



ADDENDUM NO. 1 TO ALL OFFERORS:

Reference: Request for Proposal: **RFP# 5977MG**

Commodity: **Experiential Marketing**

Dated: **July 1, 2021**

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

A pre-proposal conference was held on June 28, 2021. The slides that were presented are attached to this addendum. If an Offeror would like a recording of the conference, please email mgerdes@valottery.com to request one.

Tabbed Section 6, Small, Woman-owned, and Minority-owned Business (SWaM) Subcontract Plan is hereby deleted from the RFP.

1st Round of Questions and Answers

1. Q: For our marketing team – do you know how you found us?

A: The RFP was published publicly on eVA and the Lottery's website. Additionally, it was sent to various potential offerors identified through market research.

2. Q: Your RFP is very thorough and you have done a lot of experiential in the past – isn't great we can all get back out to engage with our consumers.

- a. Is there an incumbent agency that will be part of the process?
- b. How many agencies have you invited to be part of the process?

A: a. RedPeg Marketing is the incumbent agency.

b. This is not an invitation only solicitation. This solicitation has been posted on the Lottery's website and on eVA. In addition to the public posting, this invitation was emailed to organizations that the Lottery thought might be interested. This was done in an effort to maximize competition.

3. Q: If the incumbent agency is part of the process, are there any topics in the past working with them, that would need to be changed or improved? Were you happy with your people, processes, and pricing?

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A: The Lottery is satisfied with the incumbent's work. Offerors are encouraged to propose their best methodology to completing RFP requirements.

4. Q: Is there an Incumbent Agency that is part of this process? If yes, how long has the agency been performing for the Lottery?

A: Yes, see Question #2.a. The current contact had an initial term of one (1) year, plus two (2) one-year renewals. Both renewals have been exercised.

5. Q: How many agencies are you required to send this RFP?

A: There is no requirement to send to the RFP to anyone. See Questions #1 and 2 for more information.

6. Q: The RFP states 2 yr contract plus 3 one yr renewals. Are the renewals automatic or is their a RFP again?

A: The renewals are not automatic. Both the Lottery and the Contractor must agree to renew. No new solicitation is required when exercising a renewal.

7. Q: What percent of events have a retailer on site at events to sell Lottery Tickets?

A: The Lottery Events team **is** the retailer at Public Events (fairs, festivals, athletics, etc.). Lottery Retailers (grocery, convenience, gas station, entertainment destination, etc.) do not sell onsite at Public Events. The percent of Public Events where we sell Lottery depends on the Agency's strategic goals and initiatives. The percent of Events where the Lottery executes an event at a Retailer depends on the Agency's strategic goals and initiatives.

8. Q: On average, how many BA's and Mkt Mgrs are needed to produce the Lottery's 200 Event Schedule?

A: This exact requirement changes year to year based on the events the Lottery is working. Additionally, we rely on the awarded vendor to recommend what mix of BAs and Market Managers are required to successfully execute an event.

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9. Q: Does the digital platform impact the SWaM plan?

A: The meaning of this question is unclear. If you are proposing to use a SWaM for the digital platform you may do so and detail it in your proposal.

10. Q: Can you detail the anticipated requirements for security clearances for Market Managers and Brand Ambassadors?

A: Market Managers and Brand Ambassadors are required to pass a Virginia Lottery background check prior to working on the account. These background checks encompass criminal history, credit check, driving records, etc.

11. Q: Will Market Managers or Brand Ambassadors be responsible for handling cash as a part of the selling responsibilities?

A: Yes

12. Q: What is the hotspot access provided by the staff to be used for?

A: The Lottery has onsite footprint elements that require internet connectivity. We may push out social posts from the event and a strong WIFI may be needed.

13. Q: Are social media posts expected to be accessible in the online portal or can they be provided separately?

A: It is not required, but the Lottery would be interested in such functionality if available.

14. Q: Does the Virginia Lottery deem it more advantageous for the offer to handle all tasks in-house or to outsource components to SWaM businesses?

A: The Lottery encourages Offerors to use SWaM businesses whenever possible. The prime contractor is responsible for all subcontractor performance.

15. Q: When asked to describe and show examples of possible production elements on page 15, is there any more specificity that can be provided about what the Lottery wants to see?

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A: Please share examples of elements you have produced for events.

16. Q: Can you please provide Attachment F Small Business Subcontracting Plan and Attachment ABC listed on page 16 of the RFP?

A: Tabbed Section 6 on page 16 is hereby deleted. Please complete the table in Section 1 to outline your proposed SWaM subcontracting.

17. Q: Are we to fill out the contractor/subcontractor license requirement table on page 19 of the RFP? If so, where should the table be placed in the response?

A: If you have any licenses, please include the RFP table in Section 1.

18. Q: Are the references requested on page 25 required to be filled out? If so, where should these references be placed in the response?

A: Yes, you may include these in Section 1.

19. Q: May we get a copy of the recording of today's meeting?

A: Yes

20. Q: May we please get a copy of the 2019, 2020, and 2021 Master Schedule of Events?

A: Please see Attachments C and D of the RFP. We are still solidifying the remaining events for 2021 calendar year.

21. Q: May we please get a copy of the 2019, 2020, and 2021 Annual Strategic Plan?

A: The Virginia Lottery is on a July 1 – June 30 Fiscal Year. Annual Strategic Plans for FY19, FY20, and FY21 are attached.

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22. Q: May we please get an example of an Event Outline, as created by and shared with the Lottery?

A: The Event Outline was created by the incumbent contractor. The RFP states what information should be included in it. We are open to any format you propose.

23. Q: Social Media Specialist, as referenced within the call - is that position in-house with the VA Lottery, or embedded into an outsourced agency partnership? If in-house, who is the lead contact? If outsourced, who is the agency partner?

A: This person is a Virginia Lottery employee. Their contact information can be shared with the awarded vendor.

24. Q: Our collective is a WBENC does that enable us to respond to the RFP or do you require us to be certified? According to the SBSD Va site Illinois has a reciprocal in place?

A: In order to be considered a SWaM you must be registered with the Virginia Department of Small Business and Supplier Diversity as such. You do not need to be a SWaM business to propose.

25. Q: Your current agency- Why are you looking to replace them? What do aspects of their work do you like/hate about them? What could be done better?

A: We do not share details about our current partners.

26. Q: What is the current platform you are using for virtual events? do you like it?

A: Offerors should propose whatever platform they think best fit the needs of the Lottery. The platform should be compatible with or have the ability to push out live interaction through a Facebook Live event.

27. Q: What are your KPIs?

A: Including but not limited to: cost per impression, cost per interaction, number of interactions, reach, consumer mindset fit, sales, Lottery mission awareness

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28. Q: What is your budget? or any example of a previous activation budget.

A: The Lottery does not provide budget information. Please propose the best price you are able to provide.

29. Q: What kind of information do you provide? Is there a particular document that you have that you send over to outline what the nuts of the event are? What type of event it is, how big it is, so the staffing company can respond with how people are required? Do you have a name for this document?

A: We do, the Lottery maintains a master list of events (titled: Event List – Master) that is updated in real time. The Lottery will provide that information to the partner and work with the awarded partner to confirm the staffing and overall Lottery presence. The Event Outline details all of the requirements and is created by the award partner.

30. Q: Is the prime responsible for any rack cards or promotional items as well as banners, tablecloths etc?

A: The awarded partner is expected to provide recommendations for premium items but not procure them. The awarded partner will be expected to concept and produce footprint items (such as signage, tablecloths, banners, engagement elements, etc.).

31. Q: Any overarching motivation or challenge with your existing partner. Is there a service you are not currently getting?

A: We will not talk about any relationship with our current partners. But this contract was for one year with 2 renewal years and we are coming up on the end of the second renewal period.

32. Q: From a virtual event perspective, are there certain platforms we are bound to use?

A: We are looking for the vendor to provide this service. There is no existing platform that the awarded partner must use. The platform should be compatible with or have the ability to push out live interaction through a Facebook Live event.

33. Q: Do you have a number in mind for potential virtual events or is that rolled into the estimated 200 events.

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A: The Lottery does not have a goal for virtual events. The Lottery does anticipate integrating virtual events into live events and are seeking recommendations on how to do that.

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Attachment A – Pre-Proposal Conference Slides

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Virginia Lottery

Experiential Marketing Pre-Proposal Conference

RFP# 5977MG



Virginia Lottery

Agenda:

- Statement of Needs Requirements
- RFP Requirements
- Questions



Statement of Needs Requirements

Experiential Marketing Program

- Seeking a partner to support the VA Lottery's experiential marketing program holistically as opposed to single event support.
- Estimated support needed for approximately 200 live events annually.
- During the pandemic, virtual events were incorporated. Virtual events expected to continue but unsure of volume.
- Events range from a few hours to a few days



Statement of Needs Requirements

Strategy and Annual Event Plan

- Develop strategic plans to engage current and new Lottery players.
- Provide recommendations on what events would provide value to the Lottery.





Statement of Needs Requirements

Creative Development

- Concept and develop ideas for event footprint, space design, signage, games, engagement ideas, etc.
- Concept and create social media event pages and/or announcement for Lottery-owned events.

The screenshot shows a Facebook event page for 'Try MobilePlay at Topgolf Virginia Beach!'. The event is scheduled for Saturday, February 29, 2020, from 5 PM to 9 PM EST. The event is hosted by Virginia Lottery and is free to attend. The event description mentions 'E-GAMES DEMOS, CASH PRIZES & TOPGOLF GIFT CARDS'. The event has 48 people responded. The host is Virginia Lottery, a Government Organization. The event is public and anyone can join. The event is located at Topgolf, 5444 Greenwich Rd, Virginia Beach. The event is categorized as 'Games'. The event is also listed on the 'Go With Friends' section, showing 7 people went and 41 people are interested.

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TOPGOLF VIRGINIA BEACH
5 PM - 9 PM
THIS SATURDAY, FEB. 29
E-GAMES DEMOS, CASH PRIZES & TOPGOLF GIFT CARDS

MobilePlay
How the Virginia Lottery

SATURDAY, FEBRUARY 29, 2020 AT 5 PM EST - 9 PM EST
Try MobilePlay at Topgolf Virginia Beach!
Topgolf

About Discussion

Details

- 48 people responded
- Event by Virginia Lottery
- Topgolf
- Price: Free - Duration: 4 hr
- Public - Anyone on or off Facebook

Come experience MobilePlay between a round of Topgolf!
Hate keeping track of paper playslips? Go digital! Or try one of our new e-Games - a whole new way to play the Virginia Lott... See More

Games

Host

Virginia Lottery
Government Organization · Product/Service

Topgolf
5444 Greenwich Rd, Virginia Beach
Topgolf features 102 bays over 3 floors, an amazing rooftop terrace, lively bars and a golf game concept that is sure to... See More

Go With Friends See All

7 WENT 41 INTERESTED



Statement of Needs Requirements

Virtual Events

Two different types of events:

- Non-Creative
 - File Support
 - Content Management
 - Production
 - Digital Platform Management
 - Reporting
- Creative
 - All non-creative support
 - Strategy
 - Creative ideation

Digital Platform: Assist with production value of hosting virtual events.



Statement of Needs Requirements

Event Outlines

Outlines event specifics to include:

- Staffing
- Schedule
- Contact info
- Assets to used
- Premium items
- Cost





Statement of Needs

Staffing

2 Labor Categories

Market Managers (Lead Events and onsite team, Allowed to Sell Product)

Brand Ambassadors (Work alongside the onsite team, Allowed to Sell Product)

Mix of BAs and MMs is dependent on each event

Lottery provides annual training, Offerors responsible for training staff on Lottery brand outside of annual training

Lottery requires performance reviews for field staff



Statement of Needs Requirements

Warehousing and Transportation

- All Lottery owned equipment and assets is stored in warehouse located in Richmond, VA
- Lottery owns:
 - 1 forklift (Contract staff allowed to use as long as employee holds OSHA certification)
 - 1 F250 Pick-up Truck with Towing Package
 - 1 F150 Pick-up Truck
 - 2 Trailers (Selling and Premium)
 - Must have proper insurance and licenses to operate Lottery vehicles

Asset Management:

- Contract staff may be required to receive items at Richmond warehouse
- Contract staff will be required to pick equipment/assets and transport them to event site
- Keep running inventory count of all assets (premium items included)



Statement of Needs Requirements

Production

- Produce elements such as props, games, signage, etc.
- Must follow Lottery Brand Standards
- Must be approved by Lottery prior to production
- Will be pass-through costs and must be supported by evidence of cost (i.e. receipts, invoices, etc)



Statement of Needs Requirements

Reporting

- Online Portal to allow Lottery staff to view event statistics
- Monthly Report
- Quarterly Event Summary Report
- Program Reports (i.e. college athletics, Keno support, etc)
- Ad-Hoc Reports



RFP Requirements

Important Dates

Description	Dates
First Round of Questions Pre-Proposal Conference	June 28, 2021
Approximate Date of Addendum 1*	July 1, 2021
Second Round of Questions	July 13, 2021
Approximate Date of Addendum 2*	July 16, 2021
RFP Due Date and Time	July 23, 2021; 3:00PM EST NO LATE RESPONSES WILL BE ACCEPTED

* Dates of Addendums Dependent on Number of Questions Received



RFP Requirements

Proposal Requirements

- 50 Page Limit
- Organize Proposal as Outlined in the RFP
- Cannot negotiate General Ts and Cs
- Provide redlines to any Special Ts and Cs
- Do not rehash RFP Requirements. The Lottery is interested in how you will meet the requirements and the value your organization can provide.
- May provide additional information, if what is asked for is provided as well



RFP Requirements

Proposal Requirements

The SWaM percentages you propose in your response will be expected to be met during the contract term

SWaM and Pricing will be evaluated objectively

Company Background, Experiential Strategy & Annual Event Plan, Operational Methodology will be evaluated subjectively

Must acknowledge Addenda

Lottery will not sign another organization's documents or agree to any MSA



RFP Requirements

Pricing

Offerors must complete the required pricing schedules in the RFP

Offerors are encouraged to provide alternate pricing solutions that provide additional value to the Lottery.





RFP Requirements

Evaluation Criteria

Evaluation Criteria	Scoring Points Available
Company Background Information	20
Experiential Strategy and Annual Event Plan	30
Operational Methodology	30
Price	10
SWaM	10
Total Points Available	100



Questions

All questions will be officially answered in an addendum





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Attachment B – Annual Strategic Plan

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FY19

GAME PLAN

Mission

Contributing to Virginia's future one play at a time.

Vision

Responsibly create games, experiences, and fun to benefit K-12 education.

Strategic Goal

To Increase the number of Virginians who play at least **monthly to 45%** while **doubling digital playership by June 2019**.

• THE TEAMS

Top Employer

Fun Culture

Integrated HR

Total Benefits

SCOREBOARD

Engagement Survey

Trusted Gaming Source

Secure Systems

Responsible Gaming

Profit for Education

Benchmark Study
Compliance Results

Retail Experience

With the Consumer

1. Launch App/Playspot

2. Grow Non-Traditional Retailer Base

3. Develop Merchandising Plan

4. Customer Relationship Management

1. On-time launch, Sales and Profit
2. # of New Retailers
3. Finalize Plan by 6/30/19
4. Launch in 3 Departments by 6/30/19

• THE PLAYS

CORE VALUES: Integrity | Innovation | Collaboration | Empowerment | Customer Focus

GAMES AND PRIZES:

- Launch games on all platforms to engage players and achieve sales targets.
- Evaluate game performance to enhance, improve and maximize revenue.
 - Research gaming trends, prizes and experiences.



FY20 STRATEGIC GOALS:

\$2.3 Billion in Sales
\$629 Million to Education
5% Administrative Rate



RETAILERS

RETAILER RECRUITMENT:

- Grow and retain existing 5,300 retailer partners.
- Recruit 400 MobilePlay only retailers.
- Recruit 300 new traditional retailers.



CUSTOMERS

CUSTOMER EXPERIENCE:

- Complete Player Data, ESP, and CRM projects.
- Improve website satisfaction scores.
- Develop and launch a new brand.

MISSION: Contributing to Virginia's future one play at a time.

VISION: Responsibly create games, experiences and fun to benefit K-12 education.

CORE VALUES: Integrity, Innovation, Collaboration, Empowerment and Customer Focus.

COMPLIANCE:

- Recruit experienced talent for Gaming Compliance Department.
- Procure necessary finance and licensing systems.
- Establish agency partnerships to execute licensing investigations and responsible-gaming requirements.

GAMES:

- Launch games to engage players and exceed sales targets.
- Explore new event engagement strategies.
- Optimize advertising.
- Collaborate with the Sales team to ensure comprehensive strategy and seamless execution.



RETAILERS:

- Grow and retain existing 5,300 retailer partners.
- Grow retailer base to 5,900.
- Strengthen retailer relationships.

iLOTTERY:

- Manage instant-game portfolio to exceed revenue targets.
- Develop omnichannel strategy and implement tactics to achieve overall sales and profit goals.
- Offer all draw games online by June 30, 2021.

MISSION: Contributing to Virginia's future one play at a time.

VISION: Responsibly create games, experiences and fun to benefit K-12 public education.

CODE VALUES: Integrity, Innovation, Collaboration, Empowerment and Customer Focus