



Request for Proposal (RFP)

CA GROWN Request for Proposal – CA GROWN Influencer and Micro Event Manager

Background

CA GROWN is an association of Golden State Farmers and Ranchers who, along with commodity boards and commissions, are working hard to grow appreciation and demand for CA GROWN products.

Current California agricultural organization membership representing tens of thousands of California producers (not including 100+ individual company members) are as follows:

Agricultural Council of California
California Apple Commission
California Asparagus Commission
California Association of Nurseries and Garden Centers
California Blueberry Commission
California Cattlemen’s Association
California Certified Organic Farmers
California Cherry Board
California Cling Peach Board
California Cut Flower Commission
California Dried Plum Board
California Farm Bureau Federation
California Fig Advisory Board
California Milk Advisory Board
California Olive Committee
California Olive Oil Council
California Pear Advisory Board
California Poultry Federation
California Sheep Commission
California Sweetpotato Council
California Wheat Commission
California Wine Institute
Certified Farmers’ Markets of Sacramento
Kiwifruit Administrative Committee
California Leafy Greens Marketing Agreement



Purpose of this RFP

CA GROWN seeks a contractor to be the CA GROWN Influencer Program and Micro Event Manager to implement an integrated influencer and micro event program. The selected contractor will source California bloggers with a strong following in the culinary, DIY and travel space to create blog content for their followers that promotes California specialty crops and California specialty crops producers (All blog content must feature 50% or more California specialty crops). The selected contractor will also integrate influencers into a micro event program that includes a promotion event at an ideal location (consumer facing event or retail location) to promote California specialty crops and California specialty crops producers.

CA GROWN Partnerships

CA GROWN has strong partnerships with the Visit CA, the California Grocers Association, Disney and several key retailers. The selected contractor will create, coordinate and share content and execute micro events on location where it is mutually beneficial and fits the creative/promotional objectives of relevant partners.

Strategic Objectives

The objective is to execute an influencer and micro event program that promotes and fosters positive engagement of followers related to California specialty crops and California specialty crops producers. The primary objective is to utilize an influencer and micro event marketing program to encourage shoppers to look for and purchase California specialty crops. The selected contractor will select influencers for target audiences including: Californians, travel and experience enthusiasts, food and “locally grown” food fans, avid gardeners and “Do it yourselves”, and fans of craftsmanship.

Timelines, Budget and Proposal Submission Details

Written proposals are due by February 22, 2019. Proposal review and contractor selection will take place the week of February 25, 2019.

Scope of Work:

- Influencer plan – includes outreach plan and schedule and a list of bloggers along with audience numbers for each blogger
- Influencer offer – based on the following of each blogger, create an offer as determined by size of following
- Micro-event plan and execution – includes outreach plan and schedule and a list of influencer and retail/event partners for execution of at least 2 micro-events
- Communicate CA GROWN grant guidelines on purchases with bloggers
- Manage influencer communication
- Create end of promotion report on results of influencer program
- Provide regular performance reports (at minimum monthly) to Executive Director and Board of Directors upon request

Requirements:

- The selected contractor will have:
- Demonstrated success with managing influencer programs
- Experience in planning and execution of promotional events



- Knowledge of California agricultural products their seasonality and availability
- Basic understanding of farming and agriculture a plus

NOTE: For interested contractors the CA GROWN management team can be available prior to proposal submissions for a conference call briefing.

Contract Term

The term of the awarded contract is 1 year (Calendar year 2019).

Budget

The budget is \$78,600+, which must include all program expenses and retainers. It's important to note that these funds come predominantly from a program administered by the California Department of Food and Agriculture under the heading of Specialty Crop Block Grant Program.

These funds are awarded on an annual basis and come with a required list of accounting and administrative expectations as well as creative and program mandates that will involve support from the agency chosen for this business. Please see the links below for more information on the SCBG program.

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/2018_Grant_Management_Procedure_Manual.pdf

https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/pdfs/USDA_AdditionalGuidance.pdf

Please direct questions to Nick Matteis – Executive Director of CA GROWN - nick@agamsi.com

Please e-mail your proposals to Nick Matteis nick@agamsi.com.