

December 1, 2017

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Consultant or Agency for Public Relations Support  
Activity: Implementation of campaign to drive awareness and demand for California Grown Figs at retail

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:

- Planning and program development
- Retailer outreach and alignment
- Implement pre- and post-campaign surveys
- Develop supermarket RD toolkit
- Manage cookbook development and photography
- Oversee digital asset development
- Outreach to media influencers
- Establish retail partnerships
- Orchestrate New York media blitz

### Qualifications:

- Relationships with retailers, dietitians and media.
- 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:

- \$91,500 USD

### 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: December 30, 2017 and submissions must be received by CFAB by January 31, 2018. The successful contractor(s) will be notified of selection within five days of the closing date.

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.