

November 16, 2020

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

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 – Substantiating and Communicating "The California Grown Fig Nutrition Story." 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
- Nutrition facts sampling and analysis
 - Working with PhD/university to provide existing nutrition information and materials, as well as manage overall analysis process
- Nutrition research review
 - Collaborate with PhD/university on nutrition research review, including compiling and providing existing resources, as well as reviewing and editing final report
 - Serving as liaison with graphic designer
- Food and nutrition influencer events
 - Facilitating all participation details, including booth schematic, development of materials, food and prop supply, briefing materials, etc.
 - Staffing and serving as CFAB spokesperson at all events
- Media relations
 - Negotiating media vendor partnerships
 - Drafting press materials
 - Facilitating all logistics related to media outreach, i.e., messaging, media training, pitching, etc.
- Media Registered Dietitian (RD) ambassador network
 - Identifying and negotiating RD contracts
 - Drafting and providing ambassador guidelines
 - Facilitating delivery of product and materials,
 - Assisting with all media outreach and requests
- Benchmark and surveys
 - Developing database list and conducting a pre- and post-program survey to establish a benchmark and measure success of the campaign messages

Qualifications:

- Relationships with traditional 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.

Timing:

- December 2020 – April 2023

Funding:

- \$124,500 – 134,500 USD (*please provide estimated hours and rate*)

Submissions:

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

kstockli@californiafigs.com Open date for this solicitation is: November 16, 2020 and submissions must be received by CFAB by November 30, 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.