

Request for Proposal

Date: July 15, 2016
Organization: [California Fig Advisory Board](#) (CFAB)
Solicitation: Consultant or Agency for Public Relations Support
Activity: Implementation of When You Think Figs, Think CA Grown Campaign

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 a consumer campaign –when you think figs, think California Grown. The selected partner will work with the CFAB marketing team to develop and execute this robust program to create awareness and demand for California Grown Figs.

Selected consultant or agency will work closely with the California Fig Advisory Board staff and management on overall process.

SUBMISSIONS:

Contractor will provide a statement of qualifications, a detailed proposal of implementation and strategies with proposed cost per line item.

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

kstockli@californiafigs.com. Open date for this solicitation is: July 15, 2016 and submissions must be received by September 15, 2016. The successful contractor(s) will be notified of selection within ten days of award notification from the CA Department of Food & Agriculture (estimated award notification: October 2016).

This solicitation is open to all individuals without regard to race, religious creed, color national origin, ancestry, physical disability, mental disability, medical condition, genetic information, marital status, sex, gender, gender identity, gender expression, age, sexual orientation, or military and veteran status.