

Maryland Lottery and Gaming Control Commission

STAFF AGENDA MEMORANDUM

DATE OF MEETING: January 25, 2018

AGENDA ITEM: **New Contract – Willy Wonka & The Chocolate Factory™
Licensing Contract (#2018-04)**

PRESENTER: Gina Smith, Deputy Director/CFO

ISSUE SUMMARY: Willy Wonka & The Chocolate Factory™ Licensing Contract (#2018-04) with MDI Entertainment, LLC: New sole source contract in the NTE amount of \$681,800 for the term 3/1/2018 – 12/31/2019 to provide a license to use the Willy Wonka & The Chocolate Factory™, Willy Wonka Golden Ticket™, and Billion Dollar Challenge™ imagery, marks and logos for an Instant Ticket Lottery Game and accompanying second-chance contest, supporting marketing materials at Retailer locations selling the Tickets and various advertising materials to support the promotional campaign for the Ticket, as well as to purchase six experiential trip packages to be used as player prizes in conjunction with the second-chance contest, Billion Dollar Challenge™. This Licensing Contract is necessary in order to obtain the rights to use these marks and logos, marketing, advertising and digital materials, as well as to purchase the exclusive prizes. This contract will be presented to the Commission at its January meeting and, subject to Commission approval, submitted to DBM for inclusion on the February 7, 2018 BPW Agenda.

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 February 7, 2018 BPW Agenda.