



California Office of the Small Business Advocate Governor's Office of Business and Economic Development

Made in California Program

Request for Proposals (RFP) for a Marketing and Outreach Lead

Total Program Funding: \$500,000.00

Period of Performance: March 15, 2026 – June 30, 2027

The purpose of this announcement is to solicit applications from eligible organizations to apply to provide marketing and engagement services to support the awareness and use of the Made in California label and promotional services by California's manufacturing businesses.

Opening Date: February 3, 2026

Closing Date: February 17, 2026, at 5:00 PM PST

Proposals submitted after the stipulated deadline will be rejected without being evaluated with no exceptions.

Office of the Small Business Advocate (CalOSBA)
Governor's Office of Business and Economic Development (GO-Biz)
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Introduction

“Made in California” is California’s manufacturing promotion and product labeling program (herein defined as “Program”). The Program is designed to develop and promote the Made in California label, to encourage consumer product awareness, and to foster purchases of high-quality products in this state. The Program is administered by the California Office of the Small Business Advocate (herein referred to as “CalOSBA”) within the Governor's Office of Business & Economic Development (herein referred to as GO-Biz). The Program supports California-based manufacturers that meet the eligibility requirements across California’s diverse range of manufacturing categories.

The Program was enacted in 2013 and established in Government Code section 12098.10 and et seq. On April 7, 2021, SB 808 amended statutes associated with Made in California.

The Program is designed to serve manufacturers of all sizes and stages and to reinforce the Made in California label as a credible, inclusive, and statewide certification that supports economic development, workforce stability, and supply-chain resilience. The Program’s brand should reflect and be inclusive of the State’s diverse regions and manufacturers and should represent California as a global leader in research, innovation, design, and quality.

- Products approved for use of the Made in California license must meet the eligibility requirements set forth in California Government Code section 12098.10 et seq., as administered by CalOSBA.
- Eligibility criteria, application review standards, and any associated licensing fees are established and administered by CalOSBA and may be further specified through regulations, program guidance, or other materials issued by the Office.

Examples of Products eligible for the “Made in California” label include:

- Semiconductors & advanced electronics products & components
- Computers & consumer electronics products & components
- Aerospace and defense manufacturing products & components
- Transportation and mobility products & components
- Technology & advanced hardware products & components
- Processed food and beverage products
- Any kind of light or heavy machinery or equipment
- Soap & detergent
- Cosmetics
- Dye
- Pharmaceuticals
- Paper
- Industrial ceramics and glass
- Chemicals & industrial polymers
- Clothing and footwear
- Textiles & manmade fiber

- Furniture & household goods including floor coverings
- Artwork & handmade goods

The Program shall not apply to those agricultural products subject to the Buy California Program described in Section 58750 of the Food and Agricultural Code.

The benefits to manufacturers of a Made in California licensing agreement include:

- Use of the Made in California label for display on products, packaging, and point of sale merchandising.
- Inclusion of approved Made in California products on a public-facing website hosted and promoted by CalOSBA.
- Promotion of approved Made in California product(s) via CalOSBA social media channels and inclusion in other events or opportunities as determined by CalOSBA.
- Access and connection to information, resources, networking, and technical advising through CalOSBA and its partners.
- Placement in the CalOSBA Manufacturers Database and listing on the CalOSBA Made in California website.
- Other benefits as determined and communicated by CalOSBA during the course of the period of performance.

Definitions

Definitions that pertain to this Program Announcement are provided below.

For purposes of this article, the following definitions shall apply:

- "Made in California Program" or "Program" means the Made in California promotion and product labeling program created by Government Code section 12098.10 et seq.
- "CalOSBA" means California Office of Small Business Advocate or "the Office" as referenced in Sections 12098.10 and 12098.11, CA Government Code.
- "GO-Biz" means Governor's Office of Business and Economic Development or "GO-Biz".
- "Product(s)" means a final, recognizable good or service that has been created by a value-added process as defined by Government Code section 12098.10 et seq.
- "Website" means madeincalifornia.ca.gov, a CalOSBA designated website.
- "Made in California Marketing and Outreach Campaign" or "Campaign" means all promotional activities delivered under the Grant Agreement.
- "Application Portal" or "Portal" means a CalOSBA-hosted application portal available from the Website.
- "Made in California Licensee(s) or "Licensee(s)" means a manufacturer who has entered into a licensing agreement for the use of the Made in California Label.
- "Made in California Label" means an authorized seal designated by CalOSBA GO-Biz and representing that the Product is certified to meet the minimum requirements pursuant to the Program.
- "Fee" or "Fees" means the Made in California fee charged to Licensees renewable every two years.

- (k) “Made in California Fund” means a separate account created and maintained for deposit of fees associated with the Program, as described in Government Code section 12098.10(h).
- (l) “Marketing and Outreach Lead” or “Lead” means the entity selected to execute the “Made in California Marketing and Outreach Campaign”.
- (m) The “Grant Agreement” or “Agreement” specifies all obligations and activities to be delivered as part of the “Made in California Marketing and Outreach Campaign”.
- (n) “Authorized Representative” refers to a person or entity given the legal right to act on behalf of another, in this case, the individual or entity authorized as signatory on contractual documents between CalOSBA and the selected applicant.

The Marketing and Outreach Campaign

The Program is intended to support and engage all eligible California manufacturers, including small manufacturers, diverse-owned manufacturers, rural-based manufacturers, and other historically underserved manufacturing communities. Outreach strategies shall emphasize accessibility, statewide reach, and equitable participation.

CalOSBA launched the branding strategy for the Program on the Made in California website in 2025. The Made in California Marketing & Outreach Campaign will follow the launch of the completed Application Portal in spring 2026 allowing manufacturers to apply for and be accepted as Made in California Licensees.

As the Program Administrator, CalOSBA is responsible for engineering and hosting the Portal, approving or denying all applications submitted via the Portal, delivering and documenting all licensing agreements & payment terms, completing required financial reporting on distribution of Fees to the Made in California Fund, and responding to any required customer service inquiries from or about Made in California Licensees.

The objective of the Made in California Marketing & Outreach Campaign is to strengthen California’s manufacturing economy by expanding statewide awareness, accelerating manufacturer participation, and supporting the continued implementation of the Made in California labeling program. Campaign messaging and outreach shall reinforce that the Made in California label is a statewide, inclusive certification applicable across industries, business sizes, and geographic regions.

Within this broad, cross-industry framework, however, the Campaign shall also include targeted outreach and tailored messaging for manufacturing sectors identified as state and economic development priorities, including:

- Semiconductors and advanced electronics

- Aerospace and defense manufacturing
- Transportation and mobility manufacturing
- Technology and advanced hardware manufacturing
- Food and beverage manufacturing

Sector-specific strategies may be implemented to address unique regulatory, workforce, supply-chain, and market considerations.

Required Activities

The Campaign will build on the branding, creative assets, content, partnerships, and stakeholder engagement developed as part of the 2025 launch of the Made in California website. Activities shall prioritize continuity, cost efficiency, and scalability by leveraging existing materials, systems, and institutional knowledge, while expanding reach across industries, regions, and historically underserved manufacturing communities.

The activities of the Made in California Marketing and Outreach Campaign Lead shall include, but not be limited to the following:

A. Media Strategy and Paid Outreach

- Develop and implement a comprehensive media strategy to promote the Made in California labeling program.
- Execute targeted and retargeted digital advertising campaigns, including search and display advertising.
- Leverage existing creative assets, videos, photography, messaging frameworks, and branding developed for the launch of the Website, adapting as needed for sector-specific audiences.
- Monitor campaign performance and optimize placements on an ongoing basis.
- Development and management of a process to solicit and manage media buys across all channels.

Deliverables:

- Written media plan with timeline for the entire performance period of the Agreement
- Monthly performance summaries
- Campaign optimization recommendations

B. Earned Media and Public Awareness

- Develop and execute an earned media strategy positioning Made in California as a credible, verified labeling and certification program.

- Utilize press releases, media materials, messaging, and story angles as a foundation for continued pitching and placement.
- Secure coverage in manufacturing, business, and economic development media outlets.
- Support statewide and sector-specific public awareness moments, including Manufacturing Month.
- Engage advisory board members and participating manufacturers, where appropriate, as program ambassadors and media spokespeople.

Deliverables:

- Written earned media plan
- Press materials and media toolkits
- Earned media tracking and reporting

C. Public Awareness Campaigns (B2B and B2C)

- Implement integrated public awareness campaigns highlighting the value of verified California manufacturing.
- Promote participating manufacturers and licensed products.
- Leverage existing branding, visual identity, photos, videos, social media posts, and content libraries to ensure message consistency and cost efficiency.
- Deploy campaigns across digital, social, paid media, and event-based channels.

Deliverables:

- Campaign messaging and creative assets
- Deployment of social media campaigns
- Ongoing analytics and performance reporting
- Creation and distribution of surveys of manufacturing companies, marketing toolkits, and other tools deemed relevant to meet proposed objectives
- Coordination with CalOSBA to identify and lead a group of sub-recipients responsible for outreach designed to increase participation of diverse manufacturers: businesses owned by women, people of color, LGBTQ+, disabled, or other groups identified by CalOSBA as underserved business groups

D. Events and Industry Engagement

- Plan and support industry-focused outreach events to engage manufacturers and promote program participation.
- Integrate existing content, visuals, and messaging into event materials and presentations.

- Activate advisory board members, participating manufacturers, and industry partners as event speakers, panelists, and peer ambassadors.
- Align events with priority industries and regional manufacturing hubs.

Deliverables:

- Annual event strategy and calendar
- Minimum of two (2) manufacturing-focused events hosted by GO-Biz and including major industry stakeholders, state agency representatives and Made in California license agreement-holder
- Representation of the Made in California program at other manufacturing-focused events and trade shows
- Post-event reporting and engagement metrics

E. Licensee Recruitment and Conversion Support

- Support recruitment and conversion of eligible manufacturers into licensed program participants.
- Refine recruitment messaging using tested value-proposition language and existing content.
- Develop sector-specific outreach materials by adapting existing assets.
- Coordinate outreach with partners and advisory stakeholders to expand reach and trust among manufacturers statewide.

Deliverables:

- Recruitment messaging and materials
- Licensee engagement and conversion tracking

F. Certification and Labeling Program Advisory Support

- Provide consultative support related to the launch, rollout, and scaling of a verified certification and labeling program, including direct experience guiding programs from initial development through public launch and statewide implementation.
- Apply demonstrated expertise in certification, labeling, and compliance-driven programs, ensuring that marketing and outreach activities accurately reflect program requirements, verification standards, and program integrity.
- Provide strategic guidance informed by direct experience marketing certification and labeling programs within the manufacturing sector, including engagement with small and medium-sized manufacturers, regulated industries, and complex supply chains.

- Support alignment of outreach, messaging, and recruitment strategies with manufacturing business practices, regulatory considerations, and industry decision-making processes.
- Leverage knowledge, processes, documentation, and lessons learned from earlier phases to support efficient licensee onboarding, customer experience design, and participant retention.
- Advise on program positioning to ensure the Made in California label is communicated as a credible, trusted, and value-driven certification for manufacturers, buyers, and the public.

Deliverables:

- Advisory recommendations and strategic guidance related to certification rollout and program scaling
- Program refinement inputs and technical guidance as requested by CalOSBA

Award Information

Available Funding

The California Office of the Small Business Advocate (CalOSBA) within the Governor's Office of Business & Economic Development (GO-Biz) expects to issue \$500,000 in funding for the Marketing and Outreach Campaign Lead. The Office will designate and award one proposal through a Grant Agreement with the selected entity.

All proposals submitted for this program announcement must include the following:

- A minimum of \$300,000 of the proposed budget is to be allocated exclusively to media buys e.g. advertising across various channels and markets.
- A maximum of \$20,000 is to be allocated to each sub-recipient responsible for outreach to diverse manufacturers.
- A maximum of \$120,000 is to be allocated for Consultative and Advisory Services from the Marketing & Outreach Lead.

During the performance period of the Agreement, the Campaign Lead will be required to abide by all the obligations including exact reporting requirements as stipulated within this program announcement and the signed Agreement between the Campaign Lead and the Office.

Period of Performance

The Agreement will be executed in February 2026, with program activities to begin in March 2026. The awarded amount must be fully exhausted by May 15, 2027; any unused money must be transferred back to the Office by June 30, 2027.

Funding Information

Funds provided under the Program must be used solely for the purposes stipulated in this program announcement and subsequently in the Agreement between the Office and the Campaign Lead. The selected entity shall not begin work officially until the Agreement is entered into by the representatives of the Campaign Lead and the Office. The Agreement shall include the goals and performance standards identified in the application and other related requirements as determined by the Office.

Unallowable Activities and Expenditures

- Contract bonuses;
- Rent and other fixed overhead expenses;
- Travel expenses for per diems or food and beverage;
- Supplies not related to program development, marketing, or research;
- Indirect or overhead costs (The grant agreement is not subject to the model agreement provisions developed pursuant to Chapter 14.27 (commencing with Section 67325) of Part 40 of Division 5 of Title 3 of the Education Code);
- Other items that are banned by the State of California, GO-Biz, or CalOSBA as deemed inappropriate or inconsistent with statutory or programmatic requirements.

All costs incurred in support of the Campaign must meet the tests of reasonableness, allowability, and allocability in accordance with the Campaign's allowable costs and Agreement terms. All costs charged under the Agreement are subject to audit. Recipients are responsible for ensuring proper management and financial accountability of state funds to preclude future cost disallowances.

Funding Method

The Made in California Marketing and Outreach Campaign Lead will be compensated on a cost reimbursement basis; the selected awardee may request an up-front payment of up to 25% of the total award amount.

Grant Agreement Execution

The selected entity will be required to complete the following forms to enter into a fully executed grant agreement with the Office:

- CalOSBA Standard Agreement
- STD204 – State of California Payee Data Record Form
- STD021 – State of California Drug-Free Workplace Certification Form
- Scope of Work
- Budget Details and Payment Provisions
- Budget Cost Breakdown

Eligibility Requirements

Applicant Organizations

This program funding opportunity is open to organizations within the following categories:

1. A for-profit entity certified by the Department of General Services as a California Small Business with demonstrated performance in marketing and outreach
2. A consortium or network of manufacturing organizations that engage directly with manufacturing enterprises, particularly small manufacturing enterprises
3. A manufacturing industry-affiliated association or non-profit
4. A for-profit entity with a focus on supporting manufacturers

Program eligibility requires an Equity First Action Plan to ensure participation of manufacturing companies in unserved, underserved, disinvested, and disadvantaged business groups. The Plan should include a focus on target populations and geographies, in-language services, disparities addressed and associated data points with the targets and initiatives served.

Notice of Intent to Award

Final award amounts has been determined by CalOSBA at \$500,000. Once scores for all recipients have been determined and an awardee has been selected for funding, the Office will email the Authorized Representative from the selected entity a Notice of Intent to Award (“Notice”). The Notice will acknowledge the Made in California award, along with instructions about the next steps. The Office may conduct follow-up calls, if deemed necessary, to discuss the proposal and requested amounts. If the award amount is different than the amount requested amount in the submitted proposal, the Authorized Representative will be required to revise the scope of work and proposed milestones based on the final award amount. The Authorized Representative must submit the requested information within five (5) business days of receiving the Notice. Once milestones are finalized, the Program’s funding will be awarded in an agreement between the Office and the selected awardee. The agreement will contain standard terms and conditions and specify the award amount, the reporting and invoicing requirements, scope of work and milestones that will be used to evaluate recipient progress during the term of the agreement.

The Office will assess the awardee based on achievements against Program goals and scope of work. The Office reserves the right to terminate or modify the agreement at any time to ensure program objectives are being met and in the case of a material breach.

A material breach for the purposes of the Program may include, but shall not be limited to:

- Failure to comply with established Program deadlines including failure to file timely reports.
- Noncompliance with metric reporting requirements.
- Noncompliance with narrative reporting requirements.

- Noncompliance financial reporting or record-keeping requirements.
- Noncompliance in carrying out the scope of work established in the agreement.
- Failure to communicate with the Office in a timely manner.
- Failure to spend funds in a timely manner, in accordance with the grant agreement.

In the event of Closure/Termination of the Made in California Marketing and Outreach Campaign, the state is obligated to compensate the recipient only for all allowable and unavoidable expenses reasonably incurred by the recipient in the performance of its work under the agreement as of the effective date of the terminating event or otherwise agreed period to allow project closeout activities, as determined appropriate by the Office. In addition, if the Authorized Representative has received notification that its organization is scheduled for termination or that its operations are placed under a probationary status, the Authorized Representative must notify the Office of Small Business Advocate via email at calosbaprograms@gobiz.ca.gov within 48 hours.

The Marketing and Outreach Lead will be required to deliver a scope of activities that will align and achieve the goals of this initiative in accordance with the requirements of the Made in California Program as outlined in section 12098.10 and 12098 of the Government Code.

The Marketing and Outreach Lead will be responsible for collecting accurate and complete performance reports and financial reports from all sub-recipients. The Marketing and Outreach Lead is responsible for submitting all reports to the Office once reviewed and approved and within forty-five (45) calendar days of the completion of each quarter of the grant period. Reports will be submitted electronically via an online portal to the Office. Portal information and tutorials will be provided to the Marketing and Outreach Lead prior to the program's start date. The reports or portions thereof provided by the Marketing and Outreach Lead may be made public. The Office may withhold payment if reports are not received or are deemed incomplete or inadequate. Failure to report in a timely manner may impact future eligibility for grant funding from the Office. Office of the Small Business Advocate Governor's Office of Business and Economic Development. The Office reserves the right to audit information submitted in a performance report by requesting additional documentation, performing on-site visits, contacting clients served, or verifying other information as necessary to verify the information contained in the performance report. The Made in California Marketing and Outreach Lead, not GO-Biz or CalOSBA, will retain possession and control of any and all reporting materials and backup documentation and will make them available to the Office for inspection and audit upon request so that the Office can verify that both the center and any subrecipients have complied with the grant program's terms and conditions, and have executed the contracts and effectuated the program consistent with the statutory goals of the program.

The Program will require awarded Outreach and Engagement Lead to design any applicable verification processes, self-certifications, or attestations, with CalOSBA approval, to help ensure eligibility and equitable distribution and limit misuse.

The Applicant will be required to provide narrative reports and detailed performance metrics achieved in delivering the Made in California Program. The interim and final reporting requirements and instructions will be shared with the awarded Outreach and Engagement Lead prior to the execution of the agreement.

Performance Reports

The Marketing and Outreach Lead will be required to deliver a scope of activities that will align with and achieve the goals of this initiative in accordance with the requirements of the Made in California Program as outlined in section 12098.10 et seq. of the Government Code.

The Marketing and Outreach Lead will be responsible for collecting accurate and complete performance reports and financial reports from all sub-recipients. The Marketing and Outreach Lead is responsible for submitting all reports to the Office once reviewed and approved and within forty-five (45) calendar days of the completion of each quarter of the grant period. Reports will be submitted electronically via an online portal to the Office. Portal information and tutorials will be provided to the Marketing and Outreach Lead prior to the program's start date. The reports or portions thereof provided by the Marketing and Outreach Lead may be made public. The Office may withhold payment if reports are not received or are deemed incomplete or inadequate. Failure to report in a timely manner may impact future eligibility for grant funding from the Office. Office of the Small Business Advocate Governor's Office of Business and Economic Development. The Office reserves the right to audit information submitted in a performance report by requesting additional documentation, performing on-site visits, contacting clients served, or verifying other information as necessary to verify the information contained in the performance report. The Made in California Marketing and Outreach Lead, not GO-Biz or CalOSBA, will retain possession and control of any and all reporting materials and backup documentation and will make them available to the Office for inspection and audit upon request so that the Office can verify that both the center and any subrecipients have complied with the grant program's terms and conditions, and have executed the contracts and effectuated the program consistent with the statutory goals of the program.

The selected awardee shall submit quarterly and annually a report to the Office on its progress in meeting the goals and performance standards as described in the Program application and implementing grant agreement with the Office.

The Program will require awarded Outreach and Engagement Lead to design any applicable verification processes, self-certifications, or attestations, with CalOSBA approval, to help ensure eligibility and equitable distribution and limit misuse.

The Applicant will be required to provide narrative reports and detailed performance metrics achieved in delivering the Made in California Program. The interim and final reporting requirements and instructions will be shared with the awarded Outreach and Engagement Lead prior to the execution of the agreement.

Performance Metrics

Performance shall be measured using the following indicators:

- Licensee enrollment and conversion activity across industries and regions
- Participation by small manufacturers, diverse-owned businesses, women-owned businesses, rural-based manufacturers, and other underserved manufacturing communities
- Media impressions, reach, and engagement across B2B and public audiences on all individual media and outreach campaigns
- Total number of employees supported by California manufacturers participating in the program (Aggregate, by industry, region)
- Earned media placements and quality, including coverage representing diverse sectors and regions
- Event participation and qualified leads generated, with geographic and sector diversity
- Number of promotional and/or outreach programs, workshops, webinars or events
- Number of Trade shows hosted and/or attended on behalf of Program
- Number of total event attendees (aggregate and per event)

Metrics may be reported as available for the following underserved communities:

- Women
- Veterans
- Black/African American
- Asian
- Native American/Alaska Native
- Native Hawaiian or Pacific Islander
- Hispanic or Latino
- Rural
- Low-Wealth
- LGBTQ+
- Disabled

Final performance metrics and reporting requirements shall align with CalOSBA guidance and grant reporting standards. The Lead shall also be evaluated on the effective utilization of existing program assets to achieve inclusive and cost-efficient outcomes and timely submission of required reports and deliverables.

Dates and Deadlines

All dates and deadlines as set forth in this Announcement and subsequent partner agreement are non-negotiable and may not be extended.

Timeline

February 3, 2026	Program Announcement Release
February 9, 2026	All questions regarding this Announcement shall be submitted in writing (e-mail only) no later than 12:00 PM PST to calosbaprograms@gobiz.ca.gov and Program Manager, cassie.fortes@gobiz.ca.gov .
February 17, 2026 at 5 p.m. PST	Application deadline (must submit by e-mail to calosbaprograms@gobiz.ca.gov ; and Program Manager, cassie.fortes@gobiz.ca.gov)
March 1, 2026	Notice of Award sent via email
March 5, 2026	Agreements sent to Awardee(s)
March 10, 2026	Agreement Executed
March 15, 2026	Program Performance begin
June 30, 2027	Program Performance ends
July 13, 2027 at 5 p.m. PST	Final invoice due to calosbaprograms@gobiz.ca.gov and Program Manager, cassie.fortes@gobiz.ca.gov

Points of Contact

Questions and correspondence regarding this Announcement shall be directed to:

Primary Contact: Office of the Small Business Advocate (CalOSBA)
Governor's Office of Business & Economic Development (GO-Biz)
Email: calosbaprograms@gobiz.ca.gov
Copy: cassie.fortes@gobiz.ca.gov

All questions regarding this Announcement shall be submitted in writing (e-mail only) no later than **February 9, 2026 by 12:00 PM PST** by emailing calosbaprograms@gobiz.ca.gov and copying the Program Manager, Cassie.Fortes@gobiz.ca.gov. Questions submitted after the deadline are not guaranteed to be answered. Selected questions and answers will be shared on the CalOSBA website (link [HERE](#)). Prospective applicants shall not contact CalOSBA or GO-Biz employees with questions or suggestions regarding this Announcement except through the

primary contact listed above. **Any unauthorized contact may be considered undue pressure and cause for disqualification of the applicant.**

CalOSBA's determination as to eligibility for program funding, or the amount of program funding awarded, is not subject to appeal. CalOSBA reserves the ability to modify applicant budgets if included costs are deemed ineligible. The Marketing and Outreach Lead and its fiscal host will be required to follow the Drug-Free Workplace Certification and Nondiscrimination Compliance Statement as required by state law.

Public Records Act

By submitting an application, the applicant acknowledges that GO-Biz is subject to the California Public Records Act (PRA) (Government Code sections 7920.000 – 7930.215.). Consequently, materials submitted by an Applicant to GO-Biz may be subject to a PRA request. In such an event, GO-Biz will notify the Applicant, as soon as practicable, that a PRA request for the Applicant's information has been received, but not less than five (5) business days prior to the release of the requested information to allow the Applicant to seek an injunction. GO-Biz will work in good faith with the Applicant to protect the information to the extent an exemption is provided by law, including but not limited to notes, drafts, proprietary information, financial information and trade secret information. GO-Biz will also apply the "balancing test" as provided for under Government Code section 7920.000 to the extent applicable.

Proposal Evaluation

One award will be made based on an evaluation criterion that reflect the applicant's ability to deliver strong Marketing and Outreach services to manufacturing businesses and key stakeholders, underserved small business groups, and California's diverse communities through strong partnerships with ethnic and community-based organizations.

Scoring Criteria

CalOSBA staff will score all the applications based on the total number of points received in the Proposal section below. CalOSBA reserves the right to request modifications based on outreach, marketing, and implementation plans provided within the proposal. The final grant award will be based on satisfactory curriculum, implementation, outreach, and marketing plans to small manufacturing businesses.

CalOSBA may ask applicants for follow-up meetings to review and clarify design, technical and cost aspects of their proposals. This must not be construed as a commitment to fund the proposed effort.

Disqualification

CalOSBA may disqualify applications or deny applications for the following reasons:

- A. Incomplete application
- B. Ineligible applicant
- C. Plagiarism, including but not limited to failure to cite one's own work or third-party work, duplicate applications, etc.
- D. Failure to comply with guidance as set forth in this Announcement.
- E. Late applications will not be accepted.

Application and Submission Requirements

Proposal and attachments must be submitted in one email containing the following:

- 1. Proposal saved as .pdf - [Download template HERE](#)
- 2. Budget saved as .xls – [Download template HERE](#)
- 3. Campaign Timeline chart saved as .pdf (Intake through disbursement)
- 4. Organization Chart – includes strategic partner roles and in-language services.

File Format: Organization Name_MADE_CA_Proposal_Date

Subject Line: Organization Name – Made in California Proposal Submission

Applicants must email all grant application materials to calosbaprograms@gobiz.ca.gov copying Program Manager, Cassie.Fortes@gobiz.ca.gov.

No mailed/hard copy submittals will be accepted. your application in advance of the final deadline to receive confirmation of receipt.

CalOSBA's determination as to eligibility for program funding or the amount of program funding awarded is final and not subject to appeal or protest. The determination of rejection for program funding is final and not subject to appeal or protest.

Proposal

SECTION I: Applicant Information

Legal Name of Applicant:	
DBA (if applicable):	
Employer/Taxpayer Identification Number:	
Organizational DUNS (if available):	
Mailing Address (and physical address if it is different):	
Street 1:	
Street 2:	
City:	
County:	
State:	California Only
Zip Code:	
Name and Contact Information of person to be contacted regarding this application:	
First and Last Name:	
Title:	
Telephone Number:	
Email:	
Website:	

Signature of Contact (E-signature is acceptable)

Date

By signing, I certify that the information in this application is true and correct to the best of my knowledge.

SECTION II: Narrative

Narrative responses must not be more than eight (8) pages total, 1.5-spaced, one-inch margin, Times New Roman, 12-point font.

Total points available is **115**.

1. Applicant Experience/Past Performance: Describe in detail the applicant's experience with outreach and engagement to this segment of businesses as well as knowledge of key industry stakeholders, associations, industry leaders and other relevant individuals. **(15 points)**
2. Implementation Plan: Provide a statement regarding applicant's plan to leverage its existing network to achieve program goals. Include how you will leverage the manufacturing industry networks to support Program efforts, particularly marketing and outreach to reduce implementation costs. Examples of local external partnerships include nonprofits, community-based organizations, business associations, small business technical assistance centers, and key stakeholder organizations. Describe how the applicant has worked successfully in the past and leveraged its partnership network with the intended target market. How has the applicant engaged with manufacturing business ecosystems, external partners, and technical assistance providers to ensure manufacturing businesses have the information and resources they need. Additionally, the applicant must indicate how the proposed Marketing and Outreach strategy will enable the applicant to achieve program milestones, and track progress. **(15 points)**
3. Marketing and Outreach Plan: Provide overview of proposed Made in California Marketing and Outreach Plan. This should include details on how the applicant will develop and implement the schedule of marketing and outreach activities which include but are not limited to the following: newsletters; earned and acquired media in industry publications; advertising on television, radio and social media; and use of the Made in California website. CalOSBA would like insight into how the applicant will roll out the Marketing and Outreach strategy during the initial 60 period for Made in California. The type of proposed media channels may include but not be limited to print media, broadcast media, direct mail, outdoor advertising, events and sponsorships, public relations (PR), digital marketing, etc. The recipient would need to coordinate with CalOSBA to further develop this strategy and fix appropriate spending levels for individual campaigns. Applicants will be required to submit a flow chart and other relevant visuals or diagrams of plan as attachments to the narrative response. **(25 points)**
4. Equity First Action Plan: Please also include details as to how the applicant plans to target outreach to underserved business groups such as minority-owned, women-owned, veteran-owned, rural, and other underserved business segments within the

state. Include an omnichannel marketing strategy that articulates multicultural outreach in communication sources including ethnic media outlets. **(25 points)**

5. Implementation Timeline: Submit a proposed schedule for implementation of all program activities with milestones and deadlines. These activities should consist of marketing and outreach, stakeholder engagement, industry convenings, promotion and advertising. Describe the applicant's ability to achieve outcomes that allow for certification and labeling of manufacturing enterprises. **(10 points)**
6. Program Management/Staffing Plan: Provide key management and staffing plan to achieve proposed implementation schedule. Please include summary bios highlighting relevant experience in supporting the intended target market and how that experience will provide the applicant with an advantage in executing and achieving the goals set forth in this program. (See Section III, Number 4 below) **(10 points)**
7. Budget and Financial Management Systems:
 - a. Budget narrative to support the proposed budget submitted as an attachment. (See Section III, Number 2 below) **(10 points)**
 - b. Financial management and controls narrative **(5 points)**

SECTION III: Attachments

Label each attachment and submit in the order listed.

1. Proposal saved as submitted .pdf -- [Download template](#)
2. Proposed Budget submitted as excel. – [Download template HERE](#)
3. Process flow chart and any other relevant visuals or diagrams of Program design and certification administration process including sample application process (submit as .pdf)
4. Organization Chart – includes strategic partner roles and in-language services.
5. STD204 – Payee Data Record Form – download this form at <https://calosba.ca.gov/wp-content/uploads/std204-calosbaprograms.pdf>
6. STD021 – Drug-Free Workplace Certification – download this form at <https://www.documents.dgs.ca.gov/dgs/fmc/pdf/std021.pdf>