

**REQUEST FOR PROPOSAL
END RESULT CONTRACT
SUBMISSION DEADLINE
05:00 PM CST, 08/07/2026**

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.

USSEC Budget Table Template must be completed outlining how the fee was derived. The Budget Table Template should be requested from zflores@ussec.org.

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
- Budget

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

RFP TITLE:	Integrated Digital Engagement Programme Europe
RFP CONTACT:	
Name:	Zaira Flores
Phone #:	+52 33 1394 5790
Email:	zflores@ussec.org

PROPOSAL DEADLINE:	05:00 PM CST, 08/07/2026
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INTRODUCTION:

The U.S. Soybean Export Council (USSEC) focuses on differentiating, elevating preference, and attaining market access for the use of U.S. Soy for human consumption, aquaculture, and livestock feed in 80+ countries internationally. USSEC members represent the soy supply chain including U.S. Soy farmers, processors, commodity shippers, merchandisers, allied agribusinesses, and agricultural organizations. USSEC is funded by the U.S. soybean checkoff, USDA Foreign Agricultural Service (FAS) matching funds, and industry.

PURPOSE OF RFP:

USSEC's standard practice is to RFP every 3 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 for the job based on experience, availability, expertise, approach, and cost.

The purpose of this RFP is to appoint an experienced agency to act as USSEC's strategic digital engagement partner for Europe, covering the period August 2026 through to January 2027.

The appointed agency will be responsible for developing and delivering an integrated digital engagement programme that combines audience strategy, content planning, paid digital audience development, campaign optimisation and performance measurement within a single coordinated delivery framework.

The programme is intended to strengthen USSEC's owned digital communications capability in Europe, expand engagement amongst priority stakeholder audiences, maximise the impact of existing communications assets and establish an effective platform portfolio capable of supporting longer-term communications ambitions.

BACKGROUND & PURPOSE OF PROJECT:

Europe represents one of USSEC's most strategically important and complex communications environments. Sheer market potential teamed with evolving sustainability expectations, regulatory developments, increasing scrutiny of agricultural supply chains and changing trade dynamics have significantly increased the importance of evidence-based stakeholder engagement and digital communications.

USSEC in Europe has access to a substantial range of communications assets, including sustainability programmes, technical expertise, executive insight, market intelligence and a significant programme of stakeholder engagement activities. These are derived both from global assets and the wealth of content potential generated within Europe. Collectively, these provide a strong foundation for authoritative communications and thought leadership.

However, while the organisation possesses rich content and expertise, it currently has limited owned digital communications channels and capabilities through which to consistently engage priority European audiences. Accordingly, USSEC seeks to appoint an agency partner to support the strategy, planning, implementation and optimisation of an integrated digital engagement programme that will strengthen audience engagement, maximise the value of communications assets and establish a scalable communications capability for Europe.

Over recent months, USSEC has sought to significantly strengthen its communications activity in Europe. At the same time, a number of complementary digital communications initiatives have emerged across the organisation, including audience segmentation, a dedicated European

communications lead, HubSpot implementation planning and increased investment in audience intelligence.

Individually, each initiative has the potential to deliver value. Collectively, they present a significant opportunity to establish a coordinated digital engagement programme capable of substantially increasing USSEC's European voice, communications reach, stakeholder engagement and measurable impact.

LinkedIn currently represents USSEC Europe's principal owned communications channel and will remain the primary focus during the initial phase of the programme. However, the successful Prospective Contractor should adopt a broader strategic perspective, identifying opportunities to strengthen USSEC's European overall digital communications capability while creating scalable approaches capable of supporting future channel development.

Particular emphasis during the initial programme period will be placed on sustainability communications, reflecting both the European policy / regulatory imperative in this area and USSEC's significant investment in sustainability initiatives. Sustainability should therefore be considered a principal communications pillar during the programme while ensuring that the digital capability established through this contract remains sufficiently flexible to support wider strategic communications priorities in future years.

The overall objective is not simply to increase digital communications activity, but to establish an integrated digital engagement capability that strengthens USSEC's European voice, reach, visibility and reputation, expands engagement amongst priority stakeholders and provides measurable insight into communications effectiveness through continuous optimisation and performance analysis.

TARGET AUDIENCE:

- Feed, livestock and food value chain stakeholders
- Customers and commercial partners
- Sustainability and environmental stakeholders
- Agricultural opinion leaders
- Trade and industry associations
- Specialist media
- European policymakers and institutional stakeholders

Geographic / language priorities:

Where it is necessary to consider market prioritisations in the interests of scope and scale, the Polish, German, UK and Spanish markets should be given priority. Thus, if consideration might for example be given to landing pages or web pages on languages other than English, then Polish, Spanish and German should be selected for this first phase of activity.

SCOPE OF WORK:

The Prospective Contractor will act as USSEC's digital engagement partner for the European region, responsible for planning, implementing, managing and optimising an integrated digital engagement programme from August 2026 through January 2027.

USSEC welcomes innovative approaches to programme delivery. The workstreams outlined below are intended to define the principal services and expected outcomes while allowing Prospective Contractors flexibility to recommend the most effective delivery methodology.

Workstream 1**Audience Strategy and Digital Engagement Planning**

The programme will commence with the development of a comprehensive audience strategy that identifies, prioritises and segments the stakeholder groups most relevant to USSEC Europe's communications objectives.

This workstream should establish the strategic framework upon which all subsequent programme activity will be based, ensuring communications are aligned to clearly defined audience priorities and organisational objectives.

Stakeholder groups may include, but are not limited to:

- Feed, livestock and food value chain stakeholders
- Customers and commercial partners
- Sustainability and environmental stakeholders
- Agricultural opinion leaders
- Trade and industry associations
- Specialist media / specialist correspondents
- European policymakers and institutional stakeholders

Expected Deliverables

- Audience strategy
- Stakeholder segmentation
- Audience targeting framework
- Digital engagement roadmap
- Recommendations for audience development throughout the programme

Workstream 2**Content, Creative and Communications Strategy**

USSEC has access to a substantial volume of communications assets generated through technical expertise, sustainability initiatives, executive engagement, customer programmes and stakeholder events – and the potential for yet more.

The successful Prospective Contractor will develop an integrated communications strategy that maximises the value of these assets through effective planning, creative development, repurposing, amplification and measurement. It will also seize opportunities for relevant bespoke content creation in and from Europe.

In addition to editorial planning, the Contractor will be expected to propose creative campaign concepts and messaging frameworks that increase audience engagement and support both organic and paid digital communications.

During the initial programme period, sustainability will serve as the principal communications pillar, reflecting the European policy environment and USSEC's investment priorities. However, the communications framework should be sufficiently flexible to support wider strategic priorities beyond the initial programme period.

Content formats may include, but are not limited to:

- Executive thought leadership
- Technical articles
- Expert interviews
- Conference outputs
- Short-form video
- Infographics
- Premium digital content
- Event communications

Expected Deliverables

- Integrated communications strategy
- Editorial calendar
- Campaign creative concepts
- Messaging framework
- Creative recommendations for digital campaigns
- Content production recommendations
- Communications planning framework

Workstream 3

Paid Digital Audience Development and Campaign Delivery

One of the principal objectives of this programme is to significantly accelerate USSEC Europe's digital reach and engagement amongst priority stakeholder audiences through strategically planned paid digital promotion.

LinkedIn is expected to serve as the principal owned communications channel during the initial phase of the programme. However, Prospective Contractors are encouraged to recommend the most effective paid digital approaches to maximise communications impact and support wider programme objectives.

The successful Prospective Contractor will develop, implement, manage and continually optimise an evidence-based paid digital engagement programme that complements organic communications activity and supports measurable audience growth across priority European stakeholder groups.

While paid media expenditure will be managed separately from this contract and reimbursed directly by USSEC outside the agency fee, the strategic planning, audience targeting, creative deployment, campaign management, optimisation, performance reporting and ongoing refinement of paid digital activity form an integral component of the services being procured under this contract.

The proposal should clearly demonstrate how paid digital activity will be used to:

- Accelerate audience growth
- Extend reach amongst priority stakeholder groups
- Amplify strategic communications content
- Increase stakeholder engagement
- Support sustainability communications and wider strategic priorities
- Continually optimise campaign performance through audience insight and analytics
- Generate measurable improvements in communications effectiveness

Expected Deliverables

- Paid digital strategy
- Audience targeting methodology
- Campaign implementation plan
- Paid campaign management
- Campaign optimisation programme
- Monthly performance reporting
- Strategic recommendations based on campaign performance
- End-of-programme evaluation

Workstream 4

HubSpot Integration and Digital Engagement Journeys

USSEC is developing enhanced customer engagement capability through HubSpot and intends to utilise Europe as an initial implementation market.

The successful Prospective Contractor will work collaboratively with existing delivery partners to ensure digital communications activity complements broader customer engagement objectives and future CRM capability.

The proposal should demonstrate how social media activity, premium content, landing pages and campaign activity can contribute to measurable stakeholder engagement journeys.

Expected Deliverables

- Digital engagement journey recommendations
- Landing page strategy
- CRM integration recommendations
- Audience nurturing framework
- Collaboration with existing implementation partners

Workstream 5

Measurement, Analytics and Programme Optimisation

Measurement should be embedded throughout the programme.

The successful Prospective Contractor will establish a comprehensive reporting framework combining audience growth, campaign effectiveness, engagement, communications impact and strategic outcomes.

Reporting should generate actionable recommendations that support continuous optimisation throughout the programme while providing insight to inform future communications investment.

Expected Deliverables

- KPI framework
- Performance dashboard
- Monthly reporting
- Campaign analysis
- Optimisation recommendations
- Final programme evaluation
- Strategic recommendations for future programme development

ADDITIONAL CONSIDERATIONS

The successful Prospective Contractor will be expected to:

- Operate as a strategic delivery partner to USSEC Europe
- Work collaboratively with USSEC Global Communications, the European Communications Lead and other appointed agency partners
- Participate in regular programme planning and review meetings
- Maintain flexibility to respond to emerging communications priorities and opportunities during the contract period
- Ensure all programme activity supports USSEC's wider communications, stakeholder engagement and market development objectives
- Transfer knowledge, documentation and recommendations to USSEC to support future programme continuity beyond the contract period.

Additional milestone activities with potential to be utilised:

- Week 1 August 2026: Soy Connex (Chicago)
- Week 3 September 2026: USSEC will hold a European Sustainability Conference (Amsterdam)
- September 28-1 Oct 2026: AquaCulture Europe (Ljubljana)
- November 5-6: European Commodities Exchange (Rotterdam)
- November 13-15: EuroTier (Hannover)

Wholly-owned USSEC conferences and workshops are also planned in individual countries during this period; this programme is under development and can be advised in due course.

DELIVERABLES:	
Completion Date	Description of Deliverables
September 2026	Programme initiation meeting, audience strategy, stakeholder segmentation, communications strategy, editorial calendar, campaign messaging framework, paid digital strategy, campaign implementation plan, KPI framework, baseline analytics report. Invoice 1
October 2026	Launch of integrated digital engagement programme, launch of paid digital campaigns, deployment of campaign creative, first optimisation cycle, first monthly performance report, first audience growth report. Ongoing campaign management, campaign optimization, sustainability communications implementation, HubSpot recommendations, audience analysis, monthly reporting, programme review meeting. Invoice 2
November 2026	Continued campaign implementation, audience development activities, executive communications, event amplification, optimisation recommendations, monthly reporting. Invoice 3

December 2026	Continued programme delivery, campaign optimization, strategic review, preparation of final programme evaluation, monthly reporting. Invoice 4
No later than January 30, 2027	Final programme evaluation, final performance report, strategic recommendations, programme handover, knowledge transfer meeting. Invoice 5

RFP TIMELINE:
Our expectation is for the activity to last from September 1, 2026, to January 30, 2027. We are asking that the Project Proposal include details about what the proposed timeline and scope would look like.
RFP TIMELINE:
• RFP distribution: July 20, 2026. • Last day to submit questions: July 29, 2026, by 05:00 PM CST • Project proposals due: August 7, 2026, by 05:00 PM CST - Email to zflores@ussec.org • Selections will be made by August 14, 2026. • Prospective contractors will be notified by August 17, 2026.

INSTRUCTIONS:
Proposals must contain at a minimum the specific criteria listed below:
1. Please email the proposal to zflores@ussec.org by 05:00 PM CST on 08/07/26. 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 Contractors 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. A Budget Table must be completed, please write Zaira Flores (zflores@ussec.org) to request the USSEC Budget Table Template. 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 selected contractor.

- 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 Prospective Contractor agree 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: <https://ussec.org/about-ussec/>

USB's Long Range Strategic Plan can be found here: <https://www.unitedsoybean.org/strategic-plan/>

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 16-member board of directors is comprised of four members from the American Soybean Association (ASA), four members from the United Soybean Board (USB), and eight 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 77 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 primary contractors. U.S. Soybean Export Council (USSEC), Inc. is contracted to manage projects for international marketing and global opportunities activities.

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. 20260-9410; (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.

Request for Proposal Budget Development

Company Name:

Contact Person:

Proposal Name:

Total Budget:

\$ -

This budget proposed contains information including all consulting fees, 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 relations to the agreement.

PROFESSIONAL FEES:

Total Fees
\$ -

TRAVEL EXPENSES

Provide the anticipated travel expenses to successfully execute the project:

Domestic Travel	International Travel	Purpose
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	
\$ -	\$ -	

Other

Provide list of any other costs related to the project that are not included in Professional Fees or Travel Expenses

Type of Expenses	Cost	Purpose
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	
	\$ -	

Budget Summary

Professional Fees	\$ -
Travel Expenses	\$ -
Other	\$ -
	\$ -