Request for Proposal: Discover Tug Hill Merchandise Line

Introduction

Discover Tug Hill is the official tourism promotion agency for Lewis County, New York. Find Discover Tug Hill's brand guidelines here. Situated in the spacious ADK-Tug Hill region, we are dedicated to showcasing the natural beauty, recreational opportunities, and unique experiences that the area has to offer. To further promote the Discover Tug Hill brand and engage both locals and visitors, we are seeking a qualified local service provider to create a captivating line of Discover Tug Hill merchandise. This service provider, and any identified third parties, will be responsible for developing the merchandise line, developing and maintaining an online store, and fulfilling merchandise orders to completion.

Scope of Work

The chosen service provider will collaborate closely with the Economic & Tourism Development Specialist to create a diverse range of merchandise that encapsulates the essence of the ADK-Tug Hill region. The merchandise should evoke a sense of adventure, community, and connection to nature. The scope of work includes, but is not limited to, the following items:

- Developing, managing, and maintaining an online store, branded to fit the Discover Tug Hill visual brand
- Developing the merchandise line, including, but not limited to:
  - Clothing & apparel
  - Hats and beanies
  - Mugs and water bottles
  - Tote bags and backpacks
  - Stickers and patches
  - Outdoor accessories (e.g., pet items, bandanas)
- Fulfilling and shipping orders to customer orders to completion in a timely manner

Requirements

The service provider(s) must meet the following requirements:

- Local Expertise - the designer must be based in Lewis County, NY, or its vicinity, with a strong understanding of the Tug Hill region's culture, landscape, and unique selling points.
- Creative Excellence - A proven portfolio demonstrating creativity, versatility, and the ability to adapt designs to various merchandise items.
- Collaboration - Strong communication skills and the ability to work collaboratively with the Naturally Lewis team to understand and incorporate their feedback.
- Quality and Professionalism - Provide high-quality designs that meet industry standards for printing and production.
- Timelines - Able to adhere to the project schedule and meet deadlines.

Proposal Submission:
Interested service providers are requested to submit the following by Wednesday, July 31, 2024.

- Cover Letter: An introduction to your experience, approach, and understanding of Tug Hill's unique attributes.
- Portfolio: A selection of your previous work, showcasing your design versatility and ability to create appealing merchandise designs.
- Third Party Identification: Should you opt to partner with additional service providers to meet the needs of this RFP, please identify those parties.
    - EX: A local graphic designer partners with a local marketing agency experienced in online store management, and e-commerce.
- Cost Estimate: A breakdown of your fees for the project, including design, revisions, and any additional costs.
- Timeline: An estimated timeline for design completion and delivery of final files.

Selection Process:
The submitted proposals will be evaluated based on the following criteria:

- Relevance - Alignment with Discover Tug Hill's brand identity and values.
- Creativity - Originality and innovation in design concepts
- Experience - Demonstrated experience in creating merchandise designs
- Cost - Affordability within the project budget
- Communication - Clarity and professionalism in the proposal

Contract Award:
The selected service provider(s) will enter into a contract with Naturally Lewis outlining the terms and conditions of the project. The contract will include payment details, intellectual property rights, project milestones, and other relevant clauses.

Contact Information:
Please submit your proposal and direct any inquiries to:
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