



March 3, 2023

Ms. Kim Johnson
COO/EVP, Finance
Lane Terralever, LLC
645 E. Missouri Ave., Suite 400
Phoenix, AZ 85012

RE: Notice of Tentative Contract Award: 90-23-106-RFP Creative, Digital Marketing, Web and/or Media Services for Agency of Record

Dear Ms. Johnson:

Maricopa County Special Health Care District dba Valleywise Health is pleased to inform you that LaneTerralever has been recommended for a contract award for Creative, Digital Marketing, Web and/or Media Services for Agency of Record. The award is contingent upon approval by internal Valleywise Health Senior Management, successful negotiation of a formal contract, and signature by the Valleywise Health Board of Directors.

I will be contacting you shortly to start negotiation on a formal contract. If you have any questions, please feel free to email me at laela.pardo@valleywisehealth.org.

Sincerely,

Laela Pardo

Laela Pardo
Procurement Officer