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California Department of Public Health



GAVIN NEWSOM
Governor

FUNDING OPPORTUNITY ALERT

COVID-19 Vaccine Media Campaign Solicitation #20-10810

Purpose:	<p>The California Department of Public Health is seeking proposals for a <u>COVID-19 vaccine media campaign.</u></p> <p>The purpose is to create and implement an expedited, consumer tested campaign designed to ensure Californians and key groups who are at high risk for COVID-19, receive timely, accurate and actionable information about COVID vaccination.</p>
Term:	One year, beginning mid January 2021.
Funding:	Up to \$40 million is anticipated.
Anticipated release date:	December 11, 2020
Solicitation information & documents:	<ul style="list-style-type: none"> • Solicitation #20-10810 and all related documents will be posted to https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVIDVaccineSolicitation.aspx upon release. • Refer to Solicitation #20-10810 for important key dates including a voluntary pre-proposal bidders webinar on Dec. 15, 2020.
Contact:	Please e-mail CovidVaccineMediaRFP@cdph.ca.gov . No telephone calls, please.

