

March 16, 2020

## Request for Proposal

Organization: [California Fig Advisory Board](#) (CFAB)

Solicitation: Contractor

Activity: Video Production

CFAB seeks proposals from qualified contractors to execute production for six (6) new recipe videos featuring California Dried Figs and six (6) new recipe videos featuring California Fresh Figs, to be completed prior to June 30, 2020. Videos are to be created for consumer audience and will be distributed on the CFAB's social media platforms, including Facebook, Instagram and Pinterest.

Videos should demonstrate how California Figs can quickly and simply add flavor, texture and nutrition to everyday cooking and snacking. Selected contractor(s) will work with CFAB marketing staff to select final recipes and orchestrate all aspects of the program. Services should include the following:

- Recommendations for theme, length and style of videos
- Script development
- Food and props (California Figs to be provided)
- Production crew, including food and prop stylist
- Post-production with two rounds of edits
- Delivery of final videos (12 total)

### Qualifications:

Contractor must have:

- Understanding of video marketing trends.
- Extensive video production experience, specifically in food.
- Ability to work quickly and efficiently.
- Previous services for commodity or ag organization.
- Passion for and familiarity with California Grown Figs.

### Funding:

- \$12,000 – \$13,500 USD

### Submissions:

Contractor will provide a statement of qualifications, a detailed proposal of implementation of this activity and proposed costs. Contractors are encouraged to provide recommendations for strategies and implementation. **One or more contractors** may be hired based on expertise to execute one highly successful program and follow-up in market to continue success of market development.

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

[kstockli@californiafigs.com](mailto:kstockli@californiafigs.com) Open date for this solicitation is: March 16, 2020 and submissions must be received by CFAB by March 31, 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.