



**\*\* SOLICITATION OPPORTUNITY ALERT \*\***

**Covered California to Release Request for Proposals for Media Spend Analysis**

- Purpose of RFP:** The purpose of this Request for Proposal (RFP) 2023-03 is for Covered California to solicit proposals from qualified firms to provide detailed reports that evaluate Covered California's historical media spend as well as current media spend and strategy to determine if investment level is sufficient to achieve marketing goals. This analysis would include on-line/digital channels as well as off-line channels such as broadcast TV, radio, print, and OOH. Based on these findings and industry benchmarks, the Contractor will formulate a budget recommendation designed to meet marketing objectives efficiently and effectively and maximize return on investment (ROI).
- Anticipated Contract Term:** **December 15, 2023\* – December 14, 2024\***, with Covered California having the option for one additional one-year extension.
- Funding:** Up to \$1 million for the term of the contract, including extensions.  
Funding for each fiscal year is subject to annual budget approval by the Covered California Board of Directors.
- RFP Anticipated Release Date:** **September 26, 2023\***  
The RFP, and any updates, will be available on Covered California's Solicitations website, <http://hbex.coveredca.com/solicitations/>.
- Proposers' Conference:** **October 24, 2023\*, from 1 p.m. to 3 p.m.**  
Covered California will host an informational webinar to provide potential Proposers with background information about the agency and the RFP process as well as an opportunity to ask questions about the preparation and submission of the proposal. Registration information will be available in the RFP once it is posted.

*\*All dates above are subject to change.*