



OLIVE OIL COMMISSION OF CALIFORNIA

REQUEST FOR PROPOSAL

Public Relations/Communications Expertise

Basis for Request for Proposals

The Olive Oil Commission of California (hereinafter referred to as “O OCC”) desires to retain the services of public relations consultant(s) or communications agency (or agencies) to implement public relations and education outreach projects directed to various target audiences including farmers, olive oil industry members, retailer/foodservice operations and consumer media.

About the Olive Oil Commission of California

The Olive Oil Commission of California is a government entity of the State of California. It supports California olive farmers by developing and enforcing standards for the purity and quality of California olive oil; verifying California olive oil quality through mandatory government sampling and third-party analysis; promoting simple, clear accurate labels for California olive oil and conducting research to assist farmers in successfully growing a healthy, sustainable crop.

Scope of Work to be Performed:

The O OCC’s current outreach program budget is \$105,000. The firm(s) selected will be expected to:

1. Provide public relations services and counsel;
2. Implement outreach activities funded by the O OCC.
3. Specific activities performed will vary according to the specific objectives of the O OCC but will include: newsletter writing and distribution, summarize research findings and disseminate information; media monitoring, message development; website development and maintenance; media outreach; program planning, meeting facilitation and program management.

Criteria for Evaluation of Proposals:

The following criteria will be used for reviewing and rating/scoring each candidate:

Scoring Criteria	Score	Weight	Weighted Score
<u>Price for Services</u> <i>Firms are not required to submit a proposed plan but are asked to provide information on rates charged for various communications outreach services and to provide some insight into how they might envision a budget of \$60,000 would be structured to achieve OOC objectives.</i>		30%	
<u>Industry Knowledge</u> <i>Firms will be rated by the breadth of experience with communications and education outreach projects dealing with olive oil or other agriculture commodities.</i>		30%	
<u>Experience</u> <i>Firms will be rated on their experience in public relations, communications and outreach activities.</i>		40%	
Total Score		100%	

Submitting Proposals

Written proposals must be received by March 13, 2020 and can be submitted via email to:

Chris Zanobini

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Questions should be directed to Chris Zanobini 916-441-1581