



REQUEST FOR PROPOSAL

September 3, 2024

TITLE: Multimedia Asset Development

CONTACT 1: Kerrey Kerr-Enskat, kenskat@ussec.org

CONTACT 2: Angie Moody, amoody@ussec.org

PROPOSAL SUBMISSION DEADLINE: September 18, 2024, 5pm CST

INTRODUCTION:

The purpose of this RFP is to identify a contractor with expertise in creating multimedia visual assets to support U.S. Soybean Export Council (USSEC) communications strategies and tactical needs.

International experience working in food, agriculture, and CPG industries is desired to lead and/or support the development and/or implementation of assets across multiple communications channels. USSEC has an ongoing U.S. Soy reputation and B2B marketing communications strategy and program to shape the differentiation, preference, and market access for U.S. Soy.

Background and Purpose of the RFP:

USSEC's worldwide communications team seeks a contractor with experience and capacity to support:

- The brand reputation of U.S. Soy and USSEC and support international marketing and communications campaigns with multimedia asset development.
- Graphic design and formatting, social media graphics, infographics, video development, photography, PowerPoint design and other visual asset development.

USSEC's standard practice is to RFP every three years in an open and competitive manner. This type of cost analysis will assist in determining the fair market value for the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor for the job based on experience, availability, expertise, approach, and cost.

Target Audiences:

- B2B customers in animal nutrition, aquaculture, soy oil, soy food sectors (traders; R&D / product development; supply chain - procurement, nutritionist; manufacturing / production; product management / marketing; finance; sustainability)
- International food and agriculture stakeholders
- USSEC Members and Investors

Scope of Work:

Content Development

- Based on the communication strategy, develop supporting visual assets, often within short timelines.
- Suggest strategies, in compliance with brand guidelines, to effectively and clearly communicate technical information through visual assets.
- Help ensure visual/brand consistency across USSEC regions and communications channels.
- Develop assets for infographics, PowerPoint presentations, printed materials, social media, USSEC website, webinars, videos, email and newsletter communications, and others as needed.
- Develop templates for visual assets which can be leveraged by the regional communications team.
- Work within USSEC's Sharepoint platform and brandfolder to store and manage graphic assets.

INSTRUCTIONS

1. Please email the proposal to RFP@ussec.org by 5:00p.m. Central time, September 18, 2024
2. A description of the prospective freelancer/agency capabilities, experience, and education. Emphasis should be placed on experience related to this RFP.
3. Resumes for each prospective freelancers (or personnel) to be assigned to work directly on the implementation of the contract.
4. Budget: All proposals for services must provide the scope of work that the freelance contractor proposes to cover and breakout of the fee including but not limited to a breakdown of hourly rate and the approx. number of hours anticipated to execute the work.
5. Proposals for this work can address it in its entirety or specific scopes of work that a freelancer is most competent to address. **Segment proposal headers according to support areas, as defined under the SCOPE OF WORK.**
6. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
7. Proposals should be no longer than 10 pages (8 ½" x 11").

TIMELINE

This timeline is a guide and may be adjusted based on needs.

- RFP Distribution: September 3, 2024
- Project Proposals Due: September 18, 2024
- Final Selection: September 25, 2024

NOTES:

- Prospective Freelancers are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.
- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
 - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.
- USSEC and Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender

identity or expression, national origin, age, disability, genetic information, marital status, amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.