Tourism Barrie Social Media Ambassador Program — Request for Quotations

Oct 26, 2026

1. About Tourism Barrie and this RFQ

Tourism Barrie is the official Destination Marketing and Management Organization (DMMO) for the City of Barrie, responsible for promoting Barrie as a year-round destination and driving growth in the visitor economy. Through strategic destination marketing, visitor services, tourism product development, sport tourism initiatives, and industry partnerships, Tourism Barrie works to attract visitors, increase overnight stays, and generate economic benefits for the local tourism industry and broader community.

Tourism Barrie is seeking quotations from local content creators to join a paid **Social Media Ambassador Program** that shows Barrie through the eyes of the people who live here.

Tourism Barrie is the destination marketing organization for Barrie, Ontario. We promote the city to visitors and residents, support local tourism businesses, and grow visitor spending across the region.

RFQ number: TB-123-2026
Issue date: October 26, 2026
Closing date and time: November 16, 2026, 4:00 p.m. ET
Program start term: December 2026 to April 1, 2027 - with option to renew

2. Program overview and objectives

Ambassadors are paid to experience Barrie — hiking, skiing, dining, shopping, the farmers' market, waterfront events — and share those experiences as social media stories and short videos.

The program aims to:

- Build a steady stream of authentic, local, "insider" content about Barrie across all four seasons.
- Reach distinct traveller segments in their own voice, so each audience sees itself doing Barrie.
- Drive awareness of, and visits to, Barrie businesses, attractions and events.
- Build a rights-cleared library of photos and videos that Tourism Barrie can reuse on its own channels.

Tourism Barrie expects to select 4 to 8 ambassadors for the first term, with a mix across the audience segments in Section 3.

3. Who we're looking for

We want ambassadors whose own audiences match the visitors we want to reach. Applicants must identify **one primary segment** they represent.

Segment	Who they are	Example Barrie experiences
A. Families	Parents, often with kids under 16, are planning day trips and weekend getaways	Snow tubing and family ski days, beaches at Centennial Park, farmers' market, kid-friendly dining, and festivals
B. Active 55+	Adults 55 and over who travel often and stay active	Trail walks and hikes, cycling, golf, cross-country skiing, theatre, patios, and shopping downtown
C. Young adults, 20–30, no kids	Couples, friend groups and solo travellers	Skiing and snowboarding, breweries and nightlife, live music, food scene, waterfront and paddling
D. Sports fans	Sports enthusiasts, friend groups and families who travel to attend sporting events.	Colts hockey games, Barrie sports events and tournaments, local restaurants and pubs, and downtown experiences.

We welcome applicants who reflect Barrie's diversity, including Indigenous, newcomer, 2SLGBTQIA+ and accessibility-focused creators, within any segment.

4. Scope of work and deliverables

The number of Barrie experiences each ambassador completes per month will vary with Tourism Barrie’s campaign priorities and budget. Experiences will be agreed in advance and chosen from a priority list Tourism Barrie provides.

Each ambassador will post activities/businesses on a list that Tourism Barrie requests as a priority to match with the destination marketing campaigns, themes, and seasonality. i.e. Christmas Shopping, Ski and Tube at Snow Valley, Valentine's, Wellness, Girlfriend Weekend, etc.

Experience categories

- Outdoor adventure: hiking, trails, cycling, paddling, beaches, skiing, snowshoeing, skating
- Food and drink: restaurants, cafés, breweries, patios, food events
- Shopping: downtown boutiques, local makers, the Barrie Farmers' Market

- Arts, culture and events: festivals, live music, theatre, galleries, waterfront events
- Stay and getaway: overnight or weekend itineraries featuring local accommodation

Deliverables per experience (base package)

Full deliverables, content requirements, timelines, and expectations will be discussed and mutually agreed upon with selected ambassadors.

Process

1. Tourism Barrie shares monthly content priorities; the ambassador pitches an experience and concept.
2. Tourism Barrie approves the concept and arranges partner access where needed.
3. The ambassador creates the content and submits drafts for review before posting.
4. Content is posted within the agreed window, and raw files and metrics are delivered.

Optional add-ons (quote separately): Instagram takeover of Tourism Barrie's account, blog post for tourismbarrie.com, event coverage, TikTok-only series.

5. Eligibility and minimum requirements

Follower count is **not** the main selection factor; content quality, storytelling and audience fit matter more.

Applicants must:

- Be 18 or older and live in Barrie or Simcoe County.
- Have at least one active, public account on Instagram or TikTok (Facebook and YouTube are assets).
- Show a track record of regular posting (at least [2] posts per week over the last 3 months).
- Be comfortable appearing on camera, or producing voiceover or montage-style content.
- Be able to meet deadlines, accept feedback and follow the approval process.
- Be registered for HST, or confirm they are a small supplier, and able to invoice Tourism Barrie.
- Create content that is respectful, inclusive and family-friendly.

6. Compensation, expenses and payment

Ambassadors are paid a fixed fee per completed experience, quoted by the applicant, plus Tourism Barrie covers the cost of the experience itself.

- **Fee:** quoted by the applicant per base package (Section 4), in CAD, before HST.

- **Experience costs:** admission, lift tickets, meals, equipment rental or accommodation for the ambassador (and family members appearing in content, for the Families segment) are arranged or reimbursed by Tourism Barrie. All experience costs MUST be approved by Tourism Barrie prior to the activity, meal, etc.
- **Mileage:** not covered by Tourism Barrie and part of fees charged to Tourism Barrie.
- **Payment:** invoiced monthly after the deliverables are approved and posted; paid net 30.
- **Non-payment:** Tourism Barrie may withhold payment for content that is not approved, not posted in the agreed window, or does not feature the agreed experience.

No gifted product or hosted experience replaces the fee; ambassadors are paid for their work.

7. What to submit

Submissions are a maximum of **5 pages** plus samples, as one PDF, with the following:

1. **Contact details:** full name, email, phone, city of residence, and social media handles with links.
2. **Segment:** the primary audience segment you represent (A, B, C or D from Section 3) and why.
3. **Your Barrie:** 150–250 words on your connection to Barrie and the experiences you'd most like to feature.
4. **Content samples:** links to 3–5 recent posts or videos that best show your work.
5. **Audience snapshot:** screenshots from your platform insights (last 90 days) showing followers, average views or reach, engagement rate, and audience age, gender and location.
6. **Content idea:** one sample concept for a Barrie experience, in a few sentences.
7. **Quotation:** completed using the table below.
8. **Declarations:** confirmation of age, residency, HST status, and any conflicts of interest (for example, existing paid partnerships with Barrie businesses).

Quotation form

Item	Fee per unit (CAD, before HST)	Units over term	Total
Base package per experience (Story set + 1 short video + raw files + report)	$		$
Add-on: Instagram takeover of Tourism Barrie account (1 day)	$		$

Item	Fee per unit (CAD, before HST)	Units over term	Total
Add-on: Blog post (600–800 words with photos)	$		$
Base Package of TikTok posts	$		$
Add-on: Additional short-form video	$		$
Total quoted			**$**

8. Evaluation criteria

Submissions are scored out of 100 by a panel of Tourism Barrie staff; shortlisted applicants may be invited to an interview.

Criterion	What we look for	Points
Content quality and storytelling	Strong visuals, clear voice, engaging short-form video	30
Audience fit	Audience matches the chosen segment and is largely Ontario-based	20
Connection to Barrie	Genuine local knowledge and enthusiasm	15
Engagement	Engagement rate, saves and shares relative to audience size	15
Value for money	Fee is reasonable for the deliverables	15
Professionalism	Complete, on-time submission; reliability; brand safety	5
Total		**100**

Tourism Barrie will select ambassadors to achieve a balance across the four segments, and is not obliged to accept the lowest quote or any quote.

9. Timeline

Post should start December 1, 2026, to April 1, 2027. If the Ambassador Program is successful, it will be renewed.

10. Terms and conditions

Selected ambassadors sign an agreement with Tourism Barrie covering the points below.

- **Independent contractor:** ambassadors are contractors, not employees, and are responsible for their own taxes.
- **Content rights:** Ambassadors retain ownership of their content. Tourism Barrie receives a royalty-free, irrevocable, perpetual licence to use, edit, and share all content created for the program on its website, social channels, paid advertising, and partner channels, with credit to the ambassador where practical. Ambassadors may continue to share the content on their own channels and use it in their portfolios.
- **Regional exclusivity:** Because Tourism Barrie is paying for this content, it is for Tourism Barrie's use only. Ambassadors may not sell, license or give any content created for this program to any other destination marketing organization or municipal tourism department in the region. This includes, but is not limited to, Tourism Simcoe County; RTO7 – Bruce Grey Simcoe; Orillia and Ontario's Lake Country; and the tourism departments of Innisfil, Wasaga Beach, Essa, Oro-Medonte, Orillia, Midland, Penetanguishene, Bradford West Gwillimbury, Collingwood, New Tecumseth, Adjala-Tosorontio, Clearview, Ramara, Severn, Springwater, Tay and Tiny. During the program term, ambassadors may not do paid work for these organizations or for competing destinations without Tourism Barrie's written approval.
- **Hashtags:** Posts may use only Tourism Barrie-approved hashtags. The approved list will include the required disclosure tags.
- **Paid partnership disclosure:** Every post must be clearly labelled as paid, for example with the platform's Paid Partnership label plus #ad or #TourismBarriePartner. This follows Ad Standards Canada's Influencer Marketing Disclosure Guidelines and the Competition Act.
- **Approval and post duration:** Tourism Barrie approves concepts and drafts before posting. Posts stay live for at least 12 months unless Tourism Barrie asks for their removal.
- **Removal:** Tourism Barrie may require an ambassador to delete, within 24 hours of the request, any post it considers inappropriate or controversial, or that shows Barrie or its tourism partners in a negative light.
- **Consent:** Ambassadors must get written consent from anyone identifiable in their content, and a parent or guardian's consent for any minor.
- **Code of conduct:** No content that is unsafe, illegal or discriminatory, or that shows irresponsible alcohol use or trail behaviour. Ambassadors must respect posted rules, private property and Leave No Trace principles.
- **Insurance:** Ambassadors are responsible for their own equipment. Tourism Barrie may require proof of general liability insurance for certain activities.
- **Privacy:** Personal information in submissions is used only to evaluate this RFQ and manage the program.

- **Termination:** Either party may end the agreement with 10 days' written notice. Tourism Barrie may end it immediately for a breach of the code of conduct.
- **Right to cancel:** Tourism Barrie may cancel or change this RFQ at any time and is not responsible for applicants' preparation costs.

11. Contact and how to submit

Email one PDF submission to **travel@tourismbarrie.com** with the subject line RFQ TB-123-2026 — Social Media Ambassador.

- All questions must be sent in writing to the same email by the question deadline; answers will be shared with all applicants.
- Late submissions will not be accepted.
- Tourism Barrie will confirm receipt of each submission within 2 business days.

Appendix: How other DMOs run creator and ambassador programs

Most peers pay local micro-creators per piece of content, review drafts before posting, and value storytelling over follower count. None of the programs found publish their exact fees.

Program	How it works	Deliverables	Pay and selection	Takeaway for Barrie
Destination Toronto — Social Ambassador Program	Long-running roster of local creators and influencers who are the "faces and voices" of its social channels; fed the "You Gotta See What We See" campaign with 5 Toronto insiders (culinary, entertainment, culture, sports, Indigenous)	Instagram takeovers, blog posts, social videos (Think Digital)	Mostly micro-influencers (about 5K–20K followers)	Use ambassadors as recognizable faces, and later build a paid campaign around them
Destination Toronto — CrowdRiff Creators	Creators join via an app, pick points of interest from a list Destination Toronto curates, and shoot assigned "stories"	Assigned stories within 2 weeks, following brand guidelines	Paid per story; no pay for stories that miss the location or guidelines	A pick-from-a-list model keeps content on priorities; tie payment to approval
Destination Ontario — CrowdRiff Creators	Managed service: brief goes to a vetted local micro-creator; partners in Northern Ontario later joined in	126 shoots in two years, edited into 200+ short videos	Paid through the platform; rights cleared for all channels	Option if Tourism Barrie wants an outsourced alternative to

Program	How it works	Deliverables	Pay and selection	Takeaway for Barrie
				running its own roster
Tourism Kelowna — #exploreKelowna Creators	In its 5th year; 9 creators in 2026, mixing returning and new; quarterly opportunity list, creators pitch ideas; Discord community	Instagram-first Reels; 26 Reels earned 677K views and nearly 8K shares	Focus on nano and micro creators under 20K followers	Closest model to this RFQ: quarterly priorities, pitch-based, small local creators
Experience Brampton — Ambassador Program	City-run; residents 18+ with a public Instagram; concept and draft approval before posting	2 short-form videos, shared as Collab posts	Paid per approved video; selection on content quality and storytelling, not followers	A simple, low-risk pilot format for Ontario
Visit The Woodlands (Texas) — Ambassador Program	Vetted application; one "Ambassador of the Year" plus a roster; quarterly hosted visits with itineraries built with local partners	Monthly Instagram Stories and Reels tagged as Collab posts	Hosted visits; award-winning program	An "Ambassador of the Year" tier rewards top performers
Visit Jacksonville — Ambassadors	8 local accounts (food, family, photography, even dogs) sharing #onlyinjax content	Ongoing posts with campaign hashtag	**Unpaid**	Shows the family/mom-blogger segment works; paid model gives more control
ROOST — Adirondacks, USA Ambassadors	Open call for locals to share outdoor experiences	Images and video shared with the DMO	Criteria: active on several platforms, social savvy, reach	Outdoor-adventure focus similar to Barrie's trails and skiing

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