

RFP 2021-03 Marketing and Advertising Services

Addendum No. 2

The New Hampshire Lottery is amending this RFP as follows:

1. Delete Evaluation Criteria on Page 9 and **Add:**

**Evaluation Criteria
Assigned Points**

A. Core Scope of Work

Initial Evaluation

a. Responsibility Analysis	10
b. Administrative Proposal	50
c. Case Studies	40

Presentation (for Invited Proposers) 50

Price Proposal 50

Total Possible Points 200

B. Digital Media Scope of Work

Initial Evaluation

a. Responsibility Analysis	10
b. Administrative Proposal	50
c. Case Studies	20

Presentation (for Invited Proposers) 50

Price Proposal 50

Total Possible Points 180

2. Delete “Illustrative case study samples provided as hard copies or links to the web will not be accepted and may disqualify potential Proposers who submit them.” (Page 35) and **Add:**

“The Lottery will accept links within the case studies so long as they are supplemental to the written submission.”