



# Expression of Interest (EOI)

Development and Operation of an Online Store for Town of Gander Branded Merchandise

Submission Deadline:

April 16 2026 at 2PM



## **1. INTRODUCTION**

The Town of Gander is inviting Expressions of Interest from qualified vendors to develop and operate an online store for the sale of Town of Gander branded merchandise.

This initiative aims to promote community pride, support place branding efforts, and provide residents and visitors with access to high-quality merchandise that reflects the identity of the Town of Gander.

The Town is seeking a vendor that can establish and manage an online storefront, including merchandise production, order fulfillment, and customer service.

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## **2. ABOUT THE TOWN OF GANDER**

Located in central NL, the Town of Gander is a vibrant community known for its welcoming spirit, aviation history, and strong sense of community. Gander is home to Gander International Airport and a range of community amenities that attract visitors from across the province and beyond.

Through this initiative, the Town hopes to provide merchandise that celebrates the community and allows residents and visitors to showcase their connection to Gander.

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## **3. SCOPE OF SERVICES**

The successful vendor will be responsible for:

- Developing and maintaining an online storefront for Town of Gander branded merchandise
- Producing merchandise such as apparel and other branded items
- Managing inventory or operating a print-on-demand production model
- Processing payments and managing online transactions
- Packaging and shipping orders directly to customers
- Managing customer service, returns, and exchanges
- Ensuring product quality and consistent brand presentation
- Working with the Town to ensure compliance with brand standards

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#### **4. VENDOR RESPONSIBILITIES**

The selected vendor will be expected to:

- Operate and maintain the online store platform
  - Manage payment processing and applicable taxes
  - Handle merchandise production and fulfillment
  - Provide customer service related to orders and shipping
  - Maintain appropriate insurance coverage
  - Comply with all applicable federal and provincial regulations
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#### **5. TOWN RESPONSIBILITIES**

The Town of Gander will:

- Provide approved branding assets and guidelines
  - Review and approve product designs prior to production
  - Promote the online store through municipal communication channels where appropriate
  - Work collaboratively with the vendor to maintain brand integrity
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#### **6. BRAND OWNERSHIP AND USE**

All Town of Gander branding, logos, and visual identity elements remain the exclusive property of the Town of Gander.

The selected vendor will receive limited authorization to use the Town's brand solely for the purposes of producing and selling approved merchandise.

All designs and products must receive written approval from the Town prior to production or sale. The Town reserves the right to withdraw approval for any product that does not meet brand standards or community expectations.

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#### **7. POTENTIAL MERCHANDISE ITEMS**

Respondents may propose a variety of merchandise items, including but not limited to:

- T-shirts and hoodies
- Hats and caps
- Water bottles or drinkware
- Tote bags
- Stickers or small accessories
- Other creative branded items

Final product selections will be determined in collaboration with the Town.

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## **8. REVENUE MODEL**

Respondents are invited to outline their proposed business model. Options may include:

- Vendor-operated store with revenue sharing with the Town
- Vendor-operated store with minimal markup for brand licensing
- Print-on-demand model with limited upfront cost or inventory

The Town is open to proposals that minimize financial risk and administrative burden while ensuring high-quality products.

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## **9. INFORMATION REQUESTED FROM RESPONDENTS**

Interested vendors should provide:

- Company name and contact information
  - Description of relevant experience with online retail or branded merchandise
  - Overview of proposed online storefront platform
  - Description of production and fulfillment approach (print-on-demand or inventory model)
  - Examples of similar projects or merchandise programs
  - Proposed revenue model or partnership structure
  - Estimated timeline for store development and launch
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## **10. EVALUATION CRITERIA**

Submissions will be evaluated based on:

- Relevant experience and demonstrated capability
- Quality and feasibility of the proposed online store model

- Ability to maintain brand integrity and product quality
- Financial model and overall value to the Town
- Customer service and fulfillment approach

The Town may request additional information or clarification from respondents during the review process.

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## **11. SUBMISSION DETAILS**

Expressions of Interest must be submitted electronically to:  
[procurement@gander.ca](mailto:procurement@gander.ca)

Submissions must be received no later than:  
**April 16, 2026 at 2PM**

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## **12. GENERAL CONDITIONS**

This Expression of Interest is intended to gather information and explore potential partnership opportunities.

The Town of Gander reserves the right to:

- Accept or reject any or all submissions
- Request additional information from respondents
- Enter into discussions with one or more respondents
- Modify or cancel this process at any time

Submission of an Expression of Interest does not constitute a commitment by the Town to enter into an agreement.