State of California—Health and Human Services Agency

California Department of Public Health

MARK B HORTON, MD, MSPH
Director

Funding Opportunity Alert

ARNOLD SCHWARZENEGGER
Governor

March 4, 2009

REQUEST FOR PROPOSALS (RFP) CTCP 09-11390
CALIFORNIA TOBACCO CONTROL PROGRAM (CTCP) ADVERTISING CAMPAIGN

Purpose of RFP: Award a single contract to a qualified full-service advertising agency to conduct the statewide CTCP Media Campaign in the general market and other ethnic and priority population markets. The emphasis of the RFP process is to identify the advertising agency most capable of creating and implementing an innovative campaign to raise awareness within California's diverse population about the dangers of tobacco use and secondhand smoke.

Term: September 1, 2009* through August 31, 2012.* Two optional one-year extensions may be approved.

Funding: Approximately $20 million annually is estimated to be available from the Proposition 99 Tobacco Tax and Health Protection Act of 1988. Funding is contingent upon available revenues in the Governor's Budget for fiscal year (FY) 2009-10 and subsequent FYs.

RFP Release Date: **March 18, 2009***
The RFP, and any updates, will be available through the CTCP Web site at: www.cdph.ca.gov/programs/Tobacco. For assistance, please call the contact number listed below.

Proposal Due Date: **April 16, 2009,* for Stage 1 Preliminary Eligibility and Capabilities Requirements.**
See the RFP for subsequent deadlines that apply to agencies notified of passing Stage 1. Speculative creative will not be required or reviewed at any stage.

Bidders' Conference: **Thursday, April 2, 2009, from 1:30 to 3:30 p.m.***
A voluntary Bidders' Conference will be held in-person at:

California Department of Public Health
1500 Capitol Avenue, Suite 72.167
Sacramento, CA 95814

Contact: California Tobacco Control Program
(916) 449-5500

*All dates above are tentative.