

August 1, 2018

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Contractor for implementation of video production
Activity: New recipe demonstration videos featuring California Figs

CFAB seeks proposals from qualified contractors to execute production for eight (8) new videos featuring California Dried Figs, to be completed prior to January 31, 2019. Selected contractor(s) will work with CFAB marketing staff to orchestrate all aspects of the program including:

- Selection of recipes to feature in videos
- Script development
- Securing food and prop stylist
- Three days of filming
- Post-production with two rounds of edits
- Delivery of final videos (8 total)

Qualifications:

Contractor must have:

- Understanding of video marketing trends.
- Extensive video production experience, specifically in food.
- High level of knowledge of dried fruits, especially figs.
- Previous services for commodity or ag organization.

Funding:

- \$10,000 – 12,500 USD (includes ingredients and props)

Submissions:

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

kstockli@californiafigs.com Open date for this solicitation is: August 1, 2018 and submissions must be received by CFAB by August 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.