



INTEROFFICE MEMO

Gary Grief, Executive Director

Alfonso D. Royal III, Charitable Bingo Operations Director

To: J. Winston Krause, Chairman
Carmen Arrieta-Candelaria, Commissioner
Peggy A. Heeg, Commissioner
Doug Lowe, Commissioner
Robert Rivera, Commissioner

From: Mike Fernandez, Administration Division Director *MFZ*

Date: February 4, 2016

Re: Report, possible discussion and/or action on agency major contracts, including amendment, renewal or extension on the contract for advertising services.

The following briefing item is to advise the Commission of staff's intent to renew the current contract for advertising services.

Service or Goods Provided	Advertising
Vendor(s)	LatinWorks Marketing
Proposed Action	Renew current contract
Description	providing advertising services for the Texas Lottery with the objective of reaching the public to responsibly increase revenue and enhance awareness of Texas Lottery games
Current Term of Contract	May 21, 2012 to August 31, 2016, two 2-year renewals remaining, exercising the first for September 1, 2016 to August 31, 2018
Estimated Annual Cost	\$33,500,000