

Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: February 24, 2022

AGENDA ITEM: **Contract for Advertising, Marketing, Media and Related Services (#2018-07)**

PRESENTER: James Nielsen, Deputy Director / COO

ISSUE SUMMARY: There are two contracts for Advertising, Marketing, Media and related Services - Functional Area I – Creative Development and Production Services with Gray, Kirk/VanSant Advertising, Inc. in the amount of \$15,624,000; and Functional Area II - Media Planning and Buying Services with 9Rooftops (formerly MARC USA, LLC) in the amount of \$47,364,000.

These amounts are for the 3-year base term 5/1/2019 to 6/30/2022 for both Contracts, with a single 2-year Renewal Option available for each. Both Contractors have been doing a very good job and the MLGCA recommends that the Renewal Options be exercised for the period 7/1/2022 to 6/30/2024 at the same terms and rates, for a total of \$10,416,000 for GKV and \$31,576,000 for 9Rooftops. Subject to Commission approval, these contracts will be submitted to the Department of General Services for inclusion on the next available BPW Agenda.

COMMISSION ACTION REQUIRED/REQUESTED: Discussion, consideration, and possible action.

STAFF RECOMMENDATIONS: Staff recommends approval.