MARYLAND LOTTERY AND GAMING CONTROL AGENCY

REQUEST FOR INFORMATION

ONLINE SUBSCRIPTIONS PROGRAM

Issue Date: October 21, 2026

Responses Due: November 24, 2026

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I. REQUEST FOR INFORMATION SUMMARY SHEET

Name	Online Subscriptions Program (the "Program")
Issue Date:	October 21, 2026
Closing Date and Time	November 24, 2026, 2:00 p.m., Eastern Standard Time
Questions are to be sent via email to: **Questions must be submitted no later than:**	Email Address: John.Lloyd@maryland.gov Subject: RFI OSP - October 2026 November 6, 2026, 10:00 a.m., Eastern Standard Time
Issuing Office:	Maryland Lottery and Gaming Control Agency (MLGCA)
Procurement Officer: **Email:** **Office Phone:**	John P. Lloyd Montgomery Park Business Center 1800 Washington Blvd., Suite 330 John.Lloyd@maryland.gov (410) 230-8886
Responses are to be sent via email:	Maryland Lottery and Gaming Control Agency Attention: John P. Lloyd, Procurement Officer Montgomery Park Business Center 1800 Washington Blvd., Suite 330 Baltimore, Maryland 21230 John.Lloyd@maryland.gov

II. Introduction

The Maryland Lottery and Gaming Control Agency ("MLGCA") is operated as a business enterprise within the framework of state laws and regulations. Its primary mission is to generate revenue for the State, both through the administration of the casino gaming and sports wagering programs and through the sale of traditional Lottery products. The MLGCA fulfills this mission by offering the sale of draw and monitor games, instant Fast Play games, and scratch-off games. In FY 2026 (ending June 30, 2026), the MLGCA generated an estimated $2.677 billion in sales and contributed $681.6 million to the State because of its lottery operations.

The MLGCA is issuing this RFI to solicit information from vendors and consultants in the lottery industry. MLGCA is seeking information regarding industry trends and standards, innovations, delivery structures, and best practices in the current lottery landscape with respect to online subscription programs. The purpose of this RFI is to gather information from potential offerors and other knowledgeable parties to help MLGCA prepare a Request for Proposals ("RFP") for an Online Subscriptions Program (the "Program").

This RFI is not a procurement and will not result in a vendor receiving a contract. State Fin. & Proc. § 13-212.1, Ann. Code. Md. Responding to this RFI is not a prerequisite to participate in any future procurement and does not obligate the MLGCA to conduct a future procurement. Further, a response to this RFI does not provide any advantages to the vendors in any potential future RFP. All information received in a vendor's response will be available for public review in accordance with Maryland's Public Information Act, State Gov't Article § 4-101, *et seq*, Ann. Code of Md.

III. Background

A. Applicable Law

State Gov't Article § 9-111(e) outlines a comprehensive framework that includes authorizing the MLGCA to establish an online subscription system or program, defining retailer commission structures for subscription vouchers, mandating sales data collection to ensure accurate payouts, and specifying the necessary system and operational requirements to support these statutory requirements. MLGCA is seeking information on available solutions and methods that comply with the statute.

House Bill 0618 was passed and State Government Article ("SG") § 9-111 was enacted authorizing MLGCA to establish a program allowing individuals within jurisdictional boundaries of the State to purchase in-state or multi-jurisdictional jackpot games electronically through internet connected devices, such as mobile devices or personal computers. Summaries of some of the provisions of these Bills are provided below. The full text may be accessed at the website of the Maryland General Assembly: http://mgaleg.maryland.gov.

B. Program Description

The MLGCA is seeking interest and information from the lottery industry to inform MLGCA's future Program. MLGCA is seeking information related to a Program including possible design, development, installation, implementation, operation and maintenance of a complete, turn-key, Program.

MLGCA seeks information that: identifies how the Program would be integrated with its Lottery Central Monitoring and Control System ("LCMCS") and its My Lottery Rewards ("MLR") Program; how it would provide for multi-year retailer commissions to its 4,200+ retailer base; and describes how the Program might be otherwise utilized. The Program that MLGCA would ultimately procure must provide the ability for Lottery players within jurisdictional boundaries of the State to purchase local and multi-state jackpot games for a specified number of draws via an internet connection from any of its lottery retailers. The design of the Program must allow Lottery retailers to earn a commission for (1) selling a voucher at retail, and (2) for renewals up to twenty-four (24) months after the first renewal. Subscription lapses are not eligible for commissions. The current in-state and multi-state jackpot games that would be available are Powerball, Powerball Xs & Os, Mega Millions, and Multi-Match.

C. RFI General Information

You are invited to provide non-price information in response to this RFI. You are prohibited from providing pricing, the details of customized solutions, sample procurement specifications, or any other information outside the scope of the RFI because it could disqualify your organization from participating in future related procurements. See Ann. Code of Md., State Fin. & Proc. § 13-212.1(b)(2). However, you may provide general information about industry trends and innovations, products, services, or industry's best practices that are not specifically tailored to meet the State's needs. MLGCA is seeking general industry feedback, standard commercial practices, and technical capabilities. Do not disclose confidential state source selection information or proprietary vendor details that would compromise fair and open competition.

If an RFP is issued, the MLGCA intends to award a single contract for the provision of the entire turn-key system. If an RFP is issued, an Offeror may work with subcontractors to fulfill certain contract requirements, but the Offeror will remain responsible for delivery of all requirements.

Responding to this RFI is voluntary. Vendors who do not respond to this RFI are not disqualified or restricted from submitting a proposal if a formal RFP is later issued.

IV. Information Requested and Questions

MLGCA is issuing this RFI to determine whether there are any vendors currently offering, interested in offering, or able to offer the Program and if those vendors have the experience and expertise to do so. Vendors that are unable to comply with the requirement of providing a Program that incorporates the Lottery retailers earning a commission, as is required by current Maryland law, should indicate that in their responses.

Question 1: Do you currently provide, or are you able to provide, a turn-key Program solution that incorporates lottery retailers and their earning a commission from a subscription sale and renewal?

a. If you currently or would likely partner with a subcontractor to provide the solution, please identify supporting examples of the combined systems (i.e. jurisdictions currently operating in this manner).

b. Describe the industry standards or best practices regarding online subscription program system development life cycle, system integration plan, if applicable, quality assurance testing, and validation practices. Please be sure to fully detail your Program solution.

Question 2: Describe, in detail, the eCommerce solution to be employed with the Program solution. Please include a flow chart capturing all details and logistics of the eCommerce solution and paths considering the following Program requirements:

- Retailers earn a commission for selling a voucher at retail;
- Commissions are earned up to twenty-four (24) months after the first renewal;
- Commissions expire when a renewal lapses within the twenty-four (24) month period; and,
- Purchasing a new subscription through another retailer without renewing the existing subscription stops the existing retailer's commissions.

Question 3: Describe the industry standard and your approach for addressing security needs. Responses should discuss:

- Cybersecurity;
- Preventative Measures;
- Cyber-attack Responses; and
- Data Breaches.

Question 4: Describe your Responsible Gaming ("RG") experience and capabilities. Responses should discuss:

- RG recommendations and features to promote responsible play.
- Any RG initiative(s) that may be of interest to the Lottery.

Question 5: Describe how the Program would be integrated with a Lottery Central Monitoring and Control System and the Lottery's MLR Program;

Question 6: Describe how the Program could provide multi-year retailer commissions to its retailers.

Question 7: Describe how the Program might be otherwise utilized for the benefit of the Lottery or anything else that you would like to share with MLGCA in response to this RFI.

V. RFI Process

This RFI is being issued by MLGCA to seek initial input through a written response. Once the responses have been received, MLGCA may invite respondents to an in-person or virtual question-and-answer ("Q&A") session. This Q&A session is for informational and clarification purposes only. The purpose of these discussions would be to determine whether there would be interest in a future procurement.

VI. Submission Requirements

Please limit your responses to no more than seven (7) pages. The preferred response format is to repeat each item in Section IV followed by your response. Photographs do not count towards the page count.

Because an RFI serves as a pre-solicitation planning tool to gauge market interest and evaluate industry capabilities, responding vendors must clearly label any sensitive business details, trade secrets, or confidential commercial information. Specifically, vendors are responsible for marking proprietary portions of their submission and providing written justification explaining why these materials should be exempt from public disclosure under the Maryland Public Information Act, General Provisions Article, Title 4. Please note that if a third party requests these records, the MLGCA is required by law to make an independent determination regarding whether the information can be disclosed.

To be considered, responses must be submitted by 2:00 p.m., November 24, 2026, Eastern Time. The MLGCA reserves the right to extend this deadline. Responses must be provided as a searchable PDF document and emailed to:

Responses are to be sent via e-mail to:	Email: John.Lloyd@maryland.gov