

# Executive and Finance Committee

June 25, 2026



# CEO Report



# Procurement Request: Spanish Media Buy

**EXECUTIVE AND FINANCE COMMITTEE MEETING: JUNE 25, 2026**

**SUBJECT:** REQUEST FOR RECOMMENDATION TO BOARD FOR APPROVAL OF FUNDING OF PLAN YEAR 2027 BILINGUAL ADVERTISING STRATEGY DEVELOPMENT AND EXECUTION

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

---

**Proposed Action:**

Recommendation to Board for approval to contract for bilingual advertising strategy development and execution with Entravision for Plan Year 2027 Open Enrollment for an estimated amount of \$512,000.

**Summary:**

The service provided by Entravision will include assisting with bilingual advertising development and the related execution/distribution of the strategy. Execution will include the purchasing of a mix of advertising: digital display, social media, video, email, connected TV, etc. and digital asset creation in Spanish (video and audio).

**Staff Recommendation:**

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

**Procurement Compliance:**

*Procurement Exceeds \$350,000 threshold:* Yes, the total expense for the media buy is estimated to total \$512,000.

*Procurement/Business Initiative is necessary or advisable:* Yes – we need statewide bilingual advertising to support enrollment goals for PY 2027.

*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. Amount of request is included in the fiscal year 2027 budget.