



REQUEST FOR PROPOSAL
WUSATA Marketing Agency

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Introduction

Dear Prospective Bidders,

The Western United States Agricultural Trade Association (WUSATA) invites qualified marketing agencies to submit proposals to support the strategic development and execution of its marketing and communications efforts. WUSATA is a non-profit organization dedicated to promoting the export of agricultural products from 13 Western states - Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming - as well as two U.S. territories, the Commonwealth of the Northern Mariana Islands and Guam. Our mission is to increase the international growth of Western agribusinesses by providing financial support, export readiness, and business development services.

WUSATA seeks a marketing partner capable of delivering high-quality, strategic, and results-driven services that effectively communicate our mission, elevate our brand, and demonstrate our value to both current and prospective program participants. The selected agency should bring relevant experience, ideally within the non-profit, agricultural, or international trade sectors, and demonstrate a strong alignment with WUSATA's core values of trust, service, integrity, excellence, and accountability.

Interested firms are invited to submit a comprehensive proposal outlining their qualifications, relevant experience, and proposed approach to meeting WUSATA's needs. Proposals should include a detailed scope of services, cost structure, and references. Submissions will be evaluated based on established criteria, including experience and expertise, cost-effectiveness, and the ability to successfully deliver on the outlined objectives.

We appreciate your interest in partnering with WUSATA and look forward to reviewing your proposal.

Sincerely,

Renata Dalton

Deputy Director

Western United States Agricultural Trade Association (WUSATA)

4400 NE 77th Ave, Suite 275

Vancouver, WA 98662 USA

www.wusata.org



Background

Founded in 1980, the Western United States Agricultural Trade Association (WUSATA) is a non-profit organization dedicated to advancing the international success of Western U.S. agribusinesses. Through a comprehensive suite of programs and services, WUSATA supports companies in expanding into global markets by providing financial assistance, export education resources, and business development opportunities.

WUSATA is one of four State Regional Trade Groups (SRTGs) recognized by the U.S. Department of Agriculture Foreign Agricultural Service to deliver export promotion programs on behalf of U.S. agriculture. The other SRTGs include Southern United States Trade Association, Food Export Midwest, and Food Export Northeast. WUSATA administers federally funded initiatives such as the Market Access Program and the Regional Agricultural Promotion Program, ensuring full compliance with federal regulations while maximizing impact for program participants.

WUSATA delivers its mission through three core programs:

- **Export Education** equips companies with market intelligence, regulatory guidance, and strategic tools to assess export readiness and identify high-potential international markets.
- **Global Connect** creates direct pathways to market by facilitating connections with qualified international buyers through trade missions, trade shows, and targeted promotional activities in key regions worldwide.
- **FundMatch** provides cost-share financial assistance - typically reimbursing up to 50% of eligible international marketing expenses - to help companies execute and scale their export strategies.

In collaboration with WUSATA staff and in-market partners, WUSATA's members help shape and implement programs that deliver measurable export growth.

Program participants are primarily small- to medium-sized agribusinesses headquartered in the Western United States, offering products that contain at least 50% U.S. agricultural content. These companies represent a diverse portfolio of value-added products, including snack foods, beverages, sauces, specialty ingredients, pet food, and animal feed - reflecting the innovation and quality of Western U.S. agriculture.

Additional information about WUSATA, its programs, and its impact can be found at www.wusata.org.

Scope of Work

The selected contractor will partner with WUSATA on an ongoing basis to support and enhance the organization's marketing and communications efforts. The primary

objectives of this engagement are to expand WUSATA's reach, strengthen engagement with current program participants, and attract new qualified agribusinesses to its programs.

The scope of work will include, but is not limited to, the following:

- Contribute to the development and execution of the Marketing Department's strategic plan, including goal setting and performance tracking.
- Plan, develop, and implement marketing initiatives across multiple channels, including:
 - Creation and management of social media content aligned with WUSATA's brand and messaging.
 - Conducting industry research and developing content for podcast and video series.
 - Audio and video production, including editing and post-production support.
 - Development of written content for email communications and marketing campaigns.
 - Contribution to website content, user experience, and design enhancements.
- Monitor and analyze agricultural trade trends and news to inform timely and relevant marketing content.
- Participate in regular meetings to provide project updates, align on priorities, and ensure timely delivery of work.
- Support performance measurement efforts by tracking, analyzing, and reporting on key marketing metrics.

Budget

WUSATA has not established a fixed budget for this engagement. Proposers are requested to submit a detailed cost proposal that includes retainer fees, itemized pricing by delivery or service, and any additional costs. Cost-effectiveness will be a key factor in the evaluation of proposals.

Evaluation Criteria

All proposals will be reviewed by a Proposal Review Panel in accordance with the following guidelines:

- (i) The Proposal Review Panel will consist of a minimum of three individuals.
- (ii) The Panel will include at least one WUSATA employee and may also include representatives from member state departments of agriculture, members of the Board of Directors, and/or representatives from other State Regional Trade Groups (SRTGs).
- (iii) Proposals will be evaluated using a pre-determined, weighted scoring system based on the following criteria:

- **Completeness of Work Plan:** Demonstrated ability to meet the scope, objectives, and expectations outlined in this RFP.
- **Understanding of Project Requirements:** Clear comprehension of WUSATA's mission, audience, and marketing needs.
- **Quality of Previous Work:** Relevance and quality of prior work samples aligned with the scope of this project.
- **Cost Effectiveness:** Competitiveness and efficiency of the proposed budget.
- **Experience and Qualifications:** Expertise and credentials of the individuals who will be assigned to the project.

WUSATA reserves the right to request additional information and/or invite proposers to participate in an interview as part of the evaluation process.

Requirements and Proposal Format

Proposals should be organized in the following format and include the requested information under each section:

(i) **Cover letter:**

Introduce your company and your proposal. Please include the following details.

- Legal name of the entity as it would appear on contracts and invoices.
- Primary point of contact, including name, title, email, and phone number.
- Complete mailing address and physical office address.
- EIN/TIN/SSN, or for international entities, the equivalent tax identification number in your country.
- Business structure (please select one):
 Individual Corporation LLC Partnership Sole Proprietorship

(ii) **Executive Summary:**

Provide a concise overview of your proposal, including your understanding of WUSATA's needs, the solution you are proposing, and the key benefits and value your organization will deliver.

(iii) **Company Profile:**

Include an overview of your organization's background, experience, and qualifications relevant to this RFP. This section should highlight:

- Relevant experience delivering similar services.
- Experience working with WUSATA or comparable organizations (e.g., non-profits, trade associations, or government-funded programs).
- Experience supporting market development for U.S. food and agricultural products, if applicable.
- Any additional capabilities or expertise that demonstrate your ability to successfully execute this scope of work.

- (iv) **Solution Overview:** Provide a detailed description of your proposed approach to fulfilling the Scope of Work. Clearly outline your methodology, key activities, and how your solution aligns with WUSATA's objectives and requirements.
- (v) **Cost Proposal:** Submit a detailed and transparent cost proposal outlining all fees associated with the proposed scope of work. Costs should be clearly itemized by project type or deliverable and may be presented as either an all-inclusive flat fee or a unit-based structure (e.g., per deliverable, per day, or similar model). Please include any assumptions and additional costs, if applicable.

Example Service Fee Proposal AND how to structure the cost for each project type

Cost Category	Pricing Structure	Annual Cost (USD)
Social Media Content Creation	All-Inclusive Flat Fee	\$XXX
Podcast Audio and Video Editing	All-Inclusive Flat Fee	\$XXX
Video Series Editing	All-Inclusive Flat Fee	\$XXX
Additional Services (Please Specify)	All-Inclusive Flat Fee	\$XXX

Service Fee Proposal

Cost Category	Cost Structure (All Inclusive Flat Rate Fee)	Cost in USD

- (vi) **References:** Provide a minimum of three (3) professional references from current or former clients who can speak about your organization's experience, performance, and qualifications. References from organizations similar in scope to WUSATA - such as non-profits, trade associations, or government-funded programs - are preferred.
- (vii) **Appendices:** Include any additional supporting materials that strengthen your proposal. This may include examples of relevant work, case studies, white papers, or other documentation that demonstrates your capabilities and experience.

WUSATA will not be responsible for any costs incurred by proposers in the preparation or submission of a response to this RFP. WUSATA reserves the right to reject any or all

proposals and to not award a contract if, in its sole judgment, no proposal adequately meets the requirements. Any resulting contract may be renewed for up to two (2) additional years, subject to performance and mutual agreement.

Proposal Submission and Evaluation Timeline

WUSATA will only accept electronic submissions. Proposals must be received by the deadline indicated below. Late submissions will not be considered.

Proposal Submission Deadline:

5:00 PM PDT on May 8, 2026

Proposals must be submitted electronically and include the following recipients:

- marketing@wusata.org
- Tiffany Kocir, Marketing Manager – tiffany@wusata.org
- Renata Dalton, Deputy Executive Director – renata@wusata.org

The anticipated timeline for this RFP process is as follows:

Milestone	Date
RFP Issued	April 17, 2026
Deadline to Submit Questions (in writing)	April 29, 2026
Proposal Submission Deadline	May 6, 2026
Finalist Presentations (if applicable)	May 11-15, 2026
Final Selection & Contract Initiation	May 20, 2026

Terms and Conditions

WUSATA maintains a zero-tolerance policy for fraud and requires all participants and contractors to adhere to the WUSATA [Code of Conduct](#). WUSATA further reserves the right, at its sole discretion, to deny services to any firm or individual that fails to comply with applicable regulations, including those established by the Market Access Program (MAP), the USDA Foreign Agricultural Service (FAS), or the State Regional Trade Groups (SRTGs), or whose actions may adversely impact WUSATA or its stakeholders.

The selected contractor must comply with the provisions of Section 202 of Executive Order 11246 (30 Federal Register 12319) related to equal employment opportunity in contracting practices. In addition, contractors must not discriminate on the basis of race, color, national origin, religion, sex, gender identity or expression, sexual orientation, disability, age, marital or familial status, income derived from a public assistance program, political beliefs, or prior civil rights activity.

Contract award is contingent upon full disclosure of any existing or potential conflicts of interest that could affect the contractor's ability to perform the scope of work. By submitting a proposal, the contractor certifies that neither the organization nor its

principals are currently debarred, suspended, proposed for debarment, declared ineligible, or voluntarily excluded from participation in federally funded transactions. If the contractor is unable to make this certification, a written explanation must be included in the proposal.

All contents of this Request for Proposal, including the scope of work and associated materials, are considered confidential and proprietary. They may not be reproduced, distributed, or used for any purpose, in whole or in part, without the prior written consent of WUSATA.

Contact Information

All questions regarding this RFP must be submitted electronically to Tiffany Kocir, Marketing Manager at WUSATA. Please include the RFP project name in the subject line of your email, as listed above the table of contents.

Tiffany Kocir

Marketing Manager

Email: tiffany@wusata.org

Thank you for your interest. We look forward to reviewing your proposal.