

• HOME GOODS STORE TOUR

A guide to partnering on the

Partnership **Tiers.**

The following is intended to elaborate on the value that will be delivered for your contribution to the tour. This outline is a **guide** and will be **customised** based on your store's contribution.

TIER 01	TIER 02	TIER 03
<i>Supporting Store Partner</i>	<i>Featured Store Partner</i>	<i>Premier Store Partner</i>
\$1,500	\$1,500 + exp.	\$2,000 + exp.
\$1000 Cash and \$500 Gift Cards. No In-Store Experiences	\$1500 Cash Investment Plus in- store Experiences.	\$2000 Cash Investment Plus in- store Experiences.

PREPARED BY

Natalee Harrigan

Founder, Harrigan Home

AUDIENCE

Store owners

& marketing leads

LAST REVISED

May 2026

v1 · live document

TIER ONE · SUPPORTING STORE PARTNER

The supporting store partner.

For stores that want to participate in the event, benefit from increased foot traffic, and receive mostly organic promotional visibility.

INVESTMENT

\$1,500

Split between cash and gift cards · no in-store experiences

BENEFITS INCLUDED

- 01 Inclusion as an **official participating store** on the Home Goods Store Tour.
- 02 Tour participants **brought directly to the store by coach** on the event day.
- 03 Exposure to approximately **100 highly-targeted shoppers** interested in home goods, decor, furniture, organisation, and household products.
- 04 Store name and logo included in **selected promotional graphics**.
- 05 Announcement post of the store's participation on the **@harriganhome Instagram** page before the event.
- 06 Inclusion in **event-day Instagram stories**.
- 07 Opportunity for the store's own social team to **create content during the visit**.
- 08 **User-generated content** from participants shopping in-store.
- 09 Inclusion in the **event app and participant page** as a participating store.
- 10 **Post-event mentions and thank-you**.

TIER TWO · FEATURED STORE PARTNER

The featured store partner.

Stronger visibility before, during, and after the event — for stores that want to actively promote products, departments, specials, or the overall shopping experience.

INVESTMENT

\$1,500 + experiences

Cash investment plus in-store experiences

EVERYTHING IN TIER ONE · plus the following

ADDITIONAL BENEFITS

- 01 **Dedicated pre-event promotional post and reel** highlighting the store as a featured stop.
- 02 Opportunity to **showcase selected products**, departments, bundles, or promotions ahead of the event.
- 03 Access to the **mailing list** for participants who opt in on registration.
- 04 Store offer or discount **highlighted in the event app**.
- 05 **In-store filming** during the event — shopper activity, product displays, and the overall experience.
- 06 Inclusion in a **recap reel** after the event.
- 07 Store tagged in relevant **Instagram posts, reels, and stories**.
- 08 Opportunity for a **short in-store interview** or product highlight with a store representative.
- 09 **Higher visibility** in participant communications before the event.
- 10 Use of selected event photos or videos for **organic social media reposting**.
- 11 Stronger association with a **first-of-its-kind shopping event** in Barbados.

TIER THREE · PREMIER STORE PARTNER

The premier store partner.

For stores that want maximum visibility and a more strategic promotional presence throughout the campaign.

SUGGESTED INVESTMENT

\$2,000 + experiences

Plus in-store experiences

EVERYTHING IN TIERS ONE & TWO · plus the following

ADDITIONAL BENEFITS

- 01 **Premium positioning** as a Premier Store Partner of the Home Goods Store Tour.
- 02 **Priority placement** in promotional materials before the event.
- 03 **Dedicated promotional reel** focused on the store, products, deals, and shopping experience.
- 04 **Multiple Instagram story features** before and during the event.
- 05 **Featured placement** in the event app.
- 06 **Opportunity to promote specific departments, product categories, bundles, new arrivals, or seasonal offers.**
- 07 **Extended in-store content capture** during the tour visit.
- 08 **More prominent inclusion** in the official event recap video.
- 09 **Opportunity for a more detailed interview, walkthrough, or shopping feature.**
- 10 **Inclusion in any press, sponsor, or partner mentions** where appropriate.
- 11 **Permission to use selected event content on the store's own social media pages.**
- 12 **Opportunity to provide branded giveaways or promotional items** to participants.
- 13 **Strongest brand visibility** among a concentrated group of ready-to-shop home goods customers.



Ready to bring your store on tour?

Tell us which tier feels right, and we'll come back with a tailored deliverables list, dates, and a partnership agreement.

Customisation is the default; every benefit listed in this document is a starting point we'll shape around your store's products, departments, and the moments you most want to amplify.

CALL OR WHATSAPP

+1 (246) 288-6123

Natalee Harrigan · Founder

EMAIL

hello@
harriganhome.com

Subject: Tour Partnership

INSTAGRAM

@harriganhome

1,140 community members ·
and counting

— YOURS TRULY

Natalee Harrigan