

## STAFF AGENDA MEMORANDUM

**DATE OF MEETING:** March 27, 2025

**AGENDA ITEM:** Advertising, Marketing, Media and Related Services Contract,  
RFP #2023-07

**PRESENTER:** John Martin, Director

### **ISSUE SUMMARY:**

The Maryland Lottery and Gaming Control Agency (the “Agency”) issued RFP #2023-07 to select contractors to provide Advertising, Marketing, Media and Related Services to the Agency. A detailed discussion of this Procurement is available on the Commission’s confidential drive. The RFP separates the services required into two different Functional Areas.

Functional Area I – Creative Development and Production Services

Functional Area II – Media Planning and Buying Services

A total of eight (8) offerors submitted timely proposals for one or both functional areas.

<u>Offeror</u>	<u>Functional Area(s)</u>
Gray Kirk/Vansant Advertising, Inc.	I
MW Consulting MD, LLC	I
Marketsmith, Inc.	II
Media Works, Ltd.	II
Spurrier Group, LLC	II
9Rooftops Marketing, LLC	I and II
Planit Advertising, Inc.	I and II
TBC, Inc.	I and II

Following the initial required review by the Procurement Officer, three (3) offerors were determined to be “not reasonably susceptible for being selected for award”: MW Consulting MD, LLC; Marketsmith, Inc.; and Spurrier Group, LLC.

## TECHNICAL EVALUATION:

As described in the RFP, there were a number of criteria under each Functional Area that the Evaluation Committee reviewed for each offeror. This review resulted in the following rankings:

### FUNCTIONAL AREA I: Creative Development and Production Services

OFFEROR	TECHNICAL RANK
Gray Kirk/Vansant Advertising, Inc.	1
9Rooftops Marketing, LLC	2
Planit Advertising, Inc.	3
TBC, Inc.	4

### FUNCTIONAL AREA II: Media Planning and Buying Services

OFFEROR	TECHNICAL RANK
Media Works, Ltd.	1
9Rooftops Marketing, LLC	2
TBC, Inc.	3
Planit Advertising, Inc.	4

## FINANCIAL EVALUATION:

After the Technical Evaluation had been completed, the Evaluation Committee opened the Financial Proposals. It was determined that Best and Final Offers should be requested and these were received from the offerors on February 7, 2025.

### FUNCTIONAL AREA I: Creative Development and Production Services

OFFEROR	BAFO FINANCIAL OFFER	BAFO RANK
Planit Advertising, Inc.	\$7,641,690.00	1
9Rooftops Marketing, LLC	\$9,880,643.64	2
TBC, Inc.	\$10,313,199.00	3
Gray Kirk/Vansant Advertising, Inc.	\$ 10,688,400.00	4

### FUNCTIONAL AREA II: Media Planning and Buying Services

OFFEROR	BAFO FINANCIAL OFFER	BAFO RANK
Planit Advertising, Inc.	\$3,828,090.00	1
Media Works	\$4,575,675.00	2
9Rooftops Marketing, LLC	\$4,629,180.00	3
TBC, Inc.	\$11,264,310.00	4

## OVERALL EVALUATION:

The Evaluation Committee then determined overall rankings for each functional area. It is important to note that Technical rankings were weighted more heavily than Financial rankings (60 vs. 40 percent, respectively). This difference in weight is because the quality of the advertising the Agency deploys will have a direct effect on the Agency's public reputation as professional, trustworthy, and entertaining and potentially affect revenue.

### FINAL RANKING

#### FUNCTIONAL AREA I: Creative Development and Media Related Services

OFFEROR	TECHNICAL RANK	FINANCIAL RANK & OFFER	OVERALL RANK*
Gray Kirk/Vansant Advertising, Inc.	1	4 \$10,688,400.00	1
9Rooftops Marketing, LLC	2	2 \$9,880,643.64	2
Planit Advertising, Inc.	3	1 \$7,641,690.00	3
TBC, Inc.	4	3 \$10,313,199.00	4

\* Technical proposals were weighed with a higher importance than Financial proposals. The weighted value in the RFP was Technical/Financial (60/40%). RFP §§ 6.1; 6.5.3.

Although GKV did not provide the top-ranked financial proposal for Functional Area I, the Evaluation Committee determined that GKV's superior technical proposal justified an overall rank of #1. The Evaluation Committee determined that the \$115,000 annual cost savings between the second overall ranked proposal and GKV's proposal was did not overcome the qualitative differences in the technical proposals.

#### FUNCTIONAL AREA II: Media Planning and Buying Services

OFFEROR	TECHNICAL RANK	FINANCIAL RANK & OFFER	OVERALL RANK*
Media Works, Ltd.	1	2 \$4,575,675.00	1
9Rooftops Marketing, LLC	2	3 \$4,629,180.00	2
Planit Advertising, Inc.	4	1 \$3,828,090.00	3
TBC, Inc.	3	4 \$11,264,310.00	4

\* Technical proposals were weighed with a higher importance than Financial proposals. The weighted value in the RFP was Technical/Financial (60/40%). RFP §§ 6.1; 6.5.3

**RECOMMENDATION FOR CONTRACT AWARD:**

Pursuant to the above analysis, the Evaluation Committee and Procurement Officer recommend award of the Contracts resulting from the RFP for “Advertising, Marketing, Media and Related Services” to the offerors specified below for each functional area. The recommended offerors are responsible offerors whose proposals have been determined to be the most advantageous to the State considering price and the evaluation factors set forth in the RFP, in accordance with COMAR 21.05.03.03F:

FUNCTIONAL AREA I – Gray Kirk/VanSant Advertising, Inc.

FUNCTIONAL AREA II – Media Works, Ltd.

**COMMISSION ACTION REQUIRED/REQUESTED:**

Discussion, consideration, and possible action of awarding contracts to Gray Kirk/VanSant Advertising, Inc. for Functional Area I and Media Works, Ltd. for Functional Area II.

**STAFF RECOMMENDATIONS:**

Staff recommends approval of the contracts with Not to Exceed values of:

FUNCTIONAL AREA I – \$10,688,400

FUNCTIONAL AREA II – \$4,575,675