State of California—Health and Human Services Agency
California Department of Public Health

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# FUNDING OPPORTUNITY ALERT

CALIFORNIA DEPARTMENT OF PUBLIC HEALTH (CDPH)
CALIFORNIA TOBACCO CONTROL PROGRAM (CTCP)

SOLICITATION REQUEST FOR PROPOSALS (RFP)
17-10048 CTCP ADVERTISING CAMPAIGN

**Purpose:** Award a single contract to conduct the statewide CTCP advertising campaign to target California's culturally diverse general market, as well as target markets specified by CTCP, in order to increase support for tobacco-free social norms.

The purpose of this RFP is for CTCP to receive proposals from qualified advertising agencies in order to award a contract to conduct the statewide CTCP advertising campaign.

**Statutory Authority:** Services to be provided as a result of this RFP are authorized in Health and Safety Code Section104375 (e)(1).

**Term:** **November 1, 2017* through October 31, 2022***

**Funding:** The award amount will not exceed $325,000,000 for the five-year contract term beginning November 1, 2017*. Proposals must be for the entire five year contract period.

Funding is contingent on available tobacco tax revenues and appropriations by the Legislature and the Governor. If full funding does not become available, CDPH may cancel the contract or amend it to reflect decreased funding and reduced deliverables.

**Release Date:** **June 30, 2017***.
The RFP and updates will be available through the CTCP Tobacco Control Funding Opportunities and Resources (TCFOR) website at: https://tcfor.catcp.org/. For assistance, please use the email listed below.

**Voluntary Pre-Proposal Webinar:** **July 12, 2017* 1:30 p.m. – 3:30 p.m. (Pacific) ***
Agencies intending to submit a proposal are encouraged to participate. The purpose of the informational webinar is to provide potential proposers with an opportunity to ask questions about the preparation and submission of the proposal.

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| | Prospective proposers planning to attend the webinar must send an e-mail to the e-mail address below by **5:00 p.m. (Pacific) * on July 11, 2017** in order to receive the login information. |
| **Proposal Due Date:** | **July 25, 2017 by 5:00 p.m. (Pacific)* for Stage 1: Eligibility and Capabilities Requirements.**<br>The RFP outlines additional deadlines that apply to agencies invited to participate in the subsequent stages, as notified by CTCP. |
| **Contact:** | Please e-mail CTCPMediaRFP@cdph.ca.gov. No telephone calls, please. |

*Dates and times are tentative.