



CTIC  
RFP for Conservation Connector Marketing Plan Development  
December 6, 2024

## **Request for Proposals CTIC Conservation Connector Launch and 18-Month Growth Marketing Plan**

Since its founding in 1982, the Conservation Technology Information Center (CTIC) has been a hub for information on the successful adoption of conservation farming practices that are both economically and environmentally sustainable.

The new [CTIC Conservation Connector](#) is a web-based app that is a thoroughly modern approach to achieving that mission. The Conservation Connector is a one-stop shop for farmers, ranchers and advisers that consolidates the fragmented universe of conservation agriculture programs in a comprehensive database of programs, funding, and technical support for conservation programs. With an intuitive interface, users can search the Conservation Connector's two deep directories of programs and service providers by crop, conservation practice, incentive type or geography.

Listing and accessing programs and providers through the CTIC Conservation Connector is free. CTIC is leading development of the app in partnership with The Nature Conservancy, Houston

Engineering and OpenTEAM with funding from the USDA Partnerships for Climate Smart Commodities program, The Nature Conservancy, and the Walton Family Foundation.<sup>1</sup>

A beta prototype of the CTIC Conservation Connector has been released for use by program managers and service providers to populate its registries. However, the full public launch to farmers, ranchers and advisers is planned to take place mid 2025, potentially during the 2025 Farm Progress Show, which will be held August 26-28, 2025 in Decatur, Illinois. CTIC is seeking an individual or agency to develop a comprehensive rollout plan and sustained 18-month growth marketing plan that will include a detailed budget and program for the launch event and 18 months to follow, including plans for paid space, earned media and social media. The promotional budget will be limited, so creativity in effectively using paid media and balancing it with earned media will be very important.

The exact location and timing in 2025 of the rollout to farmers is up for consideration and we are seeking a recommendation from the Consultant.

### **CTIC Members and Partners**

CTIC is governed by a board of directors representing 16 member organizations, which include agricultural commodity organizations, NGOs such as The Nature Conservancy and Sand County Foundation, and agribusiness companies. CTIC also has strong partnerships with entities

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<sup>1</sup> The *CTIC Conservation Connector* is supported by a subaward on a federal grant funded by USDA under agreement number NR233A750004G032, a project led by OpenTEAM as an initiative of [Wolfe's Neck Center for Agriculture and the Environment](#). Support is also being received from the Walton Family Foundation and The Nature Conservancy.

including USDA Natural Resources Conservation Service, the US Environmental Protection Agency and more. Those members and partners are very involved with CTIC and many may be engaged in supporting the launch of the CTIC Conservation Connector through their booths at the Farm Progress Show, media contacts and other resources.

### **Key Geographies**

The Conservation Connector already has nearly 500 listings, and the two registries continue to grow. By mid-2025, the app will be useful nationwide, though the majority of the listings containing third-party technical as well as financial support will be located in the Upper Midwest (especially Illinois, Iowa, Minnesota and Wisconsin), as well as in California and the Northeast (especially New York and Pennsylvania).

Programs and service providers listed in the Conservation Connector are currently focused on major row-crop commodities and dairy, but all agriculture crops and geographies are part of the vision and programming capability.

### **Deliverables**

CTIC is currently seeking proposals for developing a comprehensive marketing plan and detailed budget for the rollout and 18-month awareness/branding campaign to farmers, ranchers and advisers—which will include Certified Crop Advisers, staff of conservation districts and FSA offices, NRCS conservationists, company and non-profit technical staff, and others.

Payment for this project will cover the development of a marketing plan, timeline and budget.

Elements in the plan should include:

- Earned media
- Paid media
- Design and branding
- Collateral and display materials
- Branded online resources
- Speaking or exhibition opportunities
- Possible collaborations or influencer relationships
- A communications timeline from June 1, 2025 through December 31, 2026

### **Timeline**

Bids will be accepted until Friday, December 31, 2024 at 5:00 pm Central Standard Time. A successful bid will be selected by Jan 10, 2025 and a contract should be signed by Jan. 17, 2025.

A final draft of the marketing plan and budget should be submitted to CTIC by Feb 28, 2025.

### **Written Bidding Process**

Vendors interested in performing this work are asked to submit a bid (lump-sum total) to CTIC via email to David Frabotta, CTIC Director of Communications ([frabotta@ctic.org](mailto:frabotta@ctic.org)) using the attached form. It would be helpful to include samples or links to past work. CTIC reserves the right not to select a vendor from among the submitted bids. Questions about this RFP may be directed to [David Frabotta](#).

# CTIC Bid Sheet

## Rollout & Growth Marketing Plan and Budget for CTIC Conservation Connector

**Bid Deadline: 5 p.m. CST, December 31, 2024**

**Email bids with completed form below to: [frabotta@ctic.org](mailto:frabotta@ctic.org)**

Bid Price:

\$ \_\_\_\_\_

Submit written bid to: [frabotta@ctic.org](mailto:frabotta@ctic.org) no later than 5 p.m. CST, Friday, December 31, 2024

CTIC reserves the right to accept or reject all bids.

Bid Submitted by:

Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_