



ADDENDUM NO. 2 TO ALL OFFERORS:

Reference: Request for Proposal: **RFP# 7098MG**

Commodity: **Loyalty Program and Related Services**

Dated: **May 10, 2022**

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

2nd Round of Questions and Answers

1. Q: Will the Lottery distribute, or make available, the presentation from the Pre-Proposal Conference?

A: Yes, please see Addendum #1.

2. Q: Will KYC be required to join the loyalty program?

A: The Loyalty provider will not be responsible for any KYC. When a player registers with the Lottery, the Lottery will handle the age and identify verification and will continue to require that as part of the registration process. So yes, it is required, but it is already in place and the loyalty system will not need to handle.

3. Q: Will there be any geolocation requirements for the loyalty program?

A: There will not be any geolocation requirements for the loyalty program.

4. Q: RFP Section II., page 4 - Will the eXTRA chance and 2nd chance programs continue to operate? If so, will they operate as stand-alone promotions, or be integrated into the loyalty program?

A: Looking for Offeror recommendations based on best practices. Currently, the Lottery views those two programs as engagement programs versus loyalty.

5. Q: RFP Section III.A.1., page 5 - What is the VA Lottery's vision for the loyalty tiers? Will different tiers be incentivized differently, or will the tiers just convey the amount of engagement in the program?

A: Please see Question #3 of Addendum #1.

6. Q: RFP Section III.A.3., page 5 - Are transactional activities based on the purchase of lottery product at retail, online or both?

A: Transactional activities are defined as purchases of either retail or online or a combination of both.



7. Q: RFP Section III A.5, page 5, and IV.B.2.vii., page 10 - Are there any requirements on what reports need to be provided? Any specific KPIs the Lottery is looking to review?

A: See Questions #53 and #71 of Addendum #1.

8. Q: RFP Section III.A.4., page 5 - Is there a specific way the data or information should be provided to the Lottery for loading into the Lottery's Data Warehouse?

A: Please see Question #12 of Addendum #1.

9. Q: RFP Section III. B3., page 5-6 - Please further define "Surprise and Delight" feature.

A: Surprise and Delight refers to loyalty participants receiving unexpected 'rewards' based on engagement or transactional behaviors as defined by the program.

10. Q: RFP Section III. B3., page 6 - Can the lottery further define what "Personalization" features they are looking for.

A: Please see Question #14 of Addendum #1.

11. Q: RFP Section III. B3., page 5 - Is the Lottery's expectation that the two different methodologies have different pricing associated with them?

A: That is dependent on the Offeror. Please see Questions #4 and #62 of Addendum #1.

12. Q: RFP Section III.C., page 6, and IV.B.2.iv., page 10 - In order for the Offeror to effectively understand the scope of the Hybrid Loyalty program, will the Lottery provide a list of API's and the associated documentation for any required integrations into 3rd party systems, websites, and mobile applications, including the iLottery (Online Wagering) and Extra Chances Player Account Management (PAM) systems?

A: Complete documentation and support can be provided once the contract is awarded.

13. Q: RFP Section III.C., page 6, and IV.B.2.iv., page 10 - Does the VA Lottery own the primary PAM that the loyalty system will integrate to, or is the primary PAM operated by a third party?

A: The PAM is operated by a third party, but the Lottery owns the data.



14. Q: RFP Section III.C., page 6, and IV.B.2.iv., page 10 - Does the online gaming system have the capability to share transactional data with 3rd party systems such as deposit amounts, games played, & bonuses claimed within the online gaming system?

A: The gaming system already sends all that data to populate the Lottery's database daily. The goal is to share this data with the loyalty provider on a regular basis as well. The details of which transactional data and from which source will be determined as part of the project plan once an Offeror is selected.

15. Q: RFP Section III.C., page 6, and IV.B.2.iv., page 10 - Does the online gaming system currently have the capability to accept bonus & promotion triggers from a 3rd party system?

A: Yes, the technology is available to the Lottery as an API.

16. Q: RFP Section III.C., page 6, and IV.B.2.iv., page 10 - Please clarify what integration points are required.

A: That will be determined based on Offeror recommendation and selection made by the Lottery.

17. Q: RFP Section IV.A.2.e., page 8 - Please clarify the number and format of copies required for compliance. How many electronic and/or hard copies must be submitted?

A: Please submit at least two (2) hard copies and two (2) electronic copies of pricing.

18. Q: RFP Section IV.A.4., page 8 - Will the Lottery revise this requirement to exclude forms required by the Lottery from the page limitation? For example:

- IV. B. 1.iii Proprietary Information Table (this item specifically, can be many pages with the legal citations)
- V. R. References
- XI. Signature and Offeror Profile Sheet
- XII. Checklist

A: Please see Question #57 of Addendum #1.

19. Q: RFP Section IV.B.5., page 11 - How will the use of SWaM be used in the scoring of the 10 points allowed?

A: Scoring weights are provided in the RFP. SWaM scoring is calculated based on the percentage of contract dollars allocated to a SWaM business.