



Request for Proposal for Marketing Services

This Request for Proposal (RFP) is issued to provide interested parties with sufficient information to submit proposals for the provision of project-based marketing services for Gevo's Farmer Grower Program.

Primary Contacts

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Section 1: About Gevo (USDA Program)

Background:

Gevo is a leading renewable chemicals and advanced biofuels company. We are dedicated to delivering low carbon sustainable fuels and chemicals. CO₂, THE greenhouse gas is our renewable carbon source. We know it's possible to replace the non-sustainable, greenhouse gas generating fossil carbon-based chemicals and fuels used all across the world today with renewable carbon alternatives. Our technologies make it possible. We want it all: fuels for cars, airplanes, trucks, small engines, boats, and ships. We want to replace the carbon source for major packaging plastics like polyester and polypropylene. Done right, we enable production of protein that helps feed the world. With sustainable farming, we can help farmers capture CO₂ in the soil, improving soil quality. Together, with our customers and partners we can change what's possible and do our part to positively change the world.

Target Audience for project work:

Corn farmers are the ideal target audience for a marketing services Request for Proposal (RFP) with the goal of selling their corn and allowing their farming data to be shared with Gevo, a biofuels producer and Verity Tracking, a blockchain joint venture. The RFP should provide corn farmers with the information they need to understand the advantages of selling their corn to Gevo, such as competitive pricing, reliable delivery, and long-term supply agreements. Important criteria in the farmer partnership with Gevo is their willingness to engage in, track, and report the data for regenerative agriculture practices.

Current Marketing Technology Stack:

- Marketing Automation platform: Google Cloud Products
- CRM platform: Google Cloud Products, Salesforce and Slack
- Current Gevo website (undergoing redevelopment)
- Social Media monitoring and engagement via Meltwater
- Verity Tracking platform (internal build)

Competitors:

Regrow	https://www.regrow.ag/
CIBO	https://www.cibotechnologies.com/
Indigo Ag / Carbon	https://www.indigoag.com/

Section 2: Program or Project Objectives

Project or Program Objectives:

The proposed project will address and mitigate the two major market barriers to climate-smart corn-based biofuel commodities for sustainable aviation fuel (SAF) production: (1) an inadequate supply of verifiable low-carbon intensity corn that can be delivered to biofuel facilities for SAF production, and (2) lack of availability of biofuels produced from low-CI corn, such as SAF, despite ongoing growth and demand.

The insufficient market supply of low-CI corn is the result of several factors including an absence of effective educational outreach and technical support to farming producers to promote the adoption of climate-smart agricultural practices and a lack of marketing demand for low-CI corn and the lack of an organized system to monetize low-CI corn for farmers. Gevo has a dual role of working with joint-venture partner Verity Tracking to create a system to mitigate these challenges while simultaneously educating and partnering with farmers, communality leaders, and industry to install long-term and economically viable solutions.

Scope of Services:

The successful proposer shall provide all necessary services to develop and execute a complete marketing strategy and plan for Gevo including but not limited to the following:

- Design and implement marketing and communications plans
- Develop and execute multi-channel campaigns
- Create and manage digital content
- Analyze and report on campaign performance
- Facilitate customer research/focus groups
- Develop and maintain relationships with media outlets
- Propose and implement brand improvement initiatives
- Develop and manage brand stories and messaging
- Prepare and present proposals
- Negotiate and manage partnerships
- Monitor and report on agricultural marketing trends

Requirement	Detail
Website Content	Farmer/Grower program content to be developed in coordination with current website, www.gevo.com
Custom Development	Design and build of interactive knowledge center for farmer/grower information
Copy Writing	~15 pages written and created from scratch
Content Creation	2 white papers (5 pages each), Leave Behind materials
Blog Creation	2 blogs per month for six months
Social Media Content	1 agriculture farmer/grower program social media post per week

Additional Details:

This is a project specific engagement for the purposes of creating additional farmer education and collaboration content within the existing Gevo marketing and communication plan. Requires coordination and engagement with other agencies and vendors that supply ongoing and/or project specific work to Gevo. This is not an agency of record RFP.

Examples:

See competitor work

Program or Project Schedule:

Competitive proposals for the services specified will be received by Gevo, Inc via email only to Heather Manuel at hmanuel@gevo.com.

All proposals must be received by February 1st, 2023. Gevo Inc. reserves the right to reject any or all proposals in part or whole.

Proposals received after time stipulated will not be accepted and any request for an extension will not be granted on an individual basis. However, Gevo Inc. may decide to extend the submission deadline for all vendors if it is determined that the timeframe is inadequate; an addendum to the RFP may be released and will be posted on the Gevo Inc. Website.

Project Milestones	Deadline
RFP Delivered to Agency	1/9/2023
RFP Questions Period Ends	1/18/2023
RFP Close Date (RFP must be returned no later than this date)	2/1/2023
Proposal Review	2/3/2023
Agency Evaluation	2/6/2023
Award Project to Agency	2/15/2023

Section 3: Criteria for Response

Evaluation Criteria:

All proposals will be evaluated against the following criteria. In your response, please be specific about how you meet or do not meet the line item below.

Cost
Agency Experience
Quality of Services
Communication and Responsiveness
Strategic Thinking
Understanding of Market and Business Challenge
Alignment with Gevo's Vision

Gevo Inc. will award contracts to the responsible and eligible vendor whose proposal is responsive to the Request for Proposals (RFP) and is deemed by Gevo Inc. to be the most highly advantageous and in the best interest of Gevo Inc. Lowest bidder is a consideration, but not the determining factor. The evaluation will identify those proposals which offer the best combination of expertise and value.

Presentation Proposal Requirements:

At a minimum, vendors must submit all materials requested in accordance with the specifications of this RFP to be considered complete and responsive. With the goal of helping you focus your presentation, we ask that you include the following items in the proposal:

Required Agency Information:

Corporate Overview: Including the number of full-time employees, number of contract employees, office location(s), and date founded.

- Primary markets served
- Number of customers served
- Marketing services you offer as an agency
- Marketing services that you currently sub-contract
- Awards won over the past 3 year

Proposed Solution:

- Detailed explanation of the proposed solution
- Make sure to cover all items in the scope of work
- Identify areas of unique expertise
- Share 3 creative examples from prior work to help explain

References

- Minimum of 3 reference customers

Estimated Budget & Project Plan

- Provide a line-item breakdown of costs associated with the full program. Costs should include fixed pricing, variable pricing ranges, any billable hours, travel expenses, etc.
- All proposals must include a project workback schedule that includes:
 - Timelines
 - Key Milestones
 - Delivery Dates

Section 4: Terms and Conditions

This is an invitation for proposal only.

Gevo, Inc. shall not be obligated in any major to any vendor until a written agreement has been executed.

Gevo, Inc. shall not be liable for any costs associated with the preparation of presentation or proposal materials.

While sub-contracting any phase of the work may be considered, the vendor submitting the proposal must assume full responsibility of the end-to-end process. Vendor must disclose if they are using sub-contracted services as part of the proposal.

Any and all verbal discussions and responses are not binding on either party.

Gevo may issue addenda during the proposal period by the designated official. All addenda become part of the RFP documents and responses must be submitted with the proposal. It is the responsibility of the vendor to establish whether or not Gevo, Inc. has issued any addenda.

Funding for this project will be provided in part by USDA. Gevo Inc. is committed to equitable access to provide equal opportunities for underutilized firms owned by minorities and women. It is further the policy of Gevo Inc. to prohibit discrimination against any firm in pursuit of these opportunities, to conduct its contracting activities so as to prevent such discrimination, to correct present effects of past discrimination and to resolve complaints of discrimination. This policy applies to all professional services categories.

Requests for Clarification Questions regarding this RFP shall be submitted in writing via electronic mail only to Heather Manuel at hmanuel@gevo.com.