



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



EDMUND G. BROWN JR.
Governor

Funding Opportunity Alert

May 21, 2014

CALIFORNIA TOBACCO CONTROL PROGRAM (CTCP) REQUEST FOR PROPOSALS (RFP) 14-10004 PUBLIC RELATIONS CAMPAIGN

Purpose of RFP: Award a single contract to conduct the statewide CTCP Public Relations Campaign, which would reach the general market and selected ethnic and priority population markets.

The purpose of the RFP is to identify the public relations agency most capable of creating and implementing a continuously innovative campaign to raise awareness among California's diverse populations about the dangers of tobacco use and secondhand smoke.

Term: **January 1, 2015* – December 31, 2016*.** The contract may be extended up to an additional three years.

Funding: Approximately \$1.3 million is estimated to be available from the Health Education Account, Cigarette and Tobacco Products Surtax Fund for the two-year period.

Funding for this procurement is contingent upon available revenues in the Governor's Budget for fiscal year (FY) 2014-15 and subsequent FYs.

RFP Release Date: **May 27, 2014**
The RFP, and any updates, will be available on the CTCP Tobacco Control Funding Opportunities and Resources (TCFOR) website, <https://tcfor.catcp.org>.

Proposal Due Date: **June 23, 2014*, for Stage 1: Eligibility and Capabilities Requirements.** The RFP outlines additional deadlines that apply to agencies invited to participate in the subsequent stages, as notified by CTCP.

**Voluntary
Pre-Proposal
Webinar:**

May 30, 2014, from 10:30 a.m. to 12:30 p.m.

Agencies intending to submit a proposal are strongly 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.

Prospective proposers planning to attend the webinar must send an e-mail to the address below **by 5:00 p.m. on May 29, 2014** to receive the login information.

Contact:

For questions, please e-mail CTCPMediaRFP@cdph.ca.gov.
No telephone calls, please.

**All dates above are tentative.*