



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

Solicitation

NUMBER
LOT499

PAGE
1

ADDRESS CORRESPONDENCE TO ATTENTION OF:
CONNIE OSWALD 304-558-2157

RFQ COPY

TYPE NAME/ADDRESS HERE

VENDOR

SHIP TO

WEST VIRGINIA LOTTERY

900 PENNSYLVANIA AVE
 CHARLESTON, WV
 25302 304-558-0500

DATE PRINTED
06/13/2013

BID OPENING DATE: 06/18/2013

BID OPENING TIME 1:30PM

LINE	QUANTITY	UOP	CAT. NO.	ITEM NUMBER	UNIT PRICE	AMOUNT
				ADDENDUM NO. 4		
1.				TO PROVIDE A CORRECTED ELECTRONIC PRICING PAGE. THIS PAGE WAS NOT CALCULATING THE GRAND TOTAL CORRECTLY. VENDORS SHOULD USE ADDN#4 REVISED PRICING PAGE DATED 6/13/2013.		
2.				TO PROVIDE THE ADDENDUM ACKNOWLEDGMENT. THIS DOCUMENT SHOULD BE SIGNED AND RETURNED WITH YOUR BID. FAILURE TO SIGN AND RETURN MAY RESULT IN DISQUALIFICATION OF YOUR BID.		
				END OF ADDENDUM NO. 4		
0001	1	JB		915-03		
				MARKETING SERVICES FOR THE WEST VIRGINIA LOTTERY		

SIGNATURE	TELEPHONE	DATE
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TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE
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WHEN RESPONDING TO SOLICITATION, INSERT NAME AND ADDRESS IN SPACE ABOVE LABELED 'VENDOR'



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TO INCLUDE, BUT NOT LIMITED TO ADVERTISING, PUBLIC RELATIONS, WEBSITE DEVELOPMENT AND MAINTENANCE, PROMOTIONAL EVENT MANAGEMENT, RETAILER POINT-OF-SALE MATERIALS, RESEARCH, NOVELTY ITEMS, AND ANY OTHER ADVERTISING SERVICE OR COMMODITY REQUESTED BY THE LOTTERY. REFERENCE ATTACHED INSTRUCTIONS TO BIDDERS AND TERMS & CONDITIONS. ***** THIS IS THE END OF RFQ LOT499 ***** TOTAL: _____						

SIGNATURE		TELEPHONE	DATE
TITLE	FEIN	ADDRESS CHANGES TO BE NOTED ABOVE	

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

SOLICITATION NUMBER: LOT499

Addendum Number: 04

The purpose of this addendum is to modify the solicitation identified as ("Solicitation") to reflect the change(s) identified and described below.

Applicable Addendum Category:

- Modify bid opening date and time
- Modify specifications of product or service being sought
- Attachment of vendor questions and responses
- Attachment of pre-bid sign-in sheet
- Correction of error
- Other

Description of Modification to Solicitation:

1. To provide a corrected electronic pricing page. The page was not calculating the grand total correctly. Vendors should use Addn#4 Revised Pricing Page dated 6/13/2013.
2. To provide the addendum acknowledgment.

Additional Documentation: Documentation related to this Addendum (if any) has been included herewith as Attachment A and is specifically incorporated herein by reference.

Terms and Conditions:

1. All provisions of the Solicitation and other addenda not modified herein shall remain in full force and effect.
2. Vendor should acknowledge receipt of all addenda issued for this Solicitation by completing an Addendum Acknowledgment, a copy of which is included herewith. Failure to acknowledge addenda may result in bid disqualification. The addendum acknowledgement should be submitted with the bid to expedite document processing.

ATTACHMENT A

<u>CATEGORY</u>	<u>SERVICE</u>	<u>ESTIMATED HOURS (BASED ON HOURS IN FY 2012)</u>	<u>VENDOR'S HOURLY RATE</u>	<u>TOTAL ANNUAL COSTS</u>
ACCOUNT MANAGEMENT	1. Account Services	1500		0
	2. General Account Management	1500		0
	3. Public Relations	40		0
	4. Research Services	40		0
MEDIA	5. Media Planning and Buying	300		0
	6. Radio	120		0
	7. Television	300		0
	8. Newspaper	80		0
	9. Outdoor Ads	80		0
CREATIVE	10. Illust/Layout/Design and Copywriting Adv.	500		0
	11. Creative/Art Direction or Planning	500		0
	12. Computer Graphics	100		0
DIGITAL	13. Web Site Development and Maintenance	1200		0
	14. Web Hosting & Domain	100		0
PRODUCTION	15. Printing	200		0
	16. Film Production	1000		0
	17. Audio Production	300		0
	18. Music Rights/ Trademark	5		0
PROMOTIONS	19. Sponsorships- Collegiate/ Fairs & Festivals	35		0
	20. Marketing Supplies and Promotions	600		0
TOTAL FISCAL YEAR COST FOR VENDOR SERVICES (1-20):				0

*Note: The total ESTIMATED HOURS have been amended to accurately demonstrate Vendor hours, excluding purchases.
The sum of ESTIMATED HOURS (1-20) is 8,500 hours.*

LOT499 Addendum No. 4 Revised 6/13/2013

ADDENDUM ACKNOWLEDGEMENT FORM
SOLICITATION NO.: LOT499

Instructions: Please acknowledge receipt of all addenda issued with this solicitation by completing this addendum acknowledgment form. Check the box next to each addendum received and sign below. Failure to acknowledge addenda may result in bid disqualification.

Acknowledgment: I hereby acknowledge receipt of the following addenda and have made the necessary revisions to my proposal, plans and/or specification, etc.

Addendum Numbers Received:

(Check the box next to each addendum received)

- | | |
|---|--|
| <input type="checkbox"/> Addendum No. 1 | <input type="checkbox"/> Addendum No. 6 |
| <input type="checkbox"/> Addendum No. 2 | <input type="checkbox"/> Addendum No. 7 |
| <input type="checkbox"/> Addendum No. 3 | <input type="checkbox"/> Addendum No. 8 |
| <input type="checkbox"/> Addendum No. 4 | <input type="checkbox"/> Addendum No. 9 |
| <input type="checkbox"/> Addendum No. 5 | <input type="checkbox"/> Addendum No. 10 |

I understand that failure to confirm the receipt of addenda may be cause for rejection of this bid. I further 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.

Company

Authorized Signature

Date

NOTE: This addendum acknowledgement should be submitted with the bid to expedite document processing.
 Revised 6/8/2012