

## Expression of Interest for Branding and Marketing Materials

### 1. Procurement Context and Purpose

This Expression of Interest (EOI) is issued by the Tobago Festivals Commission Limited (TFCL) as a pre-qualification and market engagement exercise to identify suitably qualified suppliers for the provision of branding and marketing materials.

This EOI does not constitute a solicitation for bids or a commitment to award a contract. Responses received will be used to inform a subsequent procurement process, which may include, but is not limited to, a Request for Proposals (RFP), Request for Quotations (RFQ), or other procurement method in accordance with applicable procurement legislation and internal policies.

This EOI is issued in accordance with the procurement governance framework of the Tobago Festivals Commission Limited.

### 2. Purpose & Strategic Intent

This Expression of Interest seeks to identify and pre-qualify suitably qualified suppliers to design, produce, and deliver high-quality, brand-aligned merchandise to support TFCL's year-round events, activations, promotions, and sponsorship engagements.

The initiative is positioned not only as a procurement exercise, but as a strategic marketing tool to:

- Enhance brand visibility and recall
- Support audience engagement and experience
- Drive revenue generation (sale items)
- Encourage item retention and use

While this activity is mainly for events and activities taking place in 2026, special consideration will be given to the Tobago Heritage Festival 2027 (40th Anniversary), requiring elevated, commemorative merchandise.

### 3. Marketing Objectives

The merchandise programme must:

- Reinforce Tobago Festivals' brand identity
- Support event-specific storytelling and themes



- Limited edition collections
- Uniquely designed materials specific to events, and the festival's brand

### **5. Experience & Engagement Integration (KEY MARKETING FOCUS)**

Suppliers are encouraged to think beyond products and contribute to experience-driven merchandising. While examples of items and numbers will be provided, suppliers are encouraged to present items not specifically requested but that fall in line with stated requirements.

#### **Interactive Concepts May Include:**

- Game-based giveaways (spin wheels, trivia prizes, cultural games)
- Customisation stations (e.g. on-site printing, personalisation)
- Collectable series across multiple events
- Bundled merchandise experiences (kits, themed packages)

Merchandise should enhance the event experience, not just exist within it.

### **6. Brand & Creative Direction**

All merchandise must align with TFCL's established brand identity.

#### **Key Requirements:**

- Adherence to brand guidelines (logos, colours, typography)
- Strong visual storytelling and cultural authenticity
- Adaptability across different event themes
- Approval will be required for all designs (if conceptualised externally)

### **7. Supplier Expectations**

Suppliers responding to the EOI should demonstrate:

#### **A. Design Capability**

- Ability to propose creative, innovative concepts
- Experience with event/festival merchandise

#### **B. Production Capacity**

- Ability to handle large-scale and phased orders
- Flexibility for multiple activations across the year
- Shared storage may be an element of consideration, based on TFCL's needs and capacity.

#### **C. Quality Assurance**

- High production standards
- Durable and market-ready products
- Ability to provide samples or prototypes for items

#### **D. Innovation & Sustainability**

- Use of eco-friendly materials (where possible). This should be clearly stated within the product description.
- Unique, culturally relevant product ideas

#### **E. Legal and Compliance Requirements**

Suppliers must:

- be legally registered entities in their jurisdiction of operation;
- be in good standing with statutory authorities;
- comply with applicable tax and regulatory requirements; and
- disclose any conflicts of interest that may arise in relation to this procurement process.

#### **8. Commercial & Financial Considerations**

- Competitive pricing structures
- Cost breakdowns per category
- Options for bulk production and scalability
- Value-for-money assessment

#### **9. Clarifications**

All requests for clarification must be submitted in writing to the Procurement Unit by no later than three (3) business days prior to the submission deadline.

Responses to clarification requests will be issued in writing and shared with all prospective respondents to ensure fairness and transparency.





- Brand visibility and recall
- Social media and content integration
- Stakeholder satisfaction

### **15. Strategic Considerations**

This initiative should be treated as a year-round merchandising ecosystem, not isolated purchases.

Key focus areas:

- Consistency across all events
- Scalability and repeatability
- Integration with marketing campaigns
- Creation of signature TFCL merchandise identity

### **16. Disclaimer**

**This EOI does not constitute a contract or commitment to award.**

TFCL, in accordance with THA procurement rules, reserves the right to:

- Reject any or all submissions;
- Cancel or amend the process;
- Request additional information; and
- Not proceed to the next stage.

TFCL shall not be bound to shortlist any respondent and reserves the right to discontinue the process at its sole discretion.

TFCL shall not be liable for any costs incurred by respondents in the preparation or submission of responses to this EOI.

TFCL reserves the right to verify any information provided by respondents and to disqualify any respondent providing false or misleading information.

Respondents shall not engage in any collusive, fraudulent, or corrupt practices in relation to this EOI process. Any such conduct may result in disqualification.

### **17. Confidentiality**

All submissions shall be treated as confidential, subject to applicable laws governing public procurement and disclosure.

### **18. Conclusion**

This EOI forms part of TFCL's broader procurement governance framework and supports the Commission's commitment to accountable and transparent procurement practices.

The EOI aims to secure partners who can contribute to a holistic merchandising programme that enhances TFCL's brand, supports its events, and delivers meaningful engagement with audiences locally, regionally and internationally.

This procurement process is conducted in accordance with the principles of transparency, fairness, competition, and value for money.