



November 22, 2024

**** SOLICITATION OPPORTUNITY ALERT ****

Covered California to Release Request for Proposals for Communications and Public Relations Services

Purpose of RFP:	The purpose of this Request for Proposal (RFP) 2024-15 is for Covered California to solicit proposals from qualified public communications agencies to serve as the Agency of Record (AOR) to provide multi-segment, integrated public relations and communications services through holistic, local, statewide, and national public relations campaigns in multiple languages to promote Covered California to the state's diverse population and maximize the number of Californians enrolled in health insurance.
Anticipated Contract Term:	Contract term will be three (3) years and one (1) month from June 9, 2025* to June 30, 2028*.
Funding:	Up to \$10.5 million for the term of the contract, including \$3.5 million per fiscal year. Funding for each fiscal year is subject to annual budget approval by the Covered California Board of Directors.
Anticipated RFP Release Date:	Week of November 25th, 2024* The RFP, and any updates, will be available on Covered California's Health Benefit Exchange Solicitations website.
Anticipated Proposers' Conference:	December 18, 2025*, 9:30 a.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 above are subject to change.*