ADDENDUM NO. 1 TO ALL OFFERORS:

Reference: Request for Proposal: **RFP# 3029MG**

Commodity: **Media Production Services**

Dated: **May 13, 2019**

All Offerors are required to acknowledge all RFP addenda in their proposals.

1st Round of Questions and Answers

1.) Q: Whether companies from Outside USA can apply for this? (like, from India or Canada)

   A: Yes, as long as they meet the requirements outlined in the RFP.

2.) Q: Whether we need to come over there for meetings?

   A: Yes, Offerors shall have the ability to meet for face to face meetings whether at Lottery headquarters or at the awarded Offeror’s facility.

3.) Q: Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

   A: Yes, some tasks may be completed elsewhere, but the majority shall be completed at Offeror’s facility, which shall be no further than 30 miles from the Lottery’s headquarters.

4.) Q: Can we submit the proposals via email?

   A: Please follow the instructions in the RFP for submitting a sealed proposal.
5.) Q: Can we see some examples of work that has been produced through the RFP?

A: Below are several examples of work produced under the Production contract.

https://youtu.be/fMw-qlV4GXM  
https://youtu.be/EKoiuEzTMFY  
https://youtu.be/KixfApR7zEk  
https://youtu.be/uYfRGpCIrCw  
https://youtu.be/wxfS6DiWi

6.) Q: Can you provide any examples of live streaming production?

A. You can view samples of live stream content on the Virginia Lottery Facebook page. Specific examples include Pacman event at the Circuit Bar and Win a Spin drawings. Below is link to Win a Spin event.

https://www.youtube.com/watch?v=7Uo0I8uadOI

7.) Q: In Section III # 8 – What is meant by "content management, programming and development services"?

A: Content management, programming and development services generally refer to costs associated with a production such as producing, coordination, location scout/fees, talent/audition, administrative.

8.) Q: In Section IV B. #18 – Can you offer any additional explanation for what is meant by “information regarding actual dollars forecasted to be spent; percentage of total contact to be dedicated to...”?  

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A: If an Offeror is planning on using a SWaM subcontractor, please provide a estimate on how much of the estimated proposed dollar amount will be allocated to SWaM businesses.

9.) Q: In Section IV B. #19 – Where is the “Lottery terms and conditions”?

A: Special Terms and Conditions begin on page 11 of the RFP.

10.) Q: In Section V A. EVALUATION CRITERIA – Is there a percentage or weight for each of the 5 evaluation criteria or are all weighed equally?

A: There is a weight. The Lottery does not provide this information.

11.) Q: Section V SPECIAL TERMS AND CONDITIONS & EVALUATION CRITERIA are both as section V. Should we correct those numbers for our response and apply the correct numbers to the remaining sections on the document?

A: No, this was a typographical error. Please leave as is.

12.) Q: In Section VI T #3 - Is ACH or Direct Deposit an option for payments?

A: Yes, as long as the awarded Offeror signs up to receive payments this way.

13.) Page 4 - Background

"The Lottery produces a variety of broadcast spots and long-form video programs for promotions..."

To get a feel for the volume of work required:

a. Approximately how many broadcast spots are produced annually?
b. Approximately how many long-form videos are produced annually?

A: The number of broadcast and non-broadcast projects per year are dependent on the amount of video/digital promotions requested to be produced by the in-house media production team as well as the Lottery's ad agency. Typically, a minimum of 4-5 productions are required per year as well as specialized animation/post work. The Lottery in no guarantees a specific amount of work and these serve as estimates only.

14.) Q: Statement of Needs: Page 6, #8. - "Offeror shall have the ability to provide content management, programming, and development services."
   a. What CM software is the Lottery currently using?
   b. Please specify type of programming and development required?
   c. What is the current web platform being used?

A: a) We use Sitecore XP 9.0.1 as our Content Management System (CMS)
   b) Digital assets and short promotional videos for the Lottery website.
   c) Not relevant for RFP respondent for our media production needs.

15.) Q: Is there a page limit to the final response?

A: No, but responses should be succinct while still properly addressing RFP requirements.