

February 28, 2020

Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Consultant or Agency for Digital Media
Activity: Implementation of grant-funded digital media partnership to drive awareness and demand for California Grown Figs and Fig Ingredients

The California Fig Industry is seeking proposals from qualified partners (consultant or agency) to assist with development and execution of the grant-funded campaign – California Grown Figs FIT the Needs of Product Developers. The goal of the campaign is to raise awareness and drive sales of California grown figs and fig ingredients among food manufacturers, technologists, and chefs who influence the development of thousands of new food products each year.

Selected consultant or agency will work closely with the California Fig Advisory Board staff and management on overall process. Potential consultant or agency should provide budget proposal for executing the following:

TACTIC	DESCRIPTION / TIMING
Digital Media Partnership	<p>As part of grant-funded campaign targeting foodservice professionals and product developers/manufacturers, the CFAB is seeking a digital media partner to execute a digital program aimed primarily at foodservice professionals and, secondarily, consumers and food enthusiasts online to increase purchase and use of California Figs and Fig ingredients.</p> <p>In this effort, contractor will create content (recipes, photography, videos, etc.) and provide paid channels for distribution. Proposal should include 12-month campaign recommendations for content and distribution. Jan 2021 – Dec 2021</p>

Qualifications:

- Expertise in content development.
- Digital media credentials.
- Understanding of target audience.
- Proven track record for delivering results on time and on budget.
- 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 Dried Fruit, including Figs and Fig Ingredients.

Funding:

- \$60,000 - \$85,000 USD Estimated (excluding travel and expenses)

Submissions:

Proposals should be submitted electronically to the California Fig Advisory Board: kstockli@californiafigs.com
Open date for this solicitation is: February 28, 2020 and submissions must be received by March 16, 2020.
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.