

Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: August 18, 2016

AGENDA ITEM: **New Contract – Powerball Power Cruise Licensing Contract (#2016-04)**

PRESENTER: Gina Smith, Deputy Director/CFO

ISSUE SUMMARY: Powerball Power Cruise Licensing Contract (#2016-04) with Alchemy3, LLC: New sole source contract in the NTE amount of \$115,975 for the term September 23, 2016 – January 31, 2018 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 September 7, 2016 BPW Agenda.