

August 15, 2016

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Health & Wellness Expert for Spokesperson Services
Activity: Serve as spokesperson to deliver California Grown Figs messaging in “California Figs FIT” national public relations campaign

CFAB seeks proposals from qualified RD, chef, and/or fitness instructor contractors to serve as spokesperson and tout the many attributes of California Grown Figs to national print and broadcast media. Spokesperson is expected to seamlessly deliver California Fig messaging with passion and sincere enthusiasm. Selected contractor will work with CFAB marketing staff to orchestrate all aspects of the program including:

- Participate in CA Figs message training
- Prepare and participate in CA Figs video shoot (Dried Figs, 5 videos; Fresh Figs, 5 videos)
- Prepare and participate in CA Figs Satellite Media Tour
- Travel (destination TBD) and serve as spokesperson at National Blogger event
- Travel (NYC) and serve as spokesperson at influencer event to promote CA Grown Figs to national media audience
- Travel (Chicago) and serve a spokesperson at influencer event to promote CA Grown Figs to national dietician audience
- Use of name and likeness in new California Grown Figs brochure
- Use of name and likeness on all CA Fig digital properties
- Use of name and likeness in all promotional materials, i.e., Multimedia News Release, etc., in connection with campaign

Qualifications:

- Established name with national recognition as health and wellness expert.
- Awards and acclamations.
- Ability to work quickly and efficiently on-camera.
- Previous spokesperson services for commodity or ag organization.
- Passion for and familiarity with California Grown Figs.

Funding:

- \$68,511 plus

Submissions:

Proposals should be submitted electronically to the California Fig Advisory Board:

kstockli@californiafigs.com Open date for this solicitation is: August 15, 2016 and submissions must be received by CFAB by September 30, 2016. The successful contractor(s) will be notified of selection within ten days of award notification from the CA Department of Food & Agriculture (estimated award notification October 2016).

This solicitation is open to all individuals without regard to race, color, national origin, gender, religion, age, disability, sexual orientation, marital or family status, political beliefs, parental status, or protected genetic information.