



Request for Expressions of Interest:  
tourism merchandising program  
October 2017

## BACKGROUND

Headwaters Tourism is the recognized destination marketing organization for the Headwaters region, providing tourism services on behalf of the regional tourism industry and on behalf of our municipal partners in the County of Dufferin and the Towns of Mono, Shelburne, Caledon & Erin.

While the organization has evolved over the years, the primary goal is still the same: to work on behalf of and in conjunction with our partners and regional tourism operators to support tourism that is consistent with the region's rural heritage, respectful of its extraordinary natural environment and that promotes its spirit of community.

Headwaters Tourism strongly advocates for regional collaboration in all our undertakings, understanding that an integrated approach allows individual businesses, groups, committees, communities and municipalities to expand their reach and leverage their impact in the marketplace.

## OPPORTUNITY

Headwaters Tourism is seeking a partner to support the development of our merchandising strategy. The goal of the merchandising program is two-fold:

- Showcase our regional brand into the consumer marketplace and provide brand extension through merchandise to visitors & residents (souvenirs, gifts, etc);
- Provide an additional revenue stream for Headwaters Tourism to support expanded programming.

Headwaters Tourism is seeking a merchandising partner that will:

1. Provide the platform for an integrated online store that would be housed on our [Headwaters website](#) and would provide a *seamless consumer experience* (branding & layout must be consistent with and reflective of the overall Headwaters brand);
2. Allow consumers to purchase from a "catalogue" of quality merchandise (no minimum order size required);
3. Provide direct consumer fulfillment in a timely manner.
4. Develop a mutually beneficial profit-sharing model for all online merchandise sales.

Expressions of interested are being sought. Interested parties are asked to contact our Program Manager, [Stephany St. Louis](#), no later than October 23<sup>rd</sup>, for further details.