



## Request for Proposal (RFP)

California Grown Request for Proposal – Influencer Program Manager

### California Grown Background

California Grown (also legally known as the Buy California Marketing Agreement) is a membership-based, consumer-focused marketing association with the expressed purpose of building awareness and sales of California Grown agricultural products and appreciation for the people that produce them.

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

American Pistachio Growers	California Olive Oil Council
California Apple Commission	California Poultry Federation
California Avocado Commission	California Prune Board
California Blueberry Commission	California State Beekeepers Association
California Certified Organic Farmers	California Sweetpotato Council
California Cantaloupe Advisory Board	California Table Grape Commission
California Farm Bureau Federation	California Walnut Commission
California Fig Advisory Board	California Wild Rice Advisory Board
California Fresh Fig Growers Association	Raisin Administrative Committee
California Milk Advisory Board	Wine Institute
California Olive Committee	

Established in October 2001, California Grown operates under the authority of the California Food and Agricultural Code. The Agreement is governed by a board of directors and operates under the oversight of the California Department of Food and Agriculture (CDFA).

### Purpose of this RFP

California Grown seeks a contractor to manage the California Grown Influencer Program and implement an integrated influencer program. The selected contractor will source influencers with a strong following in the culinary, DIY and travel space to create digital content for their followers that promotes California Grown specialty crops and California specialty crop producers (All content must feature 50% or more California specialty crops). The selected contractor will also integrate influencers into promotional events (consumer facing events or retail location) to promote California specialty crops and California specialty crop producers.



The source of program funds predominantly comes from the Specialty Crop Block Grant (SCBG) Program administered by the California Department of Food and Agriculture (CDFA). The selected contractor will be selected to manage California Grown’s influencer program as outlined in Specialty Crop Block Grant #23-0001-001-SF.

Timelines, Proposal Submission and Evaluation Details

Written proposals are due by 5:00 p.m. (PST), September 15, 2023. Proposal review and contractor selections will take place by September 22, 2023.

Proposals may be submitted electronically to BCMA Executive Director Cherie Watte at [cher@californiagrown.org](mailto:cher@californiagrown.org).

Proposals may also be delivered to:

Buy California Marketing Agreement  
Request for Proposals- Influencer Program Manager  
P.O. Box 1604  
El Centro, CA 92244

The contract commencement date is expected to be January 1, 2024.

Proposals should include the following:

- Capabilities – with specific emphasis on recent experience with food brands and agricultural boards, as well as client references/testimonials
- Overall approach to servicing account – i.e., allocation of resources and approach to planning and executing influencer program. This section of the response should include detailed information on the team that would be assigned to the business as well as influencer selection guidelines, requirements, reporting, payment rate card and timeline for execution based on details provided in this document.
- Rough budget outline – a detailed budget is not required. Please provide a short narrative outlining a reasonable range of fees to manage influencer program and integration of California Grown Creators into promotion events.

A selection committee will review all submissions. Proposals will be evaluated according to experience, cost effectiveness, and demonstrated capabilities.

Timeline

Activity	Date
Deadline for interested parties to submit proposals	Friday, September 15, 2023
BCMA evaluation of proposals	September 18-22, 2023



Contractor Selection	Friday, September 22, 2023
Contract Negotiation/On-boarding	September 22 – November 1, 2023
Contractor to commence work	January 1, 2024

NOTE: The California Grown management team is available prior to proposal submissions to answer questions regarding this request. Proposers wishing clarification of this RFP should submit questions via email to [cher@californiagrown.org](mailto:cher@californiagrown.org).

### Scope of Work

- Source influencers with a strong following in the culinary, DIY and travel space to create digital content that promotes California Grown specialty crops and California specialty crop producers (All content must feature 50% or more California specialty crops) utilizing a request for applications process
- Generate and maintain creator selection process which includes creator criterion and rate card
- Issue influencer agreements with compensation in line with established creator criterion and rate card and clear communication of grant compliance guidelines
- Create influencer plan which includes outreach plan, schedule, and list of approved California Grown Creators (established through request for application process)
- Integrate influencers into promotional events (consumer facing event or retail location) to promote California specialty crops and California specialty crops producers
- Manage influencer communication including cataloging of assets on BCMA’s asset library
- Provide regular reports (at minimum quarterly) to the Executive Director and Board of Directors upon request.
- Provide comprehensive performance reports to California Grown Board of Directors, management, and creative team.
- Provide final report at conclusion of project.
- Interact with and update the California Grown Board of Directors

### Skills, Deliverables and Knowledge Base

Selected contractor will have:

- At least five years of digital asset management experience with demonstrated success managing influencer programs.
- Experience in planning and executing influencer and promotional events
- Ability to work quickly and efficiently.
- Proven track record of delivering results on time and on budget.
- Basic knowledge of California agricultural products, seasonality, and availability.
- Basic understanding of farming and agriculture a plus



- Previous experience with commodity or agricultural organizations, a plus.
- Ability to provide sufficient staff and administrative resources.
- Ability to adhere to strict financial management and fraud prevention procedures.
- Provide monthly invoicing including detailed invoice back up.
- Provide detailed quarterly reporting.
- Ability to work in a team environment.

### Contracted Term

The term of the awarded contract is one year. California Grown may utilize the selected agency for a period of three years provided funding to do so is appropriate.

### Budget

California Grown's budget for influencer management varies according to the scope of work outlined in Specialty Crop Block Grant. The #23-001-001-SF Specialty Crop Block Grant includes \$48,000 for influencer management and \$4,000 per promotional event management. Budgets for execution must include all program expenses including travel. The detailed level of budget and staffing resources for activities outlined in the Specialty Crop Block Grant scope of work will be mutually agreed upon by the appointed contractor and the Buy California Marketing Agreement in a contractual format.

It's important to note the source of program funds predominantly comes from the Specialty Crop Block Grant (SCBG) Program administered by the California Department of Food and Agriculture (CDFA). SCBG 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 contractor 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/recipientresources.html](https://www.cdfa.ca.gov/Specialty_Crop_Competitiveness_Grants/recipientresources.html)

### Content Ownership

Content and assets developed from influencer program for California Grown digital channels and/or website is the property of California Grown and shall not be disseminated or shared with outside parties without prior approval by the Executive Director.

Please direct questions and submit proposals to BCMA Executive Director Cherie Watte at [cher@californiagrown.org](mailto:cher@californiagrown.org).

*Disclaimer: The Buy California Marketing Board reserves the right to modify or withdraw this RFP at any time, and to accept or reject any or all proposals in whole or in part. BCMA is not responsible for any costs incurred by the submitting PR agency in connection with this RFP.*

Date Posted: September 1, 2023