

REQUEST FOR PROPOSAL

END RESULT CONTRACT

SUBMISSION DEADLINE

12:00 PM CST (China Standard Time) UTC+8, 05/28/2026

TYPE OF CONTRACT: END RESULT CONTRACT

The fee includes all consulting fees, employee compensation and benefits, overhead, travel expenses or any other type of expenses incurred to effectively complete the services/deliverables agreed upon. The payment represents the sole and complete liability of USSEC for services rendered in relation to the agreement.

The **USSEC Budget Table Template** must be completed, outlining how the fee was derived.

USSEC will rate proposals based on the following factors:

- Responsiveness to the requirements set forth in this Request for Proposal (RFP).
- Relevant past performance/experience
- Samples of work
- Fee (described above)

USSEC is seeking proposals for the work outlined in the RFP. This detailed cost analysis will assist in determining the fair market value, and it provides USSEC with the opportunity to evaluate proposals to select the best contractor based on experience, availability, expertise, approach, and cost.

RFP TITLE:	Communications Support Services for USSEC East Asia
RFP CONTACT:	
Name:	Charlotte Tan
Phone #:	+65 67376233
Email:	Chatan@ct.ussec.org

PROPOSAL DEADLINE: May 28, 2026 by 12:00 PM CST (UTC+8)

INTRODUCTION:

The U.S. Soybean Export Council (USSEC) invites qualified communications agencies to submit proposals to provide social media content development, design support, content creation, and media relations services for USSEC East Asia from **June through September 2026**.

The selected agency will support USSEC's communications objectives across East Asia by strengthening digital visibility, enhancing content quality, and supporting media engagement around key program milestones.

These activities are intended to drive awareness and preferences for U.S. Soy products based on their superior values across various focus areas

The campaign will target influential stakeholders, including industry associations, customers, partners and others. The RFP will focus on U.S. Soy's nutritional advantages and sustainable production. These efforts are anticipated to contribute to increased U.S. soy exports and elevate U.S. Soy as a leading choice in global nutrition strategies.

Through a global network of international offices and strong support in the U.S., USSEC helps build a preference for U.S. soybeans and soybean products, advocates for the use of soy in livestock and aquaculture feed and human consumption, promotes the benefits of soy use through education and connects industry leaders through a robust membership program.

PURPOSE OF RFP:

USSEC's standard practice is to issue an RFP every three years in an open and competitive manner. This type of cost analysis will assist in determining the fair market value for the work to be performed and allows USSEC the opportunity to evaluate various proposals and select the best contractor based on experience, availability, expertise, approach, and cost.

The purpose of this RFP is to seek proposals for engaging a **Communications Support Services for USSEC East Asia** to provide social media content development, design support, content creation, and media relations services for USSEC East Asia.

BACKGROUND & PURPOSE OF PROJECT:

The purpose of this Request for Proposal (RFP) is to identify and contract a qualified communications agency to provide integrated support across social media content development, design, content creation, and media relations for USSEC East Asia from June to September 2026.

USSEC seeks a contractor with experience and capacity to:

- Deliver consistent, high-quality social media content for the USSEC East Asia LinkedIn page
- Provide design and collateral support for graphics, ads, and event materials
- Support video editing needs for social platforms
- Develop written content such as press releases, talking points, and blog posts
- Provide media relations support, including pitching, interview coordination, and coverage reporting

Contractors will be selected for the period of June 1, 2026, through September 30, 2026.

TARGET AUDIENCE:

- U.S. Soy industry stakeholders

- USSEC customers and partners
- Professionals in the sustainability, soy food, animal and aquaculture sectors

SCOPE (SERVICES) OR WORK:

A. Social Media Content Development

- Develop social media copy for the USSEC East Asia LinkedIn page.
- Produce up to 16 posts per month, with increased frequency during trade missions or key events.
- Posts to be accompanied by simple graphics, quote cards, speaker line-up visuals, and other supporting assets.
- Maintain a content calendar and work 1–2 weeks ahead where possible.
- Participate in weekly coordination calls with the USSEC team.
- Provide recommendations to strengthen engagement and content performance.

B. Collateral & Graphic Design Support

- Design and resize digital ads as needed.
- Develop graphics for factsheets, event materials, and other communication assets.
- Provide layout support for simple documents or one-page materials.

C. Video Editing Support

- Edit short-form videos for social media platforms.
- Produce simple cut-downs, subtitled versions, and event highlight clips as required.

D. Content Development

- Draft content such as press releases, blog posts, talking points, and event summaries.
- Provide editorial support for milestone announcements and program communications.
- Ensure alignment with USSEC messaging, tone, and branding.

E. Media Relations Support

- Pitch stories and secure media interviews as needed.
- Manage distribution of press releases via PR Newswire (or equivalent).
- Provide media monitoring and coverage reporting.
- Support coordination of interview logistics and follow-up.

ADDITIONAL CONSIDERATION (if applicable)

The Contractor will need to provide a breakdown of the event management fee schedule and per speaker recording costs in the Price Schedule section of your proposal – next section.

DELIVERABLES:	
Completion Date	Description of Deliverables
June 1, 2026 – September 30, 2026	<ul style="list-style-type: none"> • Social media content calendar and delivery of up to 16 social posts per month. • Graphics, quote cards, and simple design assets • Edited videos for social platforms • Press releases, talking points, and other written content • Media pitching and interview coordination (as required) <p>Monthly invoice and activity reports</p>

PROJECT TIMELINE:
 Every attempt will be made to adhere to this timeline. However, we reserve the right to make changes should unforeseen circumstances dictate. The anticipated period of performance for this project is from June 1, 2026, to September 30, 2026.

- RFP TIMELINE:**
- **RFP Distribution Date:** May 14, 2026
 - **Last Day to Submit Questions:** May 22, 2026 by 12:00 PM CST (UTC+8)
 - **Project Proposals Due:** May 28, 2026 by 12:00 PM CST (UTC+8)
 - **Selections Made By:** May 29, 2026
 - **Prospective Contractors Notified By:** May 29, 2026

If you have any questions regarding the RFP, please send them to RFP@ussec.org and copy chatan@ct.ussec.org before May 22, 2026, by 12:00 PM CST (UTC+8). We will answer your submitted questions, either via email or a scheduled Zoom session, by May 25, 2026.

- INSTRUCTIONS:**
- Proposals must contain at a minimum the specific criteria listed below:
1. Please email the proposal to RFP@ussec.org and copy chatan@ct.ussec.org before **May 28, 2026, by 12:00 PM CST (UTC+8)**.
 2. A description of Prospective Contractor’s capabilities, resources and experience. Emphasis should be placed on experience related to this RFP.
 3. A thorough proposal outlining Prospective Contractor’s planned work, deliverables and timeline to complete the work.
 4. Resumes for each of the Prospective Contractor’s personnel assigned to work directly on the implementation of the contract.

5. Provide a minimum of two names and contact information for other similarly sized clients for reference purposes.
6. USSEC Budget Table Template must be completed outlining how the fee was derived, including hourly rates and an estimated total number of hours, as well as the anticipated out-of-pocket expenses. The link to the budget table is [RFP-Budget-Development-Worksheet-V1.xlsx](#).
7. Proposals should be no longer than 10 pages (8 ½" x 11").

NOTES:

- Prospective Contractors are hereby notified that proposals will be duplicated for internal review only. Every effort will be made to maintain confidentiality of all information presented. The appropriate representatives from staff and legal counsel will review proposals. Proposals will not be returned.
- USSEC reserves the right to retain all proposals submitted. Submission of a proposal indicates acceptance by the submitter of the conditions contained in the request for proposal, unless clearly and specifically noted in the proposal submitted and confirmed in the contract between USSEC and the contractor selected.
- Confidentiality - Without USSEC's prior written consent, Prospective Contractors and its officers, employees, agents, representatives, affiliates, and subcontractors shall not disclose to any third party any documents, materials or information that the Prospective Contractors learns from or is provided in relation to the RFP request.
- During the evaluation process, USSEC reserves the right to request additional information or clarifications from proposers, or to allow corrections of errors and omissions.
- USSEC reserves the right to reject any proposal that is in any way inconsistent or irregular. USSEC also reserves the right to waive proposal defects or deficiencies, to request additional information, and/or to negotiate with the Prospective Contractor regarding the proposal.
- Prospective Contractor agrees that Fees are in lieu of any and all other benefits, including, but not limited to, repayment of any and all taxes related to contractor service fees, health and life insurance, administrative costs and vacation.
- Prospective Contractor agrees that any income taxes, value added taxes or any other form of direct or indirect taxes on compensation paid under the contract shall be paid by Contractor and not by USSEC or Funding Sources.
 - Prior to any payment to a Contractor, a contractor must provide a W-9, W-8, or W-8BEN upon agreement signature
- Non-Competition. Contractor shall not act as agent or representative for any product or service directly or indirectly competitive with U.S. soybeans or soybean products for the length of the contract.
- USSEC and the Prospective Contractor agrees to comply with the provisions of Equal Employment Opportunity (EEO). USSEC provides EEO to all employees and applicants for employment without regard to race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, disability, genetic information, marital status,

amnesty, or status as a covered veteran in accordance with applicable federal, state and local laws.

SUPPLEMENTAL INFORMATION AND BACKGROUND

BUILDING A PREFERENCE FOR U.S. SOY

USSEC's strategy can be found here: <http://ussec.org/about-ussec/vision-mission/>

USB's Long Range Strategic Plan can be found here: <http://unitedsoybean.org/about-usb/strategic-planning/>

We are a dynamic partnership of key stakeholders representing soybean producers, commodity shippers, merchandisers, allied agribusiness and agricultural organizations.

Through a global network of international offices and strong support in the U.S., we help build a preference for U.S. soybeans and soybean products, advocate for the use of soy in feed, aquaculture and human consumption, promote the benefits of soy use through education and connect industry leaders through a robust membership program.

Our 15-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and seven members representing trade, allied industry, and state organizations.

New board members are seated annually. We are receiving funding from a variety of sources including soy producer checkoff dollars invested by the USB and various state soybean councils; cooperating industry; and the American Soybean Association's investment of cost-share funding provided by the United States Department of Agriculture's (USDA) Foreign Agriculture Service. The United Soybean Board, created by the 1990 Farm Bill to manage and direct the National Soybean Checkoff, is dedicated to marketing and research for the soybean industry. USB is comprised of 73 volunteer soybean farmers representing the interests of fellow growers nationwide. Each board member is nominated by Qualified State Soybean Boards (QSSBs) and appointed by the U.S. Secretary of Agriculture.

Because of the limitations on administrative and salary costs established in the Act, USB outsources the majority of its program management responsibilities to USB's three primary contractors:

- U.S. Soybean Export Council (USSEC), Inc. for international marketing and global opportunities activities.

As one of these three primary contractors USSEC may also undertake initiative activities on behalf of USB. USB considers primary contractor staff (approximately 60 people) as core USB staff. These three primary contractors use a number of subcontractors and, together, these entities carry out approximately 450 projects each year for USB. USB also manages approximately 10 subcontractors.

NON-DISCRIMINATION STATEMENT

In accordance with Federal civil rights law and U.S. Department of Agriculture (USDA) civil rights regulations and policies, the USDA, its Agencies, offices, and employees, and institutions participating in or administering USDA programs are prohibited from discriminating based on race, color, national origin, religion, sex, gender identity (including gender expression), sexual orientation, disability, age, marital status, family/parental status, income derived from a public assistance program, political beliefs, or reprisal or retaliation for prior civil rights activity in any program or activity conducted or funded by USDA (not all bases apply to all programs). Remedies and complaint filing deadlines vary by program or incident.

Persons with disabilities who require alternative means of communication for program information (e.g., Braille, large print, audiotape, American Sign Language, etc.) should contact the responsible Agency or USDA's TARGET Center at (202) 720-2600 {voice and TTY} or contact USDA through the Federal Relay Service at (800) 877-8339. Additionally, program information may be made available in languages other than English.

To file a program discrimination complaint, complete the USDA Program Discrimination Complaint Form, AD-3027, found online at [How to File a Program Discrimination Complaint](#) and at any USDA office or write a letter addressed to USDA and provide in the letter all of the information requested in the form. To request a copy of the complaint form, call (866) 632-9992. Submit your completed form or letter to USDA by: (1) mail: U.S. Department of Agriculture, Office of the Assistant Secretary for Civil Rights, 1400 Independence Avenue, SW, Washington, D.C. 20250-9410; (2) fax: (202) 690-7442; or (3) [email:program.intake@usda.gov](mailto:program.intake@usda.gov).

USDA is an equal opportunity provider, employer, and lender.

CIVIL RIGHTS CLAUSE

Contractor agrees that during the performance of this Agreement it will not discriminate against any employee or applicant for employment because of race, color, religion, gender, national origin, age, disability, political beliefs, sexual orientation, marital or family status, parental status or protected genetic information. Contractor further agrees that it will fully comply with any and all applicable Federal, State and local equal employment opportunity statutes, ordinances and regulations, including, without limitation, Title VII of the Civil Rights Act of 1964, the Americans with Disabilities Act of 1990, the Age Discrimination in Employment Act of 1967, and the Equal Pay Act of 1963. Nothing in this section shall require Contractor to comply with or become liable under any law, ordinance, regulation or rule that does not otherwise apply to Contractor.