



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

Request for Quotation

RFQ NUMBER
 LOT453

PAGE
 1

ADDRESS CORRESPONDENCE TO ATTENTION OF
 SHELLY MURRAY
 304-558-8801

RFQ COPY
 TYPE NAME/ADDRESS HERE

VENDOR

SHIP TO

LOTTERY COMMISSION
 312 MACCORKLE AVENUE, SE
 CHARLESTON, WV
 25314-1143 558-0500

DATE PRINTED	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
09/18/2009				

BID OPENING DATE: 10/06/2009 BID OPENING TIME 01:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
----- ADDENDUM NO. 1 -----						
THIS ADDENDUM IS ISSUED TO ADDRESS THE QUESTIONS AND CONCERNS RAISED DURING THE MANDATORY PRE-BID CONFERENCE OF 09/01/2009 AND SUBMITTED PRIOR TO THE QUESTION SUBMISSION DEADLINE OF 09/04/2009.						
ATTACHMENTS: QUESTIONS AND RESPONSES PRE-BID SIGN IN SHEET						
THE BID OPENING DATE HAS BEEN MOVED:						
FROM: 09/22/2009 TO : 10/06/2009						
0001	1	LS		915-03		
ADVERTISING SERVICES						
EXHIBIT 10						
REQUISITION NO.: LOT453						
ADDENDUM ACKNOWLEDGEMENT						
I HEREBY ACKNOWLEDGE RECEIPT OF THE FOLLOWING CHECKED ADDENDUM(S) AND HAVE MADE THE NECESSARY REVISIONS TO MY PROPOSAL, PLANS AND/OR SPECIFICATION, ETC.						
ADDENDUM NO. S:						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

SIGNATURE	TELEPHONE	DATE
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE

WHEN RESPONDING TO RFQ, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'

**GENERAL TERMS & CONDITIONS
REQUEST FOR QUOTATION (RFQ) AND REQUEST FOR PROPOSAL (RFP)**

1. Awards will be made in the best interest of the State of West Virginia.
2. The State may accept or reject in part, or in whole, any bid.
3. All quotations are governed by the *West Virginia Code* and the *Legislative Rules* of the Purchasing Division.
4. Prior to any award, the apparent successful vendor must be properly registered with the Purchasing Division and have paid the required \$125 fee.
5. All services performed or goods delivered under State Purchase Order/Contracts are to be continued for the term of the Purchase Order/Contracts, contingent upon funds being appropriated by the Legislature or otherwise being made available. In the event funds are not appropriated or otherwise available for these services or goods, this Purchase Order/Contract becomes void and of no effect after June 30.
6. Payment may only be made after the delivery and acceptance of goods or services.
7. Interest may be paid for late payment in accordance with the *West Virginia Code*.
8. Vendor preference will be granted upon written request in accordance with the *West Virginia Code*.
9. The State of West Virginia is exempt from federal and state taxes and will not pay or reimburse such taxes.
10. The Director of Purchasing may cancel any Purchase Order/Contract upon 30 days written notice to the seller.
11. The laws of the State of West Virginia and the *Legislative Rules* of the Purchasing Division shall govern all rights and duties under the Contract, including without limitation the validity of this Purchase Order/Contract.
12. Any reference to automatic renewal is hereby deleted. The Contract may be renewed only upon mutual written agreement of the parties.
13. **BANKRUPTCY:** In the event the vendor/contractor files for bankruptcy protection, the State may deem this contract null and void, and terminate such contract without further order.
14. **HIPAA BUSINESS ASSOCIATE ADDENDUM:** The West Virginia State Government HIPAA Business Associate Addendum (BAA), approved by the Attorney General, and available online at the Purchasing Division's web site (<http://www.state.wv.us/admin/purchase/vrc/hipaa.htm>) is hereby made part of the agreement. Provided that, the Agency meets the definition of a Cover Entity (45 CFR §160.103) and will be disclosing Protected Health Information (45 CFR §160.103) to the vendor.
15. **WEST VIRGINIA ALCOHOL & DRUG-FREE WORKPLACE ACT:** If this Contract constitutes a public improvement construction contract as set forth in Article 1D, Chapter 21 of the West Virginia Code ("The West Virginia Alcohol and Drug-Free Workplace Act"), then the following language shall hereby become part of this Contract: "The contractor and its subcontractors shall implement and maintain a written drug-free workplace policy in compliance with the West Virginia Alcohol and Drug-Free Workplace Act, as set forth in Article 1D, Chapter 21 of the West Virginia Code. The contractor and its subcontractors shall provide a sworn statement in writing, under the penalties of perjury, that they maintain a valid drug-free work place policy in compliance with the West Virginia and Drug-Free Workplace Act. It is understood and agreed that this Contract shall be cancelled by the awarding authority if the Contractor: 1) Fails to implement its drug-free workplace policy; 2) Fails to provide information regarding implementation of the contractor's drug-free workplace policy at the request of the public authority; or 3) Provides to the public authority false information regarding the contractor's drug-free workplace policy."

INSTRUCTIONS TO BIDDERS

1. Use the quotation forms provided by the Purchasing Division.
2. **SPECIFICATIONS:** Items offered must be in compliance with the specifications. Any deviation from the specifications must be clearly indicated by the bidder. Alternates offered by the bidder as **EQUAL** to the specifications must be clearly defined. A bidder offering an alternate should attach complete specifications and literature to the bid. The Purchasing Division may waive minor deviations to specifications.
3. Complete all sections of the quotation form.
4. Unit prices shall prevail in case of discrepancy.
5. All quotations are considered F.O.B. destination unless alternate shipping terms are clearly identified in the quotation.
6. **BID SUBMISSION:** All quotations must be delivered by the bidder to the office listed below prior to the date and time of the bid opening. Failure of the bidder to deliver the quotations on time will result in bid disqualifications: Department of Administration, Purchasing Division, 2019 Washington Street East, P.O. Box 50130, Charleston, WV 25305-0130



State of West Virginia
 Department of Administration
 Purchasing Division
 2019 Washington Street East
 Post Office Box 50130
 Charleston, WV 25305-0130

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LOTTERY COMMISSION
 312 MACCORKLE AVENUE, SE
 CHARLESTON, WV
 25314-1143 558-0500

DATE PRINTED 09/18/2009	TERMS OF SALE	SHIP VIA	F.O.B.	FREIGHT TERMS
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LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
NO. 1					
NO. 2					
NO. 3					
NO. 4					
NO. 5					
<p>I UNDERSTAND THAT FAILURE TO CONFIRM THE RECEIPT OF THE ADDENDUM(S) MAY BE CAUSE FOR REJECTION OF BIDS.</p> <p>VENDOR MUST CLEARLY UNDERSTAND THAT ANY VERBAL REPRESENTATION MADE OR ASSUMED TO BE MADE DURING ANY ORAL DISCUSSION HELD BETWEEN VENDOR'S REPRESENTATIVES AND ANY STATE PERSONNEL IS NOT BINDING. ONLY THE INFORMATION ISSUED IN WRITING AND ADDED TO THE SPECIFICATIONS BY AN OFFICIAL ADDENDUM IS BINDING.</p> <p>..... SIGNATURE</p> <p>..... COMPANY</p> <p>..... DATE</p> <p>REV. 11/96</p> <p>----- END OF ADDENDUM NO. 1 -----</p>						

SEE REVERSE SIDE FOR TERMS AND CONDITIONS

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LOT453**ADDENDUM No. 1**

Q. Can you describe in greater detail who you've historically targeted as part of your media campaigns? Who's the ideal target audience and demographic that participates in the Lottery's games?

A. West Virginia Lottery media campaigns historically have not "targeted" a specific demographic. Based upon the statutory laws in which the Lottery is regulated, anyone of legal age (18 years of age or older) to play the lottery would be considered an ideal audience and/or potential player.

We do however conduct research on player demographics as a tool in the development of new Instant ticket games. Our player base is small at roughly 750,000 persons, and we strive to reach them all. Advertising placement has been strategically focused on the largest of this base (persons who are married, between the ages of 30 and 54, with an average income of \$28,000 and over). Instant game concepts have been varied to appeal to a much broader demographic with varying income levels through different themes and prize structures.

Q. Who/what do you consider to be your biggest competitor(s)?

A. The West Virginia Lottery has a competitive advantage in that it is the only legal form of gambling permitted in the State of West Virginia; however, because our products are sold in retail locations, primarily convenience stores with fuel, our products have to compete with any item at the counter of a retail establishment that requires the use of discretionary funds for purchase.

Q. Which ones are rising stars (doing well and anticipating them to grow)

A. Hot Lotto has the most potential for growth at this time.

Q. What do you believe has lent to this success?

A. Hot Lotto has a sizeable jackpot, but the odds are much better than Powerball, therefore jackpot hits occur more frequently. In addition, the new creative advertising campaign for Hot Lotto has recently raised awareness and increased visibility of a game previously almost unknown to the general public.

Q. Which ones are struggling (revenue is declining)

A. Instant ticket games, Cash 25 and Keno have recently experienced a decline in revenue.

Q. Do you feel that these need to be invested in or will some be phased out in the coming weeks, months, etc.?

A. There are currently no plans to "phase out" any West Virginia Lottery game. While the Lottery maintains the right to make decisions in the best interest of the State, we cannot simply "phase out" games or make investments at will. The only games that have flexibility to be phased out are our Instant ticket products which change frequently and have a published start and end date.

Cash 25, though it has some of the best odds in the nation, does not have the top prize draw and appeal it used to have with an offering of larger jackpot games. In addition, the game is nearly 20-years-old and hasn't been pushed since 2006 during the Lottery's Anniversary.

Ideally and based upon declining revenue, it would be best to phase out the KENO game and/or replace it with another monitor game; however, the game is written in the Racetrack Video Lottery statute and cannot be ended or supplemented at this time. It is important to note that Keno is restricted by law to adult environments with a Class "A" beer or liquor license, and is found primarily in video lottery environments where slots machines at these locations also offer similar games.

Q. Which ones are the cash cows (revenue is constant, but not growing)

A. Instant ticket games, Powerball, Daily 3 and Daily 4 have generated a significant revenue stream for Traditional Lottery, but have only had limited to sustainable growth.

Q. What do you believe has lent to this sustained success?

A. Instant tickets have a varied appeal, with a variety of games that provide players an opportunity for an instant chance to win. The Powerball game has brand equity that is well recognized as it can be played in more than 30 States, the District of Columbia and the U.S. Virgin Islands. In addition, many States offering Powerball have been fortunate enough to have a jackpot winner that can be remembered.

The Daily 3 and Daily 4 games have served as more of a cultural phenomenon, with players growing up in communities that have historically "played their numbers."

Q. How much of an increase in instant game sales would you like to see in 2009 over 2008?

A. Due to economic conditions, the Lottery projects a small decline in Instant ticket sales for FY10. Sustaining FY 09 Instant ticket gross sales of approximately \$113.9 Million is our primary objective.

Q. Which of The Lottery's online games has the greatest potential for growth?

A. Keno, or another monitor game has the greatest potential for growth; however, for expansion of this game outside of adult environments, the current statute would have to be changed to allow sales at all retail locations.

Q. What is the life-cycle for an online game? Do they live on in perpetuity or are any of them scheduled to be retired in the coming months/years?

A. There is no specified life-cycle for an online game. Multi-State games including Hot Lotto and Powerball are mandated by the Multi-State Lottery (MUSL) Association. Hot Lotto is currently the longest running secondary jackpot game to date, at just over seven years. Implementation of a new game is a six-month to one-year development process which includes a costly investment for the Lottery to educate the public and for the gaming vendor to create and place production on the system.

Q. Sales decreased slightly in 2008 over 2007 – can you attribute this decrease in sales to anything in particular?

A. Overall Lottery revenues decreased slightly in FY09, but the sales of traditional lottery (Instant and Online) products actually held steady, with only a small decline in the sale of our online games. Due to the economic downturn and the impact it has had on most industries, it is impossible for the Lottery to pinpoint a specific variable in which to attribute this decrease.

Q. 1.2.1 (pg 6)

One of the fundamental purposes for this project is to increase sales for the WV Lottery's traditional games. Can you provide specific sales goals or sales growth goals broken out by each of the traditional games or in aggregate?

A. The goal for Traditional Lottery (Instant and Online) in FY10 is to sustain sales of all products, with an anticipated decline in Instant ticket revenue. Overall, our goal is to increase sales of Traditional Lottery between 2-3% in FY11 through FY12.

Q. 1.2.2 (pg 6)

Is the research mentioned in 1.2.2 the same research that is outlined in 3.2.1.9 (pg 19)? Can you describe in further detail the research requirements, how often these research projects occur and how the research contributes to the development of games as outlined in 1.2.2?

A. Yes, they are the same.

An annual baseline survey is conducted to determine the Lottery's player base demographics, cross play, as well as gather attitudes and opinions. The information from this research provides direction in advertising to current players.

Two, web-based instant ticket surveys are conducted each year to determine player response to conceptual games against baseline games (games we keep in the field at all times). Results of the study include the player's ability to correctly play the game, reaction to color and theme pre-and-post play, as well as comparative play potential with other games being tested.

Results from these surveys help to determine several things including game launch, order quantities, corrections to instructions for ease of play and understanding, as well as changes to art/design.

Ad hoc online game studies have been conducted in the past that included focus groups to determine player response to new game concepts.

Q. 1.9.3 (pg 8)

Do you require six convenience copies of the cost proposal in separately sealed envelopes?

A. Six convenience copies of the cost proposal in separately sealed envelopes are requested.

Q. 3.2.1.2 (pg 18)

How often do you require your vendor to lease storage space? How much space? Proximity to Lottery? Under what circumstances in the past has a vendor provided this service? Where are materials currently stored?

A. There is no predetermined time period in which a vendor may be required to lease storage space. This requirement, as well as the amount of space needed to accommodate the request would be based upon needs at the time in which it occurred. If/when the vendor would be required to lease storage space; the Lottery would require a storage facility in close proximity to the Lottery with the understanding that availability in the approved and/or desired areas is permissible. In the past, this service has been needed under the circumstances of very large bulk orders of promotional items or specialty items purchased for use over an extended period of time. The need for leased space was primarily due to lack of warehouse availability at Lottery headquarters and/or at the warehouse of our gaming system vendor where gaming inventory and equipment is stored. We currently do not have any materials stored in space leased by our vendor.

Q. 3.2.1.5 (pg 19)

How often do you require someone to be available within 60 minutes? How often does a phone call happen after work hours? Under what circumstances would this phone call occur and the required activity?

- A. As outlined in Section 3.2.1.5, upon request from the Lottery, the vendor is required to have an account representative at Lottery headquarters within 60 minutes. The frequency in which this type of request would be made, and under what circumstances are unknown at this time. These types of requests may come at the discretion of the West Virginia Lottery Director, Marketing Staff, Powerball jackpot winner, or any other unforeseen event such that requires extensive last-minute planning and execution.**

Q. 3.2.1.6 (pg 19)

Do you use the term promotional activities and events interchangeably? Can you describe in greater details the responsibility of the agency as it pertains to our involvement in these events? Can you provide an idea as to the number of events the vendor would be involved in and which events you participate in during the course of a year?

- A. The term promotional activities and events are not used interchangeably. Promotional activities include fairs and festivals at which the Lottery sells tickets. Other promotional activities also include retailer promotions (wheel spins, give-a-ways, etc.) in which Lottery personnel would be required to be present on-site at a specified retail location.**

Based on our current staffing plan, the involvement of the successful bidder in promotional activities will be limited. However, due to the small number of West Virginia Lottery Marketing staff, the successful bidder may be required to provide additional resources to ensure the Lottery has adequate coverage at the event, upon request. Special events are considered events that are specific to an event or celebration; for example, the Lottery's 25th anniversary or other milestone celebrations.

The specific number of events in which the successful bidder would be involved in is not known at this time. During the course of a year, the Lottery may participate in 10-15 events. In FY10, the Lottery has, or will, have a presence at the following events: Upper Ohio Valley Italian Festival – Wheeling; The West Virginia State Fair – Lewisburg; Riverfest – St. Albans; Mountain State Forest Festival – Elkins; The Apple Butter Festival – Berkeley Springs; Chilifest – Huntington; Blues & Brews and Wine & All That Jazz –

Charleston; World Chili Championship – Charleston; West Virginia Italian Heritage Festival – Clarksburg; West Virginia International Auto Show – Charleston; Heritage Port Sternwheel Festival – Wheeling; West Virginia Strawberry Festival; and the FestivALL – Charleston.

Q. 3.2.1.10 (pg 19)

What are the current technology specifications of the hosted Web site for maintenance purposes and continued support? What format is the current database as well?

A. CSV is the database format currently used by the Lottery. In addition Access and SQL tables are used.

Q. Is the WV Lottery open to new hosting or seeking a new hosting environment? Open to new technologies?

A. Yes, the West Virginia Lottery is open to new technologies that will further enhance our presence and increase revenue.

Q. 3.2.3 (pg 20)

Will our financial statements become public record? Is there a way that we may share this information with the Lottery without our financials ending up in public record?

A. Any information submitted to the West Virginia State Purchasing Department as part of this RFP will become public record. If a bidding agency does not want financial information to be part of this record, it is required that this information be placed in a separate, sealed envelope and labeled "Confidential."

Q. 3.2.4.9 – Please further define "account". Is reference made to the Company's client account receivables or vendor payable?

A. Vendor payable.

Q. 3.3.4 (pg 24)

You require a litigation bond from all bidders. Can that be included in a separate envelope?

A. A litigation bond is required from all bidders and may be included in a separate envelope. The litigation bond must be submitted with the technical response and not the cost proposal. If the vendor fails to include the litigation bond with their technical response, they will be disqualified.

Q. 3.3.7.9 (pg 26)

You mention the phrase “daily runs” on this page. Are you open to overnight deliveries via UPS or FedEx?

- A. The Lottery requires that the successful vendor have the ability to pick-up and/or drop-off items of interest upon request and thus daily runs are necessary. The Lottery prefers to have these deliveries in person, but it is acceptable for overnight deliveries to be picked up and/or received at the cost of the vendor.**

The Lottery will not be responsible for any fees associated with the cost of requested deliveries upon award to the successful bidder. The vendor will be responsible for all costs associated with using a delivery service.

Q. 4.1 Section V (pg 27)

You mention the request for “public and retailer relations plans to support the campaign” on page 27 in Section V. Earlier on page 17, you indicated that “public relations work accounted for 0 percent of the budget as any PR related fees were included as part of the other advertising/PR activities. However in the estimated hours per year outlined on page 30 you indicate 75 for Public Relations. Please clarify the involvement of Public Relations as part of the proposal and the expectation of the Vendor when it comes to public relations and how much time should potentially be allocated to PR.

- A. It is important to note that the information provided on page 17 is reflective of vendor fees associated with FY09 only. While the involvement of Public Relations has been limited in past years, the amount of Public Relations in any given year may vary depending upon the circumstances in which the needs occur. At the discretion of the Director, the West Virginia Lottery staff is primarily responsible for all Public Relations activities, and as such has not required a significant amount of support in this area of Marketing from our current vendor. The hours estimated on page 30 are for evaluation purposes only, and are primarily based on any potential future Public Relations needs and/or Public Relations that may be associated with future jackpot winners that could happen at any point in the course of a given year.**

Q. 4.5 Cost Proposal Format/Bid Sheets (pg 30)

In the 2008 budget breakout from section 2.2 of the RFP, 1 percent consisted of agency fees (approx. \$80,000). Yet, in the cost proposal format/bid sheet of section, there are over

13,000 hours estimated for specific services the WV Lottery may need. Please provide additional explanation as to what the total 2008 expenditures were for professional marketing services fees since some of these are categorized in the miscellaneous fees category of marketing expenditures.

- A. All agency fees outlined in the bid sheet included in the RFP are based upon the current agency's records and are accurate for FY08 (July 1, 2008 through June 30, 2009). Because we have no way to determine the exact amount of time the Lottery will use services provided by the successful bidder in the future, the total hours estimated for services as listed in the RFP are simply an average number of hours based on the previous three years, and including any future or planned projects.**

Miscellaneous expenditures included in the RFP consist of a variety of costs including field supplies, promotional items, equipment, sponsorships, etc. It is important to note that the total fees reported include the agency's mark-up, which is not part of the hours used to provide services listed in the contract.

Q. 4.5 Cost Proposal Format/Bid Sheets (pg 31)

Please outline in greater detail the different functions that would fall under Production Add-on. Can you provide multiple examples?

- A. Examples of functions that would fall under the Production Add-on category include, but are not limited to, services such as TV production, radio spot production, point-of-sale and signage production (both in and outdoor, including transit), printing of newsletters, annual reports or other lottery-issued publications, as well as promotional or specialty items.**

Q. If the vendor has in-house production capabilities and you do not accept bids for an hourly rate for production activity, which specific service should these hours be allocated to?

- A. If the vendor has in-house production capabilities, it is recommended that approved service hours be allocated to the Creative Planning category, if not applicable to the Production add-on area.**

Please note that even with in-house capabilities, the successful bidder may still be required to obtain production services outside of the contract upon request of the Lottery as there are various projects that may require a specified expertise.

It is also important to note that the production add-on includes all of the following services and other unnamed production services that may be requested by the Lottery including TV production, radio spot production, point-of-sale and signage

production (both in and outdoor, including transit), printing of newsletters, annual reports or other lottery-issued publications, and promotional items.

Q. How long has the current contract between WV Lottery and the current agency been in place?

A. The current contract RFP LOT329 has been in place since October 2006.

Q. How do you currently track and measure success? Is it judged by sales of tickets only?

A. The success of the Lottery is determined on how much revenue we return to the State of West Virginia in the form of cash to fund projects and provide services for Seniors, Tourism and Education. While sales and revenue are the Lottery's primary benchmarks in measuring success, we also recognize that success does not always come in the form of monetary returns. A satisfied customer and retailer base, a return on our investments at sponsored events, improved overall attitudes and opinions of the Lottery, as well as legislative perception on how we conduct business are all factors that determine how successful we are in a given year.

Q. How often are new products developed and introduced in a year?

A. The Lottery creates approximately 24 new Instant ticket games each year. There are limited to no, new online games introduced in a given year due to several factors including, online gaming system capabilities and/or contract restrictions with the gaming system vendor, statutory requirements, return on investment, length of time to develop, test and implement a new product, and most importantly the total cost associated with the development of a new game concept.

Q. Please explain, "supplemental planned event staffing." Will this be outside of scope or included in the staffing plan.

A. As part of the planning process, all planned staffing for events will be done in scope of the project/event. It is important to note that there may be times when supplemental staffing is required and is primarily the result of a need falling outside of the scope of what was planned for the event.

Q. We would hire a local team upon being awarded the business, therefore would not be able to produce the local team names and/or resumes for the RFP. Is this acceptable?

A. The WV Lottery is requesting the names and/or resumes of any proposed professional staff dedicated to providing services to the Lottery account. Excluding this information could result in loss of points in the evaluation process. If the bidder seeks to hire locally, it is in the best interest of the bidder to acquire the names and resumes of potential candidates who may be hired to work on the Lottery account upon award of the contract.

If this information is not available, the bidder must submit the names of and resumes of similar professional staff currently employed by the Bidder who will provide services to the Lottery account until such time that local hires were named.

Q. Are advertising agencies that are currently the agency of record for contiguous state lottery programs prohibited from working for the West Virginia State Lottery Commission?

A. The West Virginia Lottery does not prohibit an agency to work for the West Virginia Lottery Commission as a condition of providing services to another State/Provincial Lottery; however, the Lottery does require that all creative materials developed for use by the West Virginia Lottery remain the sole property of the Lottery and thus shall not be used by any other Lottery organization.

Q. Is the West Virginia Lottery Commission projecting a decrease in marketing funding relative to the projected decrease in lottery sales due to market conditions and increased pressure from cross-border lottery efforts?

A. The Lottery does not currently project a decrease in Marketing funding in FY10, however efforts have been implemented to reduce total Marketing expenditures during the previous and current fiscal year.

The Marketing budget is heavily affected by sales and total revenue of all lottery products, not just Traditional Lottery, and is set annually before the start of each fiscal year. Several factors including West Virginia State Government mandates/budget initiatives, market conditions, sales, competition from other jurisdictions in areas of the Lottery outside of traditional gaming, etc. all determine funding for Marketing efforts. Marketing expenditures may be increased or decreased at the discretion of the Director and/or the Governor at any point during the fiscal year.

Q. If yes to above, what is that projected percentage decrease?

A. Currently, there is not a projected percentage decrease in the Marketing budget for FY10. The budget will remain flat with FY09 spending.

Q. In Section 3.3 (Special Terms and Conditions) of RFP LOT453, it is noted that proposal submissions require the following items: a Litigation Bond totaling \$250,000 and proof of insurance that meets the listed requirements. Further, the RFP LOT453 notes each submission is required to guarantee proof of a Performance Bond totaling 100% the amount of the contract and proof of a Fidelity Bond in the amount of \$1,000,000. Please confirm, in addition to the litigation bond and proof of insurance, that written proof of these additional bonds is acceptable for the final submission.

A. The RFP requires ALL vendors to submit a Litigation Bond with their proposal at the time of submission. The other bonds and insurance requirements are only required by the apparent successful bidder upon request and prior to the award of the contract.

Q. Will you disclose the names of the evaluation committee members cited in Section 4.2.1 of RFP LOT453?

A. In order to protect the integrity of the evaluation process, we will not disclose the names of the evaluation committee.

Q. Are creative materials as stipulated under 3.2.5 due at time of submission (9/22, 1:30pm) or can they be presented and then left behind for further review at the time of the oral presentation?

A. In order for all necessary information to be evaluated per the requirements of the RFP, all creative materials required in Section 3.2.5 are due at the time of submission on the publicized technical bid opening date.

Date: 9/1/09

SIGN IN SHEET

PLEASE PRINT

Request for Proposal No. LOT453

* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

TELEPHONE & FAX NUMBERS

MAILING ADDRESS

FIRM & REPRESENTATIVE NAME

Company: <u>WV Lottery</u>	<u>312 MacCorkle Ave</u>	PHONE <u>(304) 558-0500</u>
Rep: <u>Becky Jones</u>	<u>Charleston WV 25314</u>	TOLL FREE <u>800-982-2274</u>
Email Address: <u>bjones@wvlottery.com</u>		FAX <u>(304) 558-9089</u>
Company: <u>The Arnold Agency</u>	<u>117 Summers Street</u>	PHONE <u>304-342-1285</u>
Rep: <u>Sharrion Simon</u>	<u>Charleston, WV 25301</u>	TOLL FREE
Email Address: <u>ssimon@arnoldagency.com</u>		FAX <u>304-342-1285</u>
Company: <u>The Arnold Agency</u>	<u>117 Summers Street</u>	PHONE <u>304-342-1285</u>
Rep: <u>Christe Truman Barclay</u>	<u>Charleston, WV 25301</u>	TOLL FREE
Email Address: <u>cbarclay@arnoldagency.com</u>		FAX <u>304-342-1285</u>
Company: <u>Fahlgren</u>	<u>4030 Eastern Station</u>	PHONE <u>614-383-1500</u>
Rep: <u>Keri Samiec</u>	<u>Suite 300</u>	TOLL FREE
Email Address: <u>Keri.Samiec@fahlgren.com</u>	<u>Columbus OH 43219</u>	FAX <u>614-383-1501</u>
Company: <u>West Virginia Lottery</u>	<u>312 MacCorkle Avenue</u>	PHONE <u>(304) 558-0500</u>
Rep: <u>Nikki Orcutt</u>		TOLL FREE
Email Address: <u>nicorcutt@wvlottery.com</u>		FAX

SIGN IN SHEET

Request for Proposal No. _____

PLEASE PRINT

Date: _____

* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

FIRM & REPRESENTATIVE NAME		MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company:	WV Lottery	PO Box 2067	PHONE 304 558-0510 Toll Free
Rep:	Monica Robinson	Charleston, WV	FAX
Email Address:	MRobinson@wvlottery.com		
Company:	Charles Ryan Associates	300 Summers Street	PHONE 304 556 9145
Rep:	Jennifer Vieweg	Suite 1100	TOLL FREE
Email Address:	jvieweg@charlesryan.com	Charleston, WV 25301	FAX 304 342 1941
Company:	Purchasing Division		PHONE
Rep:	Michelle Austin		TOLL FREE
Email Address:			FAX
Company:	Westview Proc Network		PHONE 346 7055
Rep:	Laura Host		TOLL FREE
Email Address:	lhost@wvrap.com		FAX
Company:	Charles Ryan Associates	300 Summers Street	PHONE 550-9148
Rep:	Amy Hincell	Suite 1100	TOLL FREE
Email Address:	AmyHincell@charlesryan.com	Charleston, WV	FAX

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* PLEASE BE SURE TO PRINT LEGIBLY - IF POSSIBLE, LEAVE A BUSINESS CARD

FIRM & REPRESENTATIVE NAME	MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company: <u>PikeWood Creations</u>	<u>1111 RA St. E.</u>	PHONE <u>304-346-2051</u>
Rep: <u>Joe Parsons</u>	<u>Charleston WV 25301</u>	TOLL FREE
Email Address: <u>jparsons@wvradio.com</u>		FAX <u>304-346-8262</u>
Company: <u>OGILVY + MATHER</u>	<u>115 N. DUKE ST.</u>	PHONE <u>(919) 281-0618</u>
Rep: <u>CASEY OLIVER</u>	<u>SUITE 2-A</u>	TOLL FREE
Email Address: <u>CASEY.OLIVER@OGILVY.COM</u>	<u>DURHAM, NC 27701</u>	FAX <u>(919) 281-0605</u>
Company: _____	_____	PHONE _____
Rep: _____	_____	TOLL FREE _____
Email Address: _____	_____	FAX _____
Company: _____	_____	PHONE _____
Rep: _____	_____	TOLL FREE _____
Email Address: _____	_____	FAX _____
Company: _____	_____	PHONE _____
Rep: _____	_____	TOLL FREE _____
Email Address: _____	_____	FAX _____

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FIRM & REPRESENTATIVE NAME	MAILING ADDRESS	TELEPHONE & FAX NUMBERS
Company: <u>Doe Anderson Inc</u>	<u>620 West Main Street</u>	PHONE <u>(502) 815-3245</u>
Rep: <u>Todd Spener</u>	<u>Louisville, KY 40202</u>	TOLL FREE
Email Address: <u>tespener@doeanderson.com</u>		FAX <u>(502) 815-3545</u>
Company: <u>Michael L. Hoffman</u>	<u>620 West Main Street</u>	PHONE <u>(502) 815-3350</u>
Rep: <u>Michael L. Hoffman</u>	<u>Louisville, KY 40202</u>	TOLL FREE
Email Address: <u>mloffman@doeanderson.com</u>		FAX <u>(502) 815-3650</u>
Company: _____	_____	PHONE
Rep: _____	_____	TOLL FREE
Email Address: _____	_____	FAX
Company: _____	_____	PHONE
Rep: _____	_____	TOLL FREE
Email Address: _____	_____	FAX
Company: _____	_____	PHONE
Rep: _____	_____	TOLL FREE
Email Address: _____	_____	FAX