**REQUEST FOR PROPOSALS (RFP)**

**ADVERTISING, MARKETING, MEDIA**

**AND RELATED SERVICES**

**#2018-07**

**RESPONSES TO WRITTEN QUESTIONS (Q&A #2)**

**September 27, 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:

**48. QUESTION:** We understand that Functional Areas 1 and 2 will be evaluated separately. If an agency is going to submit proposals for both Functional Areas, is it required that separate proposals for Technical and Financial be submitted (A total of 2 Technical Proposals and 2 Financial Proposals).]?  Or, can we submit one Technical proposal with the specific questions for each Functional Area, when required (e.g., Section 5.4.2.7 Staffing Structure and Plan/Experience and Qualifications of Proposed Staff) separated out for each, plus the two Financial Proposals?

**ANSWER: An Offeror may submit one Technical Proposal with the specific questions for each Functional Area, separated out for each where required, plus two Financial Proposals?**

**49. QUESTION:** In Question 5.4.2.13 Subcontractors, we assume this does not include production and media vendors. Rather, we are using the definition that is included in the RFP Appendix 1-Abbreviations and Definitions. Please confirm.

**ANSWER:** **Yes, the assumption as stated is correct.**

**50. QUESTION:** Regarding the insurance coverage for the employee theft/crime policy, would the State of Maryland accept a $50,000 retention amount? The RFP states that the retention amount should be <$10,000.

**ANSWER: The crime policy is one of several items that are required to be submitted by the successful Offeror upon Notice of Recommendation for Contract Award (see RFP Section 6.6). The MLGCA will review all submissions at that time to determine acceptable compliance with the requirements of the RFP.**

**THE REMAINDER OF THIS PAGE IS INTENTIONALLY LEFT BLANK**