



Connecticut Lottery Corporation

Request for Proposals, #CLC201703

Addendum 2

December 22, 2017

Clarification Responses to Proposer Questions

This addendum is to clarify responses given by the CT Lottery Corporation in Addendum 1 for proposer questions that were timely received by the CLC as of 2 PM on December 5, 2017.

1. **Question:** In Q7 (p.11) of your responses to questions, you have reiterated financial information required of all proposers. In the past, when working with quasi-governmental organizations in CT, we have submitted certified statements of financial health (signed by our agency's CFO and CPA), and that has been sufficient.

We want to ask again whether or not these certified statements would be sufficient, and if they are not, would we be able to submit our proposal, be considered for the work, and then should we win the bid, submit tax returns? To put it another way – if we do not submit our proposal with 3 years of audited financials or tax returns, will we be automatically disqualified?

Answer: Financial information is required of all Proposers as indicated in Part VI of the RFP. The Connecticut Lottery Corporation (CLC) requests that financial statements be provided in order to ensure that the successful proposer is financially sound and stable. The CLC will need all financial information required in the RFP to make that decision.

2. Question: In Q76 (p.14) of your responses to questions, you say research costs are covered under their own line item in the CLC advertising and marketing budget, and that those monies do not come out of the dollars allocated to the media buys. However, we do not see that line item included in Appendix B (p. 31) of your RFP. Could you please provide that budget line item?

Answer: Research costs are listed as a subset of the Primary Advertising Agency Service Fees and included in the amount indicated in the RFP.

3. Question: In Q93 (p.17) of your responses to questions, you say media costs are to be billed to CLC at net without any agency commission. In the past, we have worked with other organizations under a management fee compensation structure, which includes a flat fee to the agency for media buying services. Are you envisioning this kind of compensation structure?

Answer: No. All media planning and buying costs are to be included in the monthly advertising agency service fee.

4. Question: Following up on the prior question – if you envision a management fee structure for agency compensation, are you open to a fee that covers all of the media placement and media placement related line items listed in Appendix B of the RFP (i.e. TV, Radio, out-of-home, commercial production, etc.; p. 31)? Or, do you want separate management fees for all broken out?

Answer: See answer above.