



**EXECUTIVE AND FINANCE COMMITTEE MEETING DATE: 7/24/2025**

**SUBJECT:** REQUEST FOR PROCUREMENT APPROVAL – PLAN YEAR 2026 OPEN ENROLLMENT  
BILINGUAL ADVERTISING STRATEGY DEVELOPMENT AND EXECUTION

**PREPARED BY:** RON ZWERIN, SR. DIRECTOR MARKETING, COMMUNICATIONS AND BRAND,  
BRIAN BRAUN, CFO

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**Proposed Action:**

Recommendation to the Board for approval to contract for bilingual advertising strategy development and execution with Entravision for Plan Year 2026 Open Enrollment for an estimated amount of \$500,000.

**Summary:**

The service provided by Entravision will include assisting with bilingual advertising strategy development and the related execution of the strategy. Execution will include the purchasing of a mix of advertising: digital display, social media, video, email, connected TV, etc.

**Staff Recommendation:**

Staff recommends the approval to proceed with the contracting and funding of these services with Entravision.

**Procurement Compliance:**

*Procurement Exceeds \$250,000 threshold:* Yes, the total expense for the media buy is estimated to total \$500,000.

*Procurement/Business Initiative is necessary or advisable:* Yes – we need statewide bilingual advertising to support enrollment goals for PY 2026.

*Type of procurement vehicle:* C4HCO underwent an RFP procurement process in 2024 and selected Entravision out of 4 responding vendors. An agreement will be entered into for the upcoming open enrollment services. Services/media buys will be detailed in the agreement.

*Need for RFP,RFI,RFS or similar:* Yes, RFP process was undertaken in 2024.

**Funding Source:**

Funding will be provided by Connect for Health Colorado's operating funds and possibly SB-81 funds. Amount of request is included in the fiscal year 2026 budget.

