



**NOTIFICATION OF INTENT TO AWARD  
COVERED CALIFORNIA**

**December 14, 2023**

**SOLICITATION RFP #2023-03: Media Spend Analysis**

**NOTICE OF INTENT TO AWARD**

In consideration of the response to Covered California Solicitation **RFP #2023-03**, Covered California announces its intent to award a contract to:

Women's Marketing, Inc. dba Stella Rising  
2425 Post Road, Suite 302  
Southport, CT. 06890

There will be a five (5) workday period allowed for protest. The protest period commences on December 14, 2023, and ends at 5:00 p.m. Pacific Standard Time on December 21, 2023. Protests must be emailed to:

[HBEXSolicitation@covered.ca.gov](mailto:HBEXSolicitation@covered.ca.gov)

Covered California

Attention: Jessica Altman, Executive Director

**NOTICE: Contractor shall not begin, and may not be compensated for, any work performed prior to the date the Agreement is executed.**