

RFP 2021-03 Marketing and Advertising Services

Addendum No. 3

Additional Responses to Proposer Inquiries

Question	Lottery Response
Are you open to working with one agency (one point of contact), that partners with other agencies that specialize in certain areas of the scope, or is the preference that everything is handled by one agency?	We are open to a proposer subcontracting areas within the scope of work. Contractors should identify the key subcontractors that they intend to use within the RFP.
How often do you prefer to meet in person with the agency?	The Lottery meets with its' vendor once a week. Currently, these meetings take place virtually due to health and safety concerns. Normally, we would expect to meet in person a minimum of once per month and more often when dictated by the workload.
Does the selected vendor need to host the website on their own server, or are you open to third-party hosting solutions?	A proposer may propose a third-party hosting solution.
Besides the digital media purchase, what was the media buy total for FY 2021?	The media buy for FY21 was approximately \$1.6 million.
On page 44 the fixed retainer fee is set as a % per month. Should that be filled in as an actual percent, and if so is it a percent of the advertising budget spent each month? OR, should that be entered as a dollar amount per month?	<u>The Lottery is seeking an annual retainer that is billed monthly.</u> For example, if the proposer is proposing a 12% annual retainer, they should submit 12% on the cost proposal form (NOT 1% monthly). The notation of the /month only relates to the billing period.