



Request for Proposal (RFP) Centennial Celebration Planning and Branding for California Association, FFA

Issued by: California FFA Foundation

Date: February 21, 2025

Proposal Due Date: March 30, 2025

Introduction

The California FFA invites proposals from experienced event planning, branding, marketing and fundraising firms to develop and implement a comprehensive plan for celebrating the 100th anniversary of the California Association, FFA in 2028. This milestone event will honor the legacy of agricultural education and leadership while engaging members, alumni, and stakeholders in a year-long celebration.

Scope of Work

The selected firm will be responsible for creating and executing a strategic plan encompassing the following areas:

1. Goal Setting & Strategic Planning

- Develop a roadmap outlining objectives for the centennial celebration.
- Identify key performance indicators (KPIs) for success.
- Provide a timeline and implementation strategy leading up to 2028.
- Ensure inclusivity of all FFA stakeholders, including California Association, FFA, California Department of Education, California Agricultural Teachers' Association, California FFA Foundation, students, alumni, and sponsors.

2. Branding & Identity

- Design a cohesive visual identity for the centennial celebration, incorporating the history and future of California Association, FFA.
- Develop branding guidelines for promotional materials, social media, and merchandise.
- Create logo, tagline, and theme for the celebration.

3. Promotional & Engagement Strategies

- Develop a 12-18 month campaign to generate excitement and participation statewide.
- Provide innovative ideas for storytelling, including digital and print media.
- Recommend strategies for leveraging social media, influencers, and FFA chapters.
- Outline event activations, including a potential statewide exhibition tour and legacy projects.

4. Fundraising & Sponsorship Development

- Develop a comprehensive fundraising plan to support centennial events.
- Identify potential sponsors, grant opportunities, and donor engagement strategies.
- Create sponsorship packages and recognition opportunities.
- Provide strategies for alumni and corporate engagement to ensure financial sustainability.



CALIFORNIA FFA FOUNDATION

Supporting California's Future. Supporting California Agriculture.

Proposal Requirements

Interested firms should submit a detailed proposal that includes:

1. Company Background – Overview of experience, relevant past projects, and key personnel.
2. Approach & Methodology – Description of the firm's approach to goal setting, branding, promotions, and fundraising.
3. Project Timeline – Proposed milestones and deliverables leading up to 2028.
4. Budget Estimate – Itemized cost projections and anticipated expenses.
5. References – Case studies or testimonials from previous clients. An ideal firm will also include at least one nonprofit client.

Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Experience in large-scale event planning, branding, and fundraising.
- Creativity and innovation in engagement strategies.
- Proven success in executing similar campaigns.
- Budget feasibility and resource allocation.
- Understanding of FFA's mission and values.

Submission Instructions

Proposals must be submitted electronically in PDF format to Katie Otto at kotto@californiaffa.org by March 30, 2025.

For further inquiries, contact Katie Otto at kotto@californiaffa.org.

Conclusion

The California FFA is excited to partner with a firm that shares our passion for youth leadership and agricultural education. We look forward to reviewing innovative proposals that will make our 100th-anniversary celebration a historic success.

Thank you for your interest in this opportunity!