



**NOTIFICATION OF INTENT TO AWARD
COVERED CALIFORNIA**

April 02, 2026

SOLICITATION #2025-07: Media Spend Analysis

NOTICE OF INTENT TO AWARD

In consideration of the response to Covered California Solicitation #**2025-07**, Covered California announces its intent to award a contract to:

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

There will be a five (5) workday period allowed for protest. The protest period commences on April 02, 2026 and ends at 5:00 p.m. Pacific Standard Time on April 09, 2026. Protests must be emailed to HBEXSolicitation@covered.ca.gov.

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