Statement of Work (SOW)

Title: Freedom 250 Food Influencer Engagement: Flavors of Freedom Campaign (Thanksgiving Themed)
Client: U.S. Embassy Abuja, Public Diplomacy Section
Location: Abuja, Nigeria
Contract/Production Period: September–November 2026
Campaign Period: October–November 2026
Contract Type: Firm-Fixed-Price

1. Background and Purpose

As part of the Department of State's Freedom 250 initiative commemorating the 250th anniversary of the signing of the U.S. Declaration of Independence, U.S. Embassy Abuja seeks to engage a qualified contractor to develop and execute "Flavors of Freedom," a multimedia public diplomacy campaign that celebrates how the United States and Nigeria connect through food, storytelling, and cultural exchange.

The campaign will pair a well-established Nigerian culinary content creator or food influencer with an American chef or experienced home cook to collaborate in developing and preparing a selection of original American-Nigerian fusion dishes in a single cooking co-production. Through a professionally produced cooking experience, the campaign will blend iconic American Thanksgiving ingredients, flavors, techniques, and traditions with Nigerian culinary traditions to show how creativity brings different cultures to one table.

The contractor shall identify, recruit, and manage the influencer and all production personnel, subject to Embassy Abuja's Public Diplomacy Section (PDS) approval.

The campaign shall incorporate Freedom 250 themes, including American values of innovation, entrepreneurship, and freedom that have defined 250 years of American progress through storytelling and well-scripted conversations that showcase the creative liberty behind each fusion menu, promote U.S. agricultural exports and bilateral trade, and demonstrate the economic benefits of U.S.-Nigeria partnership grounded in America First principles.

The campaign will culminate in a Freedom 250 Thanksgiving reception where guests will experience the completed fusion dishes through a shared table presentation and guided tasting led by the featured culinary collaborators.
The Thanksgiving theme emphasizes gratitude for abundant blessings and the spirit of gratitude and resilience that has defined 250 years of American progress,

celebrates the faith and fortitude of those who built America into a strong and resilient Nation, and demonstrates how fair and reciprocal partnerships and strong leadership create opportunity and prosperity for both the United States and Nigeria.

The campaign should tell a compelling story about how culinary traditions evolve through openness, creativity, and collaboration – values that have contributed to 250 years of American innovation and continue to strengthen the U.S.- Nigeria relationship today, through the following core storytelling pillars:

- **American Innovation in Culinary and Food Technology** – showcasing how U.S. advancements in food science, kitchen technology, and culinary techniques reflect 250 years of American ingenuity.
- **U.S. Values of Entrepreneurship and Creativity** – highlighting the spirit of innovation and creative risk-taking that defines the American culinary and food business landscape.
- **Celebrating U.S. Global Diplomatic Contributions** – with specific emphasis on the longstanding U.S.-Nigeria diplomatic relationship, using food as a bridge to reinforce decades of bilateral cooperation and partnership.
- **U.S. Excellence in Culinary Tutorials and Advancement** – positioning the cooking video as a showcase of American culinary techniques, tools, and standards of excellence.
- **Promotion of U.S. Agricultural Exports** – featuring American agricultural products (e.g., poultry, wheat, rice) exported to Nigeria, reinforcing the economic relationship between the two countries.
- **Promotion of U.S. Cooking Ingredients and Kitchenware** – integrating visible use of American-made or American-branded cooking ingredients and kitchen tools throughout the video.
- **U.S. Policy Benefits to Nigeria** – weaving in messaging on how America First trade and agricultural policy creates reciprocal, mutually beneficial outcomes for Nigerian consumers, farmers, and businesses.

2. Objectives
The campaign will:

1. Produce a single, polished video that introduces Nigerian audiences to Freedom 250 components through food.
2. Create Thanksgiving-themed digital content highlighting American-Nigerian Thanksgiving collaborative recipes, trade, and diplomatic ties within one cooking production
3. Weave Freedom 250 themes of innovation, excellence, entrepreneurship, and collaboration into the production through natural, conversational storytelling.
4. Leverage influencer engagement to promote U.S. products, food, and ingredients, encouraging their integration into Nigerian kitchens, homes, and local markets.
5. Drive social media engagement among Nigerian audiences ages 18–35 through engaging posts and an interactive and a single-round trivia or challenge centered on gratitude and the longstanding U.S-Nigeria relationship.
6. Culminate in a modest Thanksgiving activation event featuring a shared table display, food tasting corner and recognition of top challenge entries.
7. Position American cuisine as a platform for cultural diplomacy and strengthen positive perceptions of the U.S. Mission in Nigeria.
8. Build measurable social media growth over the campaign period, tracking increases in reach, engagement, and follower growth from baseline metrics established in Week 1 through the campaign's conclusion.

3. Scope of Work

3.1 Talent Management

3.1.1 Influencer Requirements:

The influencer must:

- Hold a valid business registration with Nigeria's Corporate Affairs Commission (CAC).
- Reside in and be available to work in Abuja during the contract period.
- Have demonstrated expertise in Nigerian cuisine and able to cook American cuisine based on provided recipe.
- Have a minimum combined social media following of 1,500,000 across all platforms including Instagram, YouTube, and Facebook with an average engagement rate of at least 3 percent.
- Have access to a professional studio kitchen and a small production team.
- Have no competing brand or government campaigns during the contract period.

Proposals must include social media analytics, a portfolio of previous work, a proposed compensation structure, and references from prior brand partnerships.

3.1.2 American Chef Coordination: The Embassy shall provide an American chef or experienced home cook. The contractor shall coordinate with the Embassy point of contact (POC) to work with the American cook, brief the cook on campaign objectives, and coordinate the cook's availability for the production and the Thanksgiving reception.

3.1.3 Ongoing Talent Management: The contractor shall serve as the primary liaison between the talent (influencer) and the Embassy, coordinate the production schedule, monitor content delivery against the campaign timeline, and facilitate creative collaboration between the influencer and the American cook.

3.2 Content Production

3.2.1 Production Planning: Within seven business days of contract award, the contractor shall submit a production plan and creative brief for a single video shoot featuring the preparation of selected fusion dishes. Suggested original cross-cultural dish pairings *(subject to refinement by the influencer and American cook)* include:

- Roasted Turkey vs. Suya-Spiced Grilled Chicken
- Mashed potato vs. pounded yam with Egusi soup
- Cornbread dressing & green bean casserole vs. jollof rice
- American Pies (sweet potato, pumpkin, & apple) vs. Nigerian Pies & Puff-Puff
- Cranberry frappe or cranberry sauce vs. Nigerian zobo mix drink

3.2.2 Thematic Content Requirements: The creative brief shall be submitted for embassy approval at least ten business days before production and shall incorporate Freedom 250 themes throughout the cooking segments. Each video segment shall incorporate light-touch educational messaging covering:

- **American Innovation in Food Technology** – e.g., references to modern food science, precision agriculture, or kitchen technology advancements.
- **Entrepreneurship and Creativity** – highlighting the American spirit of culinary entrepreneurship and creative fusion cooking.
- **U.S.-Nigeria Diplomatic History** – brief contextual references to the longstanding diplomatic relationship between the United States and Nigeria, reinforcing the campaign's connection to broader bilateral cooperation.

- **Culinary Excellence and Tutorials** – demonstrating U.S. cooking techniques and standards in an educational, tutorial-style format.
- **U.S. Agricultural Exports** – visible integration of American agricultural products (e.g., poultry, wheat, rice) into the fusion dishes prepared on camera.
- **U.S. Cooking Ingredients and Kitchenware** – featuring American-branded or American-style cooking tools and ingredients throughout the segment.
- **U.S. Policy Benefits** – simple, accessible framing of how America First trade and agricultural policy creates reciprocal benefits for Nigerian consumers and businesses.

3.2.3 Single-Video Production Format: The contractor shall produce one full-length video (20–30 minutes) featuring the influencer and the American cook preparing all fusion dishes together in a single studio session. The video shall include two segments:

Segment 1: Kitchen Creation (main segment, not less than 15 minutes):

- A collaborative cooking session in a branded studio kitchen in which the influencer and American cook prepare all fusion dishes side by side, with Freedom 250 themes woven naturally into their conversation throughout.
- Kitchen must be adequately branded with the U.S. Mission Nigeria logo, Freedom 250 logo, and Flavors of Freedom campaign hashtags branded materials (e.g., backdrop and roll-up banners, table flags, and other props)
- Cooking outfits like aprons and toque must showcase the Freedom 250 and Flavors of Freedom campaign hashtags branding

Segment 2: Shared Table (closing segment, not less than 10 minutes): A tasting segment with a small number of guests (2 Embassy officials and 2 USG Alumni), featuring the completed dishes, a "For What Are You Thankful?" moment connecting gratitude to the U.S.-Nigeria relationship, a preview of the upcoming Thanksgiving reception, and a trivia/challenge for audience participation to be developed by the Public Diplomacy section of the Embassy.

Technical Specifications: Minimum 1080p of not less than 25 minute HD video, U.S. Mission Nigeria and Freedom 250 branding, captions in American English, and formats optimized for all social media platforms including Instagram Reels, YouTube, Facebook, etc.

Supporting Short-Form Content: From the single production, the contractor shall edit no fewer than 5 short-form clips (Reels/Shorts etc) for social media distribution, including behind-the-scenes moments, individual dish highlights, and the "For What Are You Thankful?" Prompt.

3.3 Social Media Management and Engagement
3.3.1 Product Integration and Market Promotion

- The influencer shall actively feature and promote U.S. agricultural products, cooking ingredients, and kitchenware throughout content and social media posts, encouraging audience interest in sourcing or replicating American ingredients within Nigerian kitchens, homes, and local markets.
- Where feasible, content shall include practical guidance (e.g., where similar ingredients can be sourced locally, or U.S. products available in Nigerian markets) to support real-world product integration.

3.3.2 Content Distribution and Management

The contractor shall:

- Distribute the full-length video and short-form clips across the influencer's platforms according to an approved posting calendar, subject to Embassy clearance at least 48 hours before posting.
- Implement campaign hashtags #Freedom250 and #USNGFlavorsofFreedom.
- Monitor engagement, respond to comments, and escalate sensitive matters to the Embassy POC.
- Submit an analytics report covering reach, engagement, and sentiment within one week of publication.

3.3.3 Social Media Trivia/Challenge

- Single-round challenge
- Challenge Prompt: "America is celebrating 250 years of independence this year! This Thanksgiving, Americans reflect with gratitude on the abundant blessings and the spirit of resilience that have defined 250 years of American progress, honoring the faith and fortitude of those who built America into a strong and resilient nation. In the spirit of U.S.-Nigeria friendship, tell us: What is ONE thing you are grateful for about the relationship between Nigeria and the United States? Share your answer in the comments (maximum 150 words) or record a short video (maximum 90 seconds) using #Freedom250 #USNGFlavorsofFreedom — we may feature your response at our Thanksgiving reception!"

- Evaluation criteria: Relevance (40 points), Creativity (30 points), Feasibility (30 points)
- Submissions are accepted via direct message or email only
- Embassy selects three (3) winners
- Winners recognized online with shoutouts, digital badges, and their entries featured at the Thanksgiving event
- Abuja-based winners will be invited to the Thanksgiving reception and recognized with certificates and non-cash prizes while those not based in Abuja will receive their certificates and non-cash prizes via courier services.

3.4 Thanksgiving Reception (Culminating Event)

The campaign will culminate in a Thanksgiving reception at a suitable venue, accommodating no fewer than 60 guests. The contractor shall:

- Coordinate with the Embassy on event planning at least 15 business days before the reception.
- Design and set up a shared table display featuring selected dishes prepared during the video production, incorporating Freedom 250 and Thanksgiving-themed décor (harvest colors, seasonal accents).
- Support a guided tasting activity led by the influencer and the American cook.
- Provide basic audio support for brief remarks and light background music.
- Arrange food preparation and service for the shared table display, accommodating standard dietary restrictions (vegetarian, halal, allergy-friendly options).
- Coordinate photography and videography (minimum one photographer and one videographer) to capture the reception for use in campaign follow-up content.
- Provide simple branded signage (Freedom 250 and U.S. Mission Nigeria branding) for the venue.

3.5 Analytics and Reporting

3.5.1. Measurable Growth Metrics and Performance Benchmarks

The Contractor shall track and report the following metrics on a weekly basis to demonstrate measurable growth over the campaign period:

- Baseline reach, engagement, and follower counts (established Week 1)
- Week-over-week percentage growth in reach, impressions, and engagement
- Cumulative follower growth across all platforms from campaign start to conclusion
- Sentiment trend analysis over time (positive/neutral/negative ratio shifts)

- Hashtag performance growth (#Freedom250 #USNGFlavorsofFreedom)

3.5.2. Minimum Performance Benchmarks:

To ensure objective evaluation of contractor performance against the campaign's growth objective, the Contractor shall achieve, at minimum, the following by campaign end (relative to Week 1 baseline):

- Combined engagement (likes, comments, shares, saves): minimum 15% increase
- Total reach/impressions across all platforms: minimum 10% increase
- Follower growth across all platforms: minimum 8% increase
- Hashtag usage volume (#Freedom250 #USNGFlavorsofFreedom): minimum 20% increase in weekly mentions from Week 1 to campaign conclusion
- If any benchmark is not met, the Contractor shall include an explanatory analysis in the Final Campaign Report addressing contributing factors and corrective recommendations for future campaigns. Failure to meet benchmarks does not automatically constitute a performance deficiency but will be considered by the Contracting Officer in evaluating overall contract performance.
- The final campaign report shall include a comparative analysis of Week 1 baseline metrics versus final campaign metrics, explicitly measured against the benchmarks above, to demonstrate whether the "measurable growth" objective in Section 2 was achieved.

4. Deliverables and Schedule

4.1.1 Campaign Timeline (September – December 2026)

Date	Activity
September 14, 2026	Contract award / Kickoff meeting with Embassy POC
September 25, 2026	Influencer and American volunteer cook confirmed
October 5, 2026	Campaign plan, creative brief, and talking points approved

Week of October 5, 2026	Filming of Thanksgiving fusion cooking video
October 12-18, 2026	Post-production and Embassy review/approval of video content
November 1, 2026	Video released across social media platforms
November 1-8, 2026	Social media challenge open for entries
November 9, 2026	Challenge closes; entries compiled
November 12, 2026 November 16, 2026	Winner selection finalized by Embassy Winner notification and invitation to Thanksgiving reception/ Online winner announcement, digital badge presentation
November 17, 2026	Event venue and logistics confirmed
November 19, 2026	Event venue walkthrough
November 23, 2026	Event highlight video and photos delivered
November 26, 2026	Thanksgiving Day – campaign highlight video and photos published
December 4, 2026	Final campaign report, analytics summary, and invoice submitted

5. Budget Requirements
The offeror shall submit an itemized cost proposal, in Nigerian Naira (NGA), covering the following categories:

Category A: Talent Costs
- Influencer professional fee (single video production and reception coordination)

Category B: Cooking and Production Logistics
- Ingredients for all selected fusion dishes

- Kitchen utilities (Power supply, gas, water etc)
- Production and postproduction
- Production crew
- Logistics

Category C: Digital Media Management

- Social media scheduling, community management, and graphics

Category D: Thanksgiving Reception

- Venue setup (suitable location to comfortably accommodate at least 60 guests with adequate climate control/air conditioning)
- Shared table food preparation and service
- Photography and videography coverage
- Logistics

Category E: Project Management

- Overall campaign coordination

Category F: Branding Materials

- Kitchen branding
- Dining branding
- Campaign T-shirts (50 branded pieces for 2 chefs, 4 cooking show guests, challenge winners and as part of the event swag for guests at the Thanksgiving reception)
- Aprons and Toques (2 branded sets for chefs)
- Digital badges for challenge winners
- Campaign graphics (pre-campaign announcement, during the campaign and post campaign)
- Trivia/Challenge Winner packages/gift bags (If applicable)
- Campaign swag materials (50 pieces)

Category G: Logistics

- Courier Services for winner prize delivery outside Abuja

Category H: Contingency

- Maximum 5 percent of total budget for unforeseen costs

The cost proposal shall include a summary budget table, a detailed line-item budget, and a brief budget narrative justifying each major cost item.

6. Additional Provisions

6.1 Branding: In addition to standard Department branding requirements, all materials shall incorporate Freedom 250 branding in accordance with Department guidance.

6.2 Content Ownership: All data and raw footage produced under this contract becomes U.S. Government property and shall be delivered to the Public Diplomacy Section (PDS) in full upon request and at contract close-out. The contractor may not distribute these without written government approval.

6.3 Participant Images and Consent
The Contractor shall obtain written consent from participants before publishing photographs or videos featuring identifiable individuals. Consent forms shall grant rights to the U.S. Government. Template consent form will be provided by the Embassy. Special attention must be paid to obtaining consent from Thanksgiving reception attendees and challenge winners.

6.4 Third-Party Materials
The Contractor warrants that all deliverables do not infringe on any third-party intellectual property rights. The Contractor shall indemnify the Government against any claims of infringement.

6.5 Music and Stock Content
All music, stock footage, stock photos, and other third-party content used must be properly licensed with rights granted to the U.S. Government for unlimited use.

6.6 **Cultural Sensitivity**: The contractor shall ensure content respects both American and Nigerian culinary traditions and shall consult the Embassy POC on any culturally sensitive material.

6.7 **Health and Safety:** The contractor shall:

- Comply with all applicable health and safety regulations
- Ensure food safety standards are met during filming and at the Thanksgiving ceremony
- Maintain first aid supplies and trained personnel on-site during production and event
- Have emergency contact information readily available
- Follow any COVID-19 or other health protocols in effect at time of production and event
- Ensure all crew members have appropriate safety training
- Conduct fire safety briefing for all staff
- Maintain clear emergency evacuation routes
- Coordinate with local emergency services
- Ensure venue meets all building and fire safety codes

6.8 Environment and Safety:

6.8.1 Serene Environment:

- Climate control (air conditioning/ventilation) adequate for 150+ guests
- Noise insulation from external disturbances
- Comfortable ambient temperature (20-24°C)
- Pleasant décor with Thanksgiving theme
- Adequate restroom facilities (minimum 1 per 50 guests)
- Accessible facilities for persons with disabilities

6.8.2 Secured Environment:

- Controlled access points with registration desk
- Security personnel: provide security at both the cooking segments and Thanksgiving reception:
    - Main entrance
    - Kitchen-stage area
    - VIP section
    - Emergency exits
- Secure storage for personal belongings
- First aid station with trained personnel
- Fire safety equipment (extinguishers, smoke detectors)
- Clear emergency evacuation routes and signage
- Coordination with Embassy security protocols
- Perimeter security for outdoor areas (if applicable)
- Vehicle parking security and management

7. Confidentiality and Data Protection

7.1 Confidential Information

The Contractor shall maintain confidentiality of all non-public information obtained during contract performance, including participant information, security procedures, internal Embassy communications, and guest lists for Thanksgiving ceremony.

7.2 Data Protection

The Contractor shall comply with:

- Nigeria Data Protection Regulation (NDPR)
- U.S. Privacy Act requirements
- Embassy data handling procedures (to be provided upon contract award)

Special care must be taken with:

- Winner personal information
- Guest registration data
- Contact information for all participants
- Security-sensitive venue information

8. Contact Information
Contracting/Administrative Questions: U.S. Embassy Abuja Procurement Section, AbujaProcurement@state.gov