



## **Request for Proposals (RFP)**

### **Farmers Market Marketing & Promotion Services**

<b>RFP Title:</b>	<b>Farmers Market Marketing &amp; Promotion Services</b>
<b>Issuing Organization:</b>	Caswell County Local Foods Council
<b>Market Location:</b>	Yanceyville, NC (Caswell County)
<b>Market Season:</b>	Late April through September (Thursdays only)
<b>Market Size:</b>	Up to 20 vendors; approx. 150-200 visitors per market day
<b>Proposals Due Date:</b>	December 15, 2025
<b>Point of Contact:</b>	Travis Hoesli, CCLFC Treasurer, <a href="mailto:tlhoesli@ncsu.edu">tlhoesli@ncsu.edu</a> , 336-694-4158

#### **I. Purpose**

The Caswell County Local Foods Council is seeking proposals from qualified individuals to provide comprehensive marketing and promotion services for the Caswell County Farmers Market. The goal is to enhance market visibility, boost attendance, and ensure a vibrant, well-promoted market environment. This RFP specifically excludes the actual onsite management of market days and direct farmer communications regarding scheduling.

#### **II. Background**

The Caswell County Farmers Market is a vital community hub operating on Thursdays from late April through September. It features approximately 15-20 vendors weekly and welcomes an average of 150 visitors per market day. It is managed by the volunteer Caswell County Local Foods Council board. A part-time contract market coordinator is hired each season to manage the event day market and assists with farmer relationships.



### **III. Scope of Work (Services Required)**

The selected contractor will be responsible for the following key areas:

#### **A. Marketing & Promotion (Design, Advertising, PR)**

- Develop and implement a comprehensive schedule to include vendors, children's activities, community partners, food trucks and entertainment that is the basis for the marketing plan to promote the market. Schedule is designed to attract new visitors and encouraging repeat attendance and ongoing community awareness. Schedule needs to be completed by year end of 2025.
- Continue to build upon current brand footprint and with current social media presence (e.g., Facebook, Instagram), posting regularly about markets, vendors, seasonal produce, and upcoming events. This includes responding to comments and monitoring the channels.
- Design and produce all promotional materials such as social media posts, flyers, posters, and signage.
- Coordinate all media outreach, including press releases, articles and submission of event details to community stakeholders. This includes weekly detailed posts to attract all segments of the targeted audience. This will involve outreach to the local schools to develop a program for students to write articles for the local newspaper featuring various farmers at the market.
- Manage CCLFC website, update as needed. Building out a section for the food pantries of Caswell County is a goal for the 2026 season.
- Specific promotion of the SNAP/EBT programs and other nutrition incentives, as applicable, is required. This involves working with community partners as needed.
- Assist with analyzing market statistics (attendance estimates, visitor feedback, farmer needs) to inform marketing efforts.
- Assistance with grant data gathering, writing and management.

#### **B. Recruitment Marketing (Farmers and Shoppers)**

- Implement strategies to recruit a diverse range of local farmers and producers to ensure a vibrant product mix.
- Develop and execute shopper recruitment campaigns to broaden the market's customer base within Caswell County and surrounding areas.



- Work with CCLFC Board to identify high demand produce and develop a program to secure from local farms and provide at the weekly farmers market for shoppers.

#### IV. Qualifications

- Demonstrated experience in marketing, advertising, public relations, and/or community engagement, within a community or agricultural context.
- Proficiency in social media management, graphic design, Microsoft Office/Google
- Strong communication skills.
- Ability to work independently and meet deadlines consistently.
- Ability to work with a sense of urgency.
- Knowledge of the Caswell County.

#### V. Proposal Requirements

Interested parties are requested to submit a proposal that includes the following:

1. **Cover Letter:** A brief introduction to your interest and qualifications, including the name, address, phone number, and email of the primary contact person.
2. **Experience:** A summary of relevant past experience managing similar marketing projects.
3. **Proposed Plan:** A detailed narrative outlining your approach to the Scope of Work, including a sample marketing calendar and a description of your recruitment strategies.
4. **Budget & Compensation:** A proposed budget, including your preferred compensation structure (e.g., hourly rate, monthly stipend, or project-based fee).
5. **References:** At least two professional references with contact information.

#### VI. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

- Demonstrated understanding of the market's needs and context (30%)
- Relevant experience and qualifications of the proposer (40%)
- Proposed budget/cost-effectiveness (30%)

RFP Proposals are due via email to the above contact by December 15, 2025.