



BOARD OF DIRECTORS MEETING DATE: AUGUST 11, 2025

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

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

Proposed Action:

Board 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 and Entravision was selected through the process.

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.