

REQUEST FOR PROPOSALS (RFP)

ADVERTISING, MARKETING, MEDIA AND RELATED SERVICES #2018-01

RESPONSES TO WRITTEN QUESTIONS (Q&A #2) April 18, 2018

This list of questions and responses #2 (Q&A#2) is being issued to clarify certain information contained in the above named Request for Proposals (RFP). The statements and interpretations of Contract requirements, which are stated in the following responses are not binding on the State, unless the State expressly amends the RFP. Nothing in the State's responses to these questions is to be construed as agreement to or acceptance by the State of any statement or interpretation on the part of the entity asking the question as to what the Contract does or does not require. Some questions have been edited for brevity and clarity, and duplicate questions may have been combined or eliminated.

The following are questions submitted pursuant to the RFP and the State Lottery and Gaming Control Agency's ("MLGCA") responses to those questions:

16. QUESTION: Section 5.4.2.6.2. Business Recovery Plan, page 59 ; This Section was revised by Amendment #2 to read: "The Offeror must describe its Business Recovery Plan and emergency procedures to be used in the event that its facility becomes unavailable , to include an alternate backup facility."

Are you asking for the Offeror's plan if its building is not usable (maybe it floods ?) and how the Offeror will continue to service the MLGCA's contract?

ANSWER: Yes.

17. QUESTION: Section 5.4.2.7.1. Staffing Structure – General Requirements, page 59; It states that letters of intended commitment to work on the project, shall be included in this Section. Is a letter required from all of the Key Personnel stating their commitment to work on the project?

ANSWER: No. A letter of commitment is not required for current employees of the Offeror. A letter of commitment should be submitted for any Key Personnel that are not current employees and have been identified to be newly hired to work on this contract if awarded.

18. QUESTION: a) Section 5.4.2.8.1 #7, page 61 states "Provide a list of current client accounts and billings. Has your organization lost any clients accounts within the

last 3 years? Why?" and Section 5.4.2.8.2.a., page 62 states "Offeror shall state whether or not they have had a contract terminated, and if so, shall provide full details, including the account's name, address and phone number".

This seems to be the same information requested in both of these Sections. Should the Offeror answer both of these sections?

b) If the Offeror has a contract with a client that is open-ended and the Offeror stops working with the client, is that considered a contract that was terminated?

ANSWER: a) It is only necessary to answer one of these Sections. It is suggested that the Offeror answer Section 5.4.2.8.1 #7 and in Section 5.4.2.8.2.a. state "See Section 5.4.2.8.1 #7".

b) No, that would not be considered a "Termination".

19. **QUESTION:** Can the MLGCA confirm that the Offeror just needs to complete pages 86-90 for the MBE Utilization?

ANSWER: Yes, that is correct.

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