



July 10, 2024

**** SOLICITATION OPPORTUNITY ALERT ****

Covered California to Release Request for Proposals for Advertising and Marketing Services

Purpose of RFP: The purpose of this Request for Proposal (RFP) 2024-04 is for Covered California to solicit proposals from qualified advertising agencies to serve as the Agency of Record (AOR) to provide multi-segment, integrated communications services through holistic, statewide marketing campaigns in multiple languages to promote Covered California to the state's diverse population and maximize the number of Californians enrolled in health insurance coverage.

Anticipated Contract Term: **Contract term will be five (5) years and four (4) months from December 2, 2024* to March 31, 2030*.**

Funding: Up to \$205 million for the term of the contract, including \$38 million per fiscal year and a one-time \$15 million contingency fund.

Funding for each fiscal year is subject to annual budget approval by the Covered California Board of Directors.

Anticipated RFP Release Date: **July 15, 2024***
The RFP, and any updates, will be available on Covered California's Health Benefit Exchange Solicitations website <https://hbex.coveredca.com/solicitations/>

Anticipated Proposers' Conference: **July 25, 2024*, from 10:30 a.m. to 12:30 p.m.**
Covered California will host an informational webinar to provide potential Proposers with background information about Covered California 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 and times above are subject to change.*