



GEORGINA

THE CORPORATION OF THE TOWN OF GEORGINA REQUEST FOR EXPRESSION OF INTEREST SUPPLY OF PROMOTIONAL ITEMS THAT ARE MADE OR GROWN IN GEORGINA

About the Expression of Interest

In an effort to focus on supporting local businesses, the Town is seeking proposals from businesses within Georgina that are interested in supplying products that reflect the theme of made or grown in Georgina. These items will be purchased by the Town to be used as promotional items. Town events in which merchandise will be featured include the Annual Georgina Mayor's Golf Classic, Economic Development Association events, and other Town-hosted events. Products will also be used as speaker gifts, at trade shows, and other various events. The Town is seeking a variety of products with a price range from \$10-\$75.

Instructions to Respondents

1. Submit a Question
 1. If a respondent has any questions regarding this document, they must submit questions in writing through email to councilassist@georgina.ca.
 2. The deadline to submit questions is Friday, May 30, 2025.
 3. The Town may not respond to questions received after the deadline for questions, as stated above.
2. Schedule of Events
 1. The following Schedule of Events is in effect for this project:

Table 1: Schedule of Events

| Schedule of Events | |
|--------------------------|--|
| Release Date | May 22, 2025 |
| Question Deadline | May 30, 2025 |
| REOI Submission Deadline | June 4, 2025 – 12:00:00 hrs local time |

Note: Although every attempt will be made to meet all dates as outlined in the Schedule of Events, the *Town* reserves the right to modify any or all dates at its sole discretion.

3. REOI Submission Deadline

1. Submissions must be received by Friday, June 4, 2025, in order for staff to review and evaluate submissions in a timely manner.
2. The Town may not consider submissions received after the submission deadline.

Town Contacts

Alex Demoe, Executive Assistant to Mayor and Council

Caitlin McCormick, Executive Administrative Assistant

Special Provisions

1. Purpose and Nature of the Request for Expression of Interest (REOI)
 1. The Town is seeking REOI submissions from local businesses interested in submitting proposals to supply promotional items to be used as giveaways for Town events, with a goal to promote the Town's Georgina Made and Grown in Georgina campaigns.
 2. The Town will review submitted proposals and purchase merchandise from successful suppliers.
2. Scope of Supplier Services
 1. The Town is seeking to purchase merchandise from local businesses, which will be used for prizes, giveaways, and in gift bags at multiple Town events.
 2. The Town is also seeking supplier proposals for interactive displays/activities (ex. food samples, beverage tastings, etc.) for Town events, such as the Annual Georgina Mayor's Golf Classic.
 3. Preference will be given to businesses within the Town of Georgina.
 4. The number of local suppliers selected will be up to the discretion of the Town of Georgina.
 5. Although product exclusivity will not be provided, the intent is to select local suppliers to showcase the wide variety of products and businesses local to Georgina.

Term of Arrangement

1. Successful suppliers must offer the merchandise at the price submitted until December 31, 2025.

Submissions

1. Submission Requirements
 1. An Expression of Interest letter including the following information: name and contact information of the business' primary contact, business description, description and photographs of items that could be offered as gifts, prizes or interactive displays/activities. A cost per unit should be provided based on minimum orders of 20 units. The letter must not exceed 3 pages.
 2. Agree to the public statement acknowledgement outlined below.
2. Public Statement Acknowledgement

Successful suppliers must agree to the following public statement acknowledgement:

- The supplier and its personnel and volunteers shall not make or provide disparaging remarks about the Town in person or on any media, including, without limitation, any social media channels.

- It is not the intent to restrict the ability of the supplier's personnel and volunteers to express a personal opinion on matters of general interest. In such cases, such personnel and volunteers must make it clear that their comments are being made in their capacity and as private citizens, and not as representative of the supplier.

3. Submission Instructions

1. Email your submission to the Mayor's Office at councilassist@georgina.ca or deliver it in person or via mail to the following address:

Town of Georgina
Attn: Office of the Mayor
26557 Civic Centre Road
Keswick, ON L4P 3G1

4. Evaluation of Submissions

1. The Town will review and evaluate which Expressions of Interest best suit what we are looking for.