

NOTICE OF INTENT TO AWARD

TO ALL INTERESTED PARTIES:

DATE: July 8, 2026

RE: Notice of Intent to Award Request for Proposal Number: COMPSCS27025
Request for Proposal Title: Marketing and Advertising Services

The Iowa Department of Health and Human Services (Agency), Division of External Relations, Lucas State Office Building, Des Moines, Iowa 50319, announces its intent to award to the apparent successful bidder(s):

Service Element Category 1: Creative Campaign Development
Awardee:
Strategic America

Service Element Category 2: Audio, Media Production, and Placement
Awardee:
Learfield Sub, LLC

Service Element Category 3: Community Engagements and Partnerships
Awardee:
Strategic America

As provided for in the RFP, this Notice of Intent to Award is subject to execution of a written contract. As a result, this Notice does NOT constitute the formation of a contract between the Agency and the apparent successful bidder. The bidder shall not acquire any legal or equitable rights relative to the contract services until a contract is executed. If the apparent successful bidder fails to negotiate and execute a contract with the Agency, in its sole discretion, the Agency may revoke the Notice and enter into contract negotiations with another bidder or withdraw the RFP. The apparent successful bidder(s) is advised that no project activities may be initiated, and no funds may be obligated or expended, until a written contract has been fully executed by all parties. Any work performed or costs incurred prior to contract execution shall be at the bidder's

sole risk and will not be reimbursed by the Agency. The Agency further reserves the right to cancel the Notice at any time prior to the execution of a written contract.

Reconsideration of Award Decision.

Respondents to this procurement may request reconsideration of this intent to award decision by submitting a written request via email to:

reconsiderationrequest@hhs.iowa.gov

The Agency must receive the written request for reconsideration within five calendar days of the date of a notice of intent to award, inclusive of Saturdays, Sundays, and legal state holidays. Do not deliver any requests for reconsideration to the office in person. It is the Respondent's responsibility to ensure that the request for reconsideration is received prior to the deadline.

The request for reconsideration shall clearly and fully identify all issues being contested by reference to the page and section number of the RFP. If a Respondent submitted multiple Proposals and requests that the Agency reconsider a notice of intent to award decision for more than one Proposal, a separate written request shall be submitted for each. At the Agency's discretion, requests for reconsideration from the same Respondent may be reviewed separately or combined into one response. The Agency will expeditiously address the request for reconsideration and issue a decision. The Respondent may choose to file an appeal with the Agency within five calendar days of the date of the decision on reconsideration, inclusive of Saturdays, Sundays, and legal state holidays, and in accordance with Iowa Code. 17A.7--Chapter 2506 and Iowa Administrative Code 441--2506.

Agency Contacts

Request Type	Email address
Reconsideration of award decision	reconsiderationrequest@hhs.iowa.gov
Public records requests	HHSOpenRecords@hhs.iowa.gov
Other procurement related questions	julie.jones@hhs.iowa.gov