference related to supplier performance on their contracts.

PROCEDURE: I. Statements of Endorsement and/or Testimonial

State agencies will not issue endorsements and/or testimonials, in any form, for any materials, supplies, equipment, or contractual services which are purchased and used.

II. Notice to Suppliers

State agencies are responsible for advising all suppliers of the limits on promotional advertising as expressed herein.



Legal Authority

Wis. Stats. s. 16.71

Agencies Affected: All, unless otherwise noted

Authorized:

Sara Redford, Director

State Bureau of Procurement