

December 20, 2017

Request for Proposal

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

Solicitation: Chef contractor for recipe development and spokesperson services

Activity: Create recipes for California Grown Figs cookbook and serve as spokesperson to deliver California Grown Figs messaging in national campaign

CFAB seeks proposals from qualified chef contractors to create delicious recipes and serve as spokesperson to tout the many attributes of California Grown Figs to national print and broadcast media. Chef is expected to seamlessly deliver California Fig messaging with passion and sincere enthusiasm. Selected chef contractor will work with CFAB marketing staff to orchestrate all aspects of the program including:

- Development of 10 new recipes featuring California Grown Figs. Unlimited usage rights.
- Travel (Los Angeles) and serve as spokesperson in series of 5 new videos.
- Travel (NYC) and participation as spokesperson in event to promote California Grown Figs to national media.
- Local participation as spokesperson in presentation to California Figs retail partner.
- Use of name and likeness in new California Grown Figs Cookbook.
- Use of name and likeness on all CFAB digital properties.
- Use of name and likeness in all promotional materials, i.e., Multimedia News Release, mat release, etc., in connection with campaign.

Qualifications:

- Established name with national recognition as culinary expert.
- Awards and acclamations.
- Ability to work quickly and efficiently on-camera.
- Previous spokesperson services for commodity or ag organization.
- Passion for and familiarity with California Grown Figs.

Funding:

- \$52,500 USD

Submissions:

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

kstockli@californiafigs.com Open date for this solicitation is: December 20, 2017 and submissions must be received by CFAB by January 31, 2018. 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.