

Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: December 21, 2017

AGENDA ITEM: New Contract – Powerball Power Cruise Licensing Contract with Alchemy3, LLC (#2018-03)

PRESENTER: Gina Smith, Deputy Director/CFO

ISSUE SUMMARY: New sole source contract in the NTE amount of \$200,377 for the term 2/1/2018 – 8/5/2019 to provide (1) a license to use the Royal Caribbean International® cruise line marks and logos as part of a Powerball promotion, specifically within product and marketing, advertising and digital materials to support the promotional campaign; and (2) twenty-five exclusive Royal Caribbean cruise packages to be used as player prizes in conjunction with the promotional campaign.

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

STAFF RECOMMENDATIONS: Staff recommends approval. Subject to Commission approval, this contract will be submitted to DBM for inclusion on the January 3, 2018 BPW Agenda.