

October 1, 2018

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)  
Solicitation: Consultant or Agency for Public Relations Support  
Activity: Implementation of grant-funded campaign to drive awareness and demand for California Grown Figs in the digital space

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 the grant-funded campaign – California Grown Figs FIT a Healthy and Active Lifestyle: A Robust Digital Marketing Campaign to Increase Demand for California Grown Figs. 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:

- Contractor alignment and planning
  - Facilitating additional contractor(s) negotiations and execution of contract(s)
  - Reporting and overall execution of grant on time and on budget
- Video development
  - Managing video execution from recipe selection to production
- Materials development
  - Identifying, drafting and distributing all program materials
- Digital media tour
  - Coordinating with spokesperson and vendor on all program elements
  - Travel to New York or Los Angeles
- Surveys
  - Pre- and post-campaign survey implementation
- Influencer relations
  - Identifying blogger conference and attendance
  - Ongoing communications with bloggers and media
- Digital media partnership
  - Securing partner and managing all logistics of partnership
  - May include travel for event tied to partnership

### Qualifications:

- Relationships with bloggers and digital 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:

- \$93,200 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: October 1, 2018 and submissions must be received by CFAB by November 1, 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.