

REQUEST FOR PROPOSAL Southern Forest Products Association

Consumer Promotion of Southern Pine Lumber in the Caribbean

I. Introduction and Overview:

The Southern Forest Products Association (SFPA), founded in 1914, is a non-profit trade association representing the Southern Pine lumber industry. SFPA is recognized as one of the foremost trade organizations in the forest products industry and represents Southern Pine lumber manufacturers from Virginia, North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, Louisiana, Arkansas, Oklahoma and Texas. Member mills produce half of the Southern Pine lumber in the United States.

SFPA is headquartered in the metro New Orleans area, with staff directing marketing programs to serve the entire U.S., and international market consultants serving markets in Europe, the Middle East, Mexico, the Caribbean, China, and India.

SFPA is seeking proposals for an individual or agency to utilize social media to promote U.S. Southern Pine lumber (SYP) products in the Caribbean over the course of five years (2025-2029).

II. Candidate Proposal:

Please submit your proposal by September 30th, 2024, and include the following:

1. A brief description of your firm
2. At least three references, including the names of individual contacts and their contact information
3. A detailed description of the project team, including experience, education, and representative clients in the past five years

III. Proposal Objective:

To educate consumers on the positive attributes and benefits of including U.S. SYP lumber in their projects. Consumers will learn about the sustainability, affordability, beauty, and versatility of these products through a concentrated social media campaign conducted in relevant local languages (mostly Spanish).

SFPA will engage in a consumer oriented social media campaign to educate consumers on the positive attributes and benefits of U.S. SYP and dispel any unfounded beliefs about U.S. SYP lumber use in construction projects. Specific messaging will promote the sustainability, versatility, quality, and beauty

and affordability of U.S. SYP products and the benefits of using wood framing for their projects. This effort will result in generating favorable disposition for U.S. SYP.

IV. Project scope of work

Specific tasks of the individual or agency include:

1. Develop a social media strategy (consumer trends and strategy will be fully researched and published in an in-depth market assessment as a separate activity and will be provided).
2. Set up and maintain a social media strategy for SYP lumber in various social media networks (Facebook, Instagram, LinkedIn, YouTube, etc.). Manage and monitor posts and adapt content if needed.
3. Monitor key performing indicators on each social network to determine the most effective content and modify future content to bolster promotion and follower growth/engagement.
4. Evaluate prior year surveys from seminars and coordinate with in-region consultant to determine the best strategy and means of creating educational content in regularly scheduled posts, ranging from 2 – 4 per week, every week.

V. Budget Range: \$70,000-\$80,000 (2025-2029)

VI. Selection Criteria:

The selection of the individual or agency will be based upon the following:

1. Knowledge of the wood, building materials, and construction industry in the target markets.
2. Experience in organizing similar events in the target countries.
3. Relevant background of staff to be assigned to this project.
4. Experience with USDA/FAS cooperator promotion programs.
5. Experience with the U.S. Agricultural Trade Offices, Foreign Agricultural Service, the U.S. cooperators and the American embassy staff.
6. Suggested fee schedule.
7. Statement that working with the SFPA construes no conflict of interest with the Agency's other clients or affiliates.
8. Completeness and thoroughness of the proposal.

Selection will be made by October 18th, 2024. Only those firms meeting the criteria above will be considered. All proposals must be received by September 30th, and addressed to:

Eric Gee
Executive Director
Southern Forest Products Association
egee@sfpa.org
Tel 504-443-4464

Alaina Hanson
Director of Administration
Southern Forest Products Association
ahanson@sfpa.org
Tel 504-443-4464

Questions regarding this RFP or your proposal submission may be addressed to:

Alaina Hanson
Director of Administration
Southern Forest Products Association
ahanson@sfpa.org
Tel 504-443-4464

VII. Proposal Format:

The format of the proposal is open, except for the breakdown of costs. While the fee will be all-inclusive, we require that the following information be specifically included in the budgeting section of the proposal to compare the value of various proposals. The more detailed the information you provide, the better assessment we can make as to the overall merit of your proposal. The cost breakdown should include:

1. Name and title of all staff people assigned to this account with corresponding hourly rates at which will be charged, and the approximate number of hours per month that each person will spend. For example:

a. Senior Staff Consultant:	
\$1.00/hour x 2 hours	\$ 2.00
b. Project Director:	
\$ 0.75/hour x 20 hour	\$15.00
c. Support Staff:	
\$.25/hour x 60 hour	\$15.00
<u>d. Total fees per month (a+b+c):</u>	<u>\$32.00</u>

Please provide a listing and explanation of any other costs that your firm feels should be incorporated into the final fee.

SFPA reserves the right to award the contract to the company with the best combination of attributes, not necessarily the lowest bid.

SFPA is an equal opportunity employer and provider.

SFPA is committed to providing access and reasonable accommodation in its services, activities, programs, and employment opportunities in accordance with the Americans with Disabilities Act and other applicable laws. SFPA is committed to making its electronic and information technologies accessible to individuals with disabilities by meeting or exceeding the requirements of Section 508 of the Rehabilitation Act (29 U.S.C. 794d), as amended in 1998.

If you require assistance or wish to report an issue related to the accessibility of any content on this website, please email mail@sfpa.org. If applicable, please include the web address or URL and the specific problems you have encountered.

It is the policy of the SFPA not to discriminate against any person who is limited English proficient (LEP). In accordance with Title VI of the Civil Rights Act of 1964 and Executive Order 13166, the Association will take reasonable steps to provide LEP persons meaningful access to its programs and activities. This commitment applies to all of the Association's federally conducted programs and activities.