

***Horizon II
Request for Proposal
Digital Advertising Services
October 28, 2024***



Introduction

Document Purpose

The purpose of this Request for Proposal (RFP) is to solicit vendor information, qualifications, approach, and cost for Roeslein Alternative Energy to evaluate potential vendors to become partners for the Horizon II Partnerships for Climate Smart Commodities Grant.

This document includes a profile of the business need, scope, and response guidelines.

Document Intent and Disclaimer

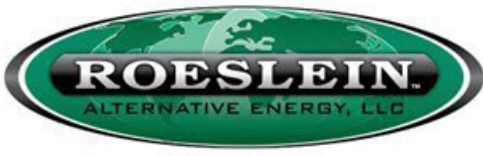
This RFP is made with the intent to identify a firm (the “Contractor”) to deliver results as described in the subsequent sections. RAE will rely on the contractor’s representations to be truthful and as described.

This RFP is not an offer to contract. RAE assumes no responsibility for the cost of the vendors’ response to this RFP. RAE has no obligation to buy or issue a solicitation to any contractor because of this RFP. All responses become the property of RAE. If RAE amends the RFP, copies of such amendments will be sent to all firms selected for this RFP.

RAE Overview

Roeslein Alternative Energy (RAE) was founded in 2012 as an operator and developer of renewable energy production facilities that convert agricultural and industrial wastes, along with renewable biomass feedstocks, into renewable natural gas and sustainable co-products.

RAE engages in these business operations with a focus on sustainability and environmental improvement. Rudi Roeslein’s vision is to restore 30 million acres of grasslands on marginal lands throughout the Midwest in 30 years. Beyond that, we hope to use this as a model to restore hundreds of millions of acres of grasslands around the globe.



A rapidly growing population is causing incredible stress on our landscapes. At Roeslein Alternative Energy, we have a market-based solution to the competing demands for sustainable agriculture and renewable energy.

When land not naturally suited for agriculture is used to raise corn or soybeans, erosion, soil degradation, and water problems emerge. Ironically, the quest for additional energy often finds prime agricultural acres raising crops for fuel rather than food. But, there is an alternative that restores balance. It creates a new sustainable energy industry and manages livestock and land resources while delivering healthier soil, cleaner water, and healthier wildlife habitat.

The solution is anaerobic digestion, which naturally breaks down organic matter in an oxygen-free environment. A byproduct is methane-rich biogas, which can be converted to renewable natural gas. The remaining solids can be used as natural fertilizer, and the water can be used for irrigation.

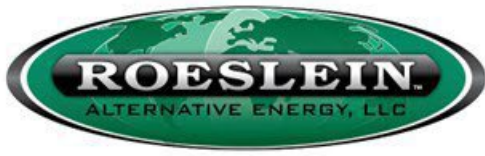
Roeslein Alternative Energy works to preserve our lands for the future and show individual landowners and society that we can collaboratively discover and implement alternative agriculture and energy solutions.

Project Context

A partnership of 13 public and private entities led by **Roeslein Alternative Energy** (RAE) finalized an \$80 million grant from the federal government's first pool of funds from the U.S.D.A.'s **Partnerships for Climate-Smart Commodities** program. The funding will be used in a five-year pilot project in Iowa and Missouri called 'Horizon II' to demonstrate a "Climate-Smart Future for Corn, Soybean, Livestock, and Renewable Natural Gas Production."

The Horizon II project will enhance climate-smart markets, reduce greenhouse gas emissions, and improve carbon sequestration in the production of corn, soybean, pork, and beef commodities.

Horizon II will also create new opportunities for small and underserved producers while benefiting soil health, clean water, flood control, and habitats for native wildlife.



RAE seeks an experienced digital marketing agency to partner with us and manage our paid advertising and digital presence to ensure maximum visibility and engagement for our USDA-supported initiatives. The right marketing partner will have experience in various industries, including agriculture, farming, landownership, and historically underserved rural markets. The right marketing partner will have experience creating campaigns with multiple six-figure outputs.

Scope of Services

Paid Advertising and Digital Presence

The contractor will interface with the Grant Communications and Marketing team and its partners to develop and implement paid advertising and digital campaigns to grow our target audiences and increase engagement for the Horizon II Grant and Prairie Prophets. Prairie Prophets (www.prairieprophets.com) is an existing multifaceted media platform designed to deliver outreach and education to farmers and landowners whose branding will be used as a foundation to grow our audiences. Digital campaigns are to be developed and distributed through our social media channels, including but not limited to Facebook, Instagram, X, LinkedIn, TikTok, and YouTube. A specific goal is to increase views and engagement on the Prairie Prophets video series on our YouTube channel. The contractor's proposal may include additional channels and methods to increase engagement. The proposal will include strategy, creative, agency support, projected advertising costs, and resulting estimated reach + impressions.

The Grant Marketing and Communications team and other contracted partners will provide professional quality video and photography that can be utilized for digital campaigns. This RFP does not include the need to develop videography or photography services. The contractor may provide graphic design services for the creation of campaigns.

Deliverables include increasing followers, views, engagement, and reporting all corresponding data. Success will be defined not just by adding followers but by measuring engagement within our defined audiences. We aim to build an audience that is highly engaged in our content and grant work.



A digital media strategy is needed to reach these defined audiences:

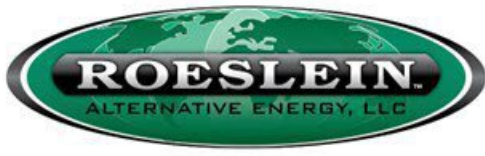
Audience 1 (core): The core demographic is those who own or control lands best suited for Horizon II initiatives that reduce GHG, improve soil carbon storage, and provide clean water, clean air, and healthy habitats for wildlife. This audience includes landowners, farmers, and rural communities within our grant geographic area, which is located in Iowa and Missouri.

Audience 2 (underserved): Traditionally underserved communities, which include adults, undergraduate students, veterans, and beginning women, small, and Latinx farmers within our grant area.

Audience 3 (influential): Family members, friends, neighbors, and the general public that can help inform and influence landowners and farmers within our grant area.

Audience 4 (public education): The general public that is interested in climate-smart agriculture and conservation practices.

The contractor should describe and certify that their approach and tools will maintain compliance with producer data protection and disclosure requirements and Section 1619 compliance (see USDA general award terms and conditions). The contractor will describe the measures taken to deliver outreach and education to our target audiences about Horizon II climate-smart practices.



Public Outreach and Education

The contractor will provide a thorough proposal, including deliverables, and help facilitate the solicitation of that deliverable as needed. The contractor should describe how their chosen protocol will meet the USDA Climate Smart Commodities Program requirements and how it is best in class. The contractor should outline their experience with conservation and agriculture media, with knowledgeable and relevant sources in the renewable energy and agricultural market.

The project areas will be in Iowa and Missouri, located near existing RAE facilities. Travel is not required for digital advertising services, and the grant will not cover travel, lodging, or meal costs.



RAE will evaluate proposals across these dimensions:

- Adherence to RFP instructions
- Company Information, team & experience
 - Contractor reputation
 - Contractor capability and capacity
 - Specific experience related to scope
- Project understanding
- Industry knowledge
- Quality of work to maintain the brand standards developed for our media platform Prairie Prophets
www.prairieprophets.com
- Understanding of the agricultural industry, rural economy, and conservation practices
- Approach and deliverables
- Timeline for implementation
- Cost

Response Guidelines and Instructions

Proposal and Information Requested

RAE request proposals include the following information. Please add additional information as needed to provide a more comprehensive introduction and context. Value will be placed on brevity.

- Proposed solution to meet overall project objectives and scope.
- Section I: Introduction and background on your firm.

Section II: Approach

Section III: Team

- Resource/staffing model



- Team qualifications including experience of the project leader and key team members.
- Examples of digital advertising work completed for other clients that you feel most relates to this project/scope of work.

Section IV: Reference Accounts with Appropriate Contact Information

- Provide contact information, including name, organization phone number, and email for references for projects preferably of a similar scope. For each reference, provide a summary of the nature of the work and the outcomes of the engagement.

Section V: Operational Information:

- 4-year budget breakdown by year and activity/task through September 2028
- Assumptions
- Timeline

Section VI: Additional Supporting Detail as Needed



Timeline

The evaluation and selection process will adhere as closely as possible to the following schedule.

RAE may modify this schedule at its sole discretion:

EVENT	TIMEFRAME
Request for Proposal sent to vendors	October 28, 2024
Time period for vendor questions regarding RFP	Oct 28 – Nov 11, 2024
Vendors submit RFP responses	By 12pm CST on Nov 11, 2024
RAE evaluates proposals and seeks responses to follow up questions	Nov 11 – Nov 13, 2024
Vendor selected	Nov 14, 2024*
Vendor onboarded, and work begins	Nov 18, 2024*

*Tentative date. Subject to change.



Response Delivery and Contact

Please email an electronic copy of your RFP response by the date shown in the table.

Adam Voight | Communications Director, Horizon II CSC Grant

Roeslein Alternative Energy | avoight@roesleinae.com

Additional materials such as case studies, brochures, or other collateral referenced in your proposal can be emailed to the same contact. RAE will not accept printed materials.