ADDENDUM NO. 2 TO ALL OFFERORS:

Reference: Request for Proposal: RFP# 3029MG
Commodity: Media Production Services
Dated: May 20, 2019

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

Additional Questions and Answers

1. Q: Is there a Creative Director in-house at VA Lotto? Is there an in-house agency supporting VA Lotto?
   
   A: Yes there is a creative director and an in-house agency.

2. Q: What is the schedule for production? Are there seasonal periods or major events (sales/promotions) on the schedule? How far in advance?
   
   A: There is no production schedule as requirements are dependent on Lottery needs. Most projects are scheduled 2-4 weeks in advance.

3. Q: Does the Creative Direction for the video production extend to other materials for through-the-line campaigns (radio, print, digital advertising)?
   
   A: Yes.

4. Q: Are VA Lotto ads pre-tested/message tested? Who is responsible for ad testing and what is the typical ad testing process?
   
   A: There is a review process for approval of all projects.
5. Q: Section 4 Live streaming - Outside of streaming to the platforms outlined in the RFP, is there any additional information on what would be live streamed? Would we be live streaming panels, influencers out in the field, etc?

A: The Lottery typically live streams special events, drawings, and winner presentations. There could be additional requirements in the future.

6. Q: Section 6D Off-Site Storage - What are the expectations for off-site collaboration? Would this entail real-time remote/satellite editing?

A: Off-site collaboration is usually used during the review process. Teleconferencing, webconferencing, or shared links are normally used. This will not entail real-time remote or satellite editing.

7. Q: If we are a DC based company, but can treat Richmond as local to ensure all Pre Production, Production, and Post Production requirements outlined in the RFP would that disqualify us?

A: As long as the RFP requirements are met. Please RFP page 5, Section III STATEMENT OF NEEDS paragraph 5.