

**Made In Parry Sound
Grassroots Collaborative Marketing Initiative
Terms of Reference**

Eligibility:

In order to join the collective and partake in all activities, a producer must meet the following criteria:

- ✓ Be a registered business for a minimum of one year.
- ✓ Make or produce something **tangible** and **moveable** that is developed for commercial sale.
Made in Parry Sound adheres to the Business Dictionary definition of “Product” meaning:
A commercially distributed good that is (1) tangible personal property, (2) output or result
of a fabrication, manufacturing, or production process, and (3) passes through a distribution
channel before being consumed or used.
Businesses that repackage or in other ways reconfigure commercially available goods do not
qualify for participation, only business that create a new product that is more than the sum
of its parts.
- ✓ Be based *and* produce in the West Parry Sound District – either in the Town of Parry Sound
or one of the following Townships: Seguin, McDougall, The Archipelago, McKellar,
Whitestone or Carling.
- ✓ Have an on-line or in store sales option to which to direct consumers.
- ✓ Have been in operation and selling product through on-line venues, in store or in markets
for a minimum of one year with a proven sales record.
- ✓ Be willing to participate in collaborative or committee meetings and volunteer time and
talents to the initiative and associated marketing efforts, as per attached guidelines.
- ✓ Contribute to the collective buy-in according to determined amounts, as per attached
schedule.

Application Process:

Intake will be conducted a minimum of two times per annum, at the discretion of the Collaborative. In order to maintain the effectiveness of the Collaborative, intake will be limited to a predetermined maximum at each intake. Intake dates and maximums will be published on the website.

To join the collaborative, a business must satisfy the Collaborative that it meets all of the requirements listed above.

If the above requirements are met, the business may submit an application form along with samples and photos of product care of the Parry Sound Area Chamber of Commerce.

Meeting eligibility requirements does not guarantee admittance into the Collaborative. Admission is juried and is at the discretion of the Collaborative. A minimum of six active members of the Collaborative are required to meet and complete a formal jury process of applicants. Any current

member of the Collaborative who finds themselves a direct competitor, or in a personal conflict of interest with an applicant must excuse themselves from the decision-making process.

Initial admittance to the Collaborative is for a one year probationary period. During that time the Maker must prove a willingness to adhere to the spirit of the Collaborative in actively engaging in the marketing and promotion of the movement.

Ongoing Operational Commitments:

Each Maker must commit to ongoing marketing and promotional efforts through social media, signature links on outgoing emails, co-promoting when at Markets, etc.

In order to maintain interest in the website, each Maker must change their photo and panel at minimum once per year at the pre-determined costing levels. (see attached schedule)

Each Maker must commit to attending strategy sessions or Intake Selections as often as their business allows.

Fee Schedule

New entrant fee: \$200+ HST.

Includes:

- Photo session and 5 photos provided for commercial use by Meg Wallace Photography (additional charges will apply for mileage if business is located more than 15 km from studio)
- Production of one slide and inclusion on MadeinParrySound.com website
- Print marketing materials for promoting the brand

Photo change fee: \$25 + HST. Members can have their photo changed at any time, but it is required at least once per year.

Additional panel creation: \$75 + HST per panel. Members can have different panels created that highlight products, videos, their "story", etc.

Photography services by Meg Wallace Photography: \$180 per hour + HST (plus km rate)

Annual fee after first year: \$50 + HST. This money will be used for marketing materials and initiatives.

Window display fee: \$10.00/month currently. Can and will change depending on availability of display space, and participation.