

July 15, 2016

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Consultant or Agency for Public Relations Support  
Activity: Implementation of When You Think Figs, Think CA Grown Campaign.

The California Fig Industry is seeking proposals from qualified partners (consultant or agency) to assist with development and execution of all public relations, public affairs, marketing and social content development for a retail campaign – When you Think Figs, Think California Grown. Selected consultant or agency will work closely with the California Fig Advisory Board staff and management on overall process.

Contractor will provide a statement of qualifications, a detailed proposal of implementation and strategies with proposed cost per line item for the following:

- Program planning and alignment
- California grown Fresh and Dried Fig Materials for Media and Influencer Outreach
- Multi-Media News Release (MNR)
- Satellite Media Tour (SMT)
- Consumer Event Food Tour (5 markets)
- New York Media Blitz and Influencer Event
- Healthy California Grown Fig Harvest Tour
- Blogger Integration – national program
- Surveys – conduct pre and post program surveys
- Video – Coordination and Spokesperson Training
- National RD Conference Execution
- Travel to Fresno, Chicago and New York City

### Qualifications:

- > Relationships with influencers and vendors on a national platform.
- > Proven track record for delivering results on time and on budget.
- > Strong written and oral communications skills.
- > Ability to work quickly and efficiently.
- > Previous experience with commodity or ag organization.
- > Familiarity with CDFA Specialty Crop Block Grant policies and procedures.
- > Passion for and familiarity with California Grown Figs.

### Funding:

- > \$120,000

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

[kstockli@californiafigs.com](mailto:kstockli@californiafigs.com) Open date for this solicitation is: July 15, 2016 and submissions must be received by CFAB by September 15, 2016. The successful contractor(s) will be notified of selection within ten days of award notification from the CA Dept. 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.