



Town of Caledon – Business Attraction & Investment Division
Source Local Opportunity: Place Marketing Promotional Items

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| Submission deadline: | May 23, 2025 |
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Summary

The Town of Caledon's Business Attraction & Investment Division is inviting Caledon businesses to submit local products for consideration for use as promotional items at major economic and tourism events, including the RBC Canadian Open. These items will be purchased by the Town of Caledon and will be used to promote Caledon businesses to special guests, dignitaries, and business leaders in attendance.

Objective

To create an opportunity to promote Caledon businesses at major events through the procurement of locally sourced products and goods that reflect the Town's unique character and thriving local economy. This initiative aims to:

- Support Caledon-based businesses
- Enhance Caledon's profile as an attractive location for business and investment
- Showcase the Town's culture, craftsmanship, and local talent

Process

1. Interested businesses must submit the completed *Local Promotional Items – Submission Package 2025* by **Friday, May 23 at 4:00 p.m.** to business@caledon.ca.
2. The Town will assess each submission for alignment with eligibility requirements detailed below. The Town reserves the right to accept or decline submissions.
3. The Town may reach out to selected businesses for additional information or clarification.
4. Submitted business names and associated information may be made public as part of the evaluation and promotional process and in alignment with the Municipal Freedom of Information and Protection of Privacy Act (MFIPPA).
5. All vendors will be notified of the next steps by **Tuesday, May 27 at 4:00 p.m.**
6. Selected items to be used for the RBC Canadian Open are required for pick-up by **Thursday, May 29 at 3:00 p.m.**
7. A total quantity of **150 items** must be available for pick-up on May 29.
8. For any questions, please contact business@caledon.ca.

Eligibility Requirements

- For use at the RBC Canadian Open, a quantity of **150 items** must be available for pick-up on **Thursday, May 29**. Items not meeting this deadline will be considered for future Town of Caledon events.
- Value limit: individual item cost must not exceed \$30.
- Item submissions must include at least one product image.

Submission Guidelines

- Locally Sourced: Products **must** be produced, designed, or manufactured by businesses operating within Caledon.
- Cultural and Economic Significance: Preference will be given to items that reflect Caledon's heritage, culture, or economic landscape.
- Quality and Uniqueness: Preference will be given to original, handcrafted, or value-added products.
- Professional and Non-Political: Items must be appropriate for corporate settings and non-political in nature.
- Environmentally Friendly: Preference for sustainably sourced, compostable, or recyclable materials.
- Perishable Restrictions: Only non-perishable, tangible goods will be considered.
- The opportunity excludes items containing alcohol.

Examples include, but are not limited to:

- Locally produced non-perishable food items (e.g., maple syrup, honey, jams, coffee, tea)
- Artisan crafts, locally themed souvenirs, and small home goods
- Caledon-themed books, locally inspired artwork, or photography
- Branded corporate gifts, custom stationery, or reusable merchandise
- Eco-friendly products, health and wellness items, or handcrafted accessories

Note: This list is intended to be broad to encourage maximum participation from local businesses. The Town welcomes creative ideas to promote Caledon businesses during large-scale events.

Vendor Terms and Conditions

By submitting a response, the vendor agrees to the following terms and conditions:

- **Product Authenticity:** All submitted products must be locally sourced, original creations, or value-added products developed by the business.
- **Quality Assurance:** Products must meet the eligibility requirements outlined in this EOI.
- **Indemnity:** Vendors shall indemnify and hold harmless the Town from any claims, liabilities, or expenses arising from their participation in this initiative.
- **Exclusivity and Product Acceptance:** The Town reserves the right to accept or decline submissions based on alignment with the Town's strategic goals and quality standards. No exclusivity is granted.
- **Insurance:** Insurance may not be required for this opportunity, but vendors may be required to confirm their own liability coverage as appropriate.
- **Compliance:** Vendors must comply with all applicable municipal, provincial, and federal regulations.
- **Marketing and Promotion:** The Town reserves the right to publicly share the names and product details of selected vendors for promotional purposes.
- **The Town of Caledon reserves the right to accept or refuse vendor applications, on the basis of similar product offerings.**

LOCAL PROMOTIONAL ITEMS - SUBMISSION PACKAGE 2025

Organization/Company name:

Contact name:

Street Address:

Town/City:

Province:

Postal Code:

Telephone Number:

E-mail address:

Product Type:

Available quantity for pick-up **Thursday, May 29, 2025** *(for inclusion at the RBC Canadian Open. If unavailable, we will consider for future events):*

Product Description and Unit Price:

Respondent Signature _____ Date _____

Respondent Name (please print) _____