



Request for Proposals (RFP)

Marketing & Social Media Services Food Literacy Center

Sacramento, California

Purpose:

Food Literacy Center, the parent organization of Oak Park Farmers Market, seeks proposals from experienced marketing professionals, agencies, or creative contractors to develop and execute a marketing strategy to boost attendance at the Oak Park Farmers Market. We are looking for fresh content, smart strategies, and joyful storytelling to showcase the vibrancy of the market—and the mission behind it.

Background:

Oak Park Farmers Market is a vibrant community marketplace that operates every Saturday in Sacramento's Oak Park neighborhood from April through November. Under the leadership of Food Literacy Center, the market connects local farmers with families and helps us extend our mission: inspiring kids to eat their vegetables.

We believe food literacy matters. Learn more about us at www.foodliteracycenter.org.

Project Objectives:

We are seeking a marketing partner to:

- **Increase market foot traffic** among neighborhood families and bring new customers to the Oak Park Farmers Market.
- **Increase awareness of the Oak Park Farmers Market** to improve access to healthy, affordable food in a low-income food desert.
- **Increase partnerships** with influencers, businesses, chefs, and partners to benefit the market and increase credibility.

Scope of Work:

The selected partner will be responsible for the following deliverables over the course of the contract:

Content Creation & Management

- Produce and publish weekly social media posts and newsletter copy, featuring products, vendors, customers, and community moments.
- Create engaging content, write posts, and craft visuals (photos, infographics, and videos) for various platforms, including social media, newsletter, website, etc.
- Interact with social media audiences, including commenting, sharing stories, etc.
- Attend market events each month to capture and post photos and videos, providing live and day-of updates.

- Develop and schedule weekly reminders of the market's times, dates, and directions.



Strategy

- Understand target audience and analyze business objectives to create a tailored social media strategy.
- Develop a content calendar, outlining the types of content to be created, and ensuring it aligns with our brand voice and message.
- Create plan for external outreach, including collaborative posts, in-kind ads, partner newsletter, and other marketing.
- Design social media campaigns with specific goals, target audiences, and measurable outcomes.
- Collaborate with influencers and local businesses to create buzz and reach new audiences.

Analysis and Reporting

- Monitor key metrics like market attendance and sales, outreach, and social media engagement.
- Provide reports to the CEO on campaign performance, highlight successes and areas needed for improvement.
- Analyze market data to identify audience trends, behavior, and optimize social media strategies.

Food Literacy Center Visibility

- Integrate branded content to highlight Food Literacy Center as the market's parent organization.
- Share mission-driven stories, especially those involving kids and families, that underscore our community impact.

Proposal Requirements:

Your proposal should include:

1. Company/Contractor Overview

A brief introduction, including your mission, relevant experience, and previous clients or projects.

2. Approach & Strategy

How you plan to meet the goals and deliverables outlined above.

3. Sample Work

Include 2–3 examples of social media campaigns or event promotion projects you've managed. Provide links to pages you currently manage.



4. Team Qualifications

Names and bios of team members (or individuals) who will lead the work.

5. Timeline

The project will run from June to November 2025. The market operates every Saturday from 9am to 1pm. Please propose your schedule for capturing content and promoting the market.

6. Budget

The total proposed cost.

7. References

Submission details:

Submit proposals by June 16 to amber@foodliteracycenter.org.

Evaluation Criteria:

Proposals will be evaluated based on:

- Creativity and storytelling ability
- Cultural competence and community engagement experience
- Familiarity with Sacramento's local food, arts, or nonprofit scenes
- Alignment with Food Literacy Center's mission and tone
- Demonstrated success meeting marketing goals in previous projects
- Cost-effectiveness and clarity of work plan