



**REQUEST FOR PROPOSALS
FOR
ADVERTISING SERVICES
RFP # 362-18-0002**

AMENDMENTS TO THE RFP

The following have been adopted by Amendment to the RFP, as permitted by Section 2.12 of the RFP.

AMENDMENT NO. 1

8.1.3 In 2008, the Texas Lottery launched the Texas Loteria scratch ticket. The scratch ticket is based on the colorful bingo-style game originating in Mexico. The images used on playing cards in the game have become iconic in Mexican culture and have crossed over into American pop culture as well. Over the past decade, Texas Loteria has consistently been one of the top selling scratch tickets at the \$3, \$5 and \$10 price points. Texas Loteria was also the first bilingual game launched by the Texas Lottery. For purposes of this creative assignment, the Texas Lottery plans to capitalize on the success of Texas Loteria by expanding the ticket into a suite of scratch tickets with price points at the \$1, \$3, \$5, \$10 and \$20 levels and supporting the suite with a comprehensive advertising campaign for the first time. The product goals for Texas Loteria suite creative are:

- 1) drive awareness of the suite of scratch tickets for both English and Spanish speakers throughout Texas
- 2) encourage product trial for new or lapsed players
- 3) maintain a strong Texas Lottery brand

For reference, sample ticket art is attached.

\$3

TEXAS LOTTERY®

TEXAS LOTERIA

1) Scratch the CALLER'S CARD area to reveal 14 symbols. 2) Scratch ONLY the symbols on the PLAY BOARD that match the symbols revealed on the CALLER'S CARD. 3) If you reveal a complete row, column, or diagonal line, win the prize for that line.

	\$300	\$3	\$4	\$10	\$20	\$50
\$50	 THE WHEEL	 THE COVERED WAGON	 THE CACTUS	 THE STRAWBERRY	TABLA DE JUEGO PLAY BOARD	
\$300	 THE SPUR	 THE PIÑATA	 THE MARACAS	 THE RATTLESNAKE		
\$3,000	 THE LIZARD	 THE ARMADILLO	 THE OIL RIG	 THE ROADRUNNER		
\$50,000	 THE NEWSPAPER	 THE MOONRISE	 THE MORTAR PESTLE	 THE HORSESHOE		

1) Raspa la CARTA DEL GRITÓN para revelar 14 símbolos. 2) SOLAMENTE raspa los símbolos en la TABLA DE JUEGO que son iguales a los símbolos revelados en la CARTA DEL GRITÓN. 3) Revela una línea completa, horizontal, vertical o diagonal, gana el premio para esa línea.

CALLER'S CARD

CARTA DEL GRITÓN



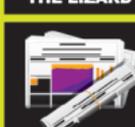
WIN UP TO \$50,000!
¡GANA HASTA \$50,000!

\$5

TEXAS LOTTERY®

SUPER LOTERIA

- 1) Scratch the CALLER'S CARD area to reveal 21 symbols.
- 2) Scratch ONLY the symbols on the PLAY BOARD that match the symbols revealed on the CALLER'S CARD.
- 3) If you reveal a complete row, column, or diagonal line, win the prize for that line.

	\$100	\$5	\$10	\$15	\$20	\$50	TABLA DE JUEGO
\$200	 THE MORTAR PESTLE	 THE OIL RIG	 THE BLUEBONNET	 THE HORSE			
\$500	 THE ROADRUNNER	 THE SUNSET	 THE WHEEL	 THE SADDLE			
\$5,000	 THE SHOES	 THE LIZARD	 THE GUITAR	 THE HEN			
\$100,000	 THE CHILE PEPPER	 THE NEWSPAPER	 THE BOAR	 THE PIÑATA			

- 1) Raspa la CARTA DEL GRITÓN para revelar 21 símbolos.
- 2) SOLAMENTE raspa los símbolos en la TABLA DE JUEGO que son iguales a los símbolos revelados en la CARTA DEL GRITÓN.
- 3) Revela una línea completa, horizontal, vertical o diagonal, gana el premio para esa línea.

CALLER'S CARD	CARTA DEL GRITÓN					
						
						
						

LOTERIA BONUS GAMES

JUEGOS DE BONO DE LA LOTERIA

Scratch ONLY the symbols on the LOTERIA BONUS GAMES that match the symbols revealed on the CALLER'S CARD. Reveal all 4 symbols in any one GAME, win the PRIZE for that GAME.

GAME/JUEGO 1

 THE MORTAR PESTLE	 THE PECAN TREE
 THE COWBOY	 THE MOCKINGBIRD

**PRIZE/
PREMIO**

GAME/JUEGO 2

 THE LIZARD	 THE MOONRISE
 THE WINDMILL	 THE FIRE

**PRIZE/
PREMIO**

GAME/JUEGO 3

 THE HORSE	 THE SPEAR
 THE BAT	 THE ARMADILLO

**PRIZE/
PREMIO**

WIN UP TO \$100,000!
¡GANA HASTA \$100,000!

Raspa SOLAMENTE los símbolos de los JUEGOS DE BONO DE LA LOTERIA que son iguales a los símbolos de la CARTA DEL GRITÓN. Revela todos los 4 símbolos en cualquier JUEGO, gana el PREMIO para ese JUEGO.

\$10

TEXAS LOTTERY

MEGA LOTERIA

See back for instructions. • Vea las instrucciones al reverso.

	\$100	\$10	\$15	\$20	\$30	\$50	TABLA DE JUEGO PLAY BOARD 1
\$200	 THE MORTAR PESTLE	 THE MOCKINGBIRD	 THE BLUEBONNET	 THE HORSE			
\$500	 THE ROADRUNNER	 THE SUNSET	 THE WHEEL	 THE SADDLE			
\$1,000	 THE SHOES	 THE LIZARD	 THE GUITAR	 THE HEN			
\$250,000	 THE CHILE PEPPER	 THE NEWSPAPER	 THE BOAR	 THE PIÑATA			

	\$200	\$10	\$20	\$30	\$50	\$100	TABLA DE JUEGO PLAY BOARD 2
\$500	 THE COW	 THE COVERED WAGON	 THE CACTUS	 THE OIL RIG			
\$1,000	 THE SPUR	 THE GEM	 THE MARACAS	 THE RATTLESNAKE			
\$5,000	 THE BUTTERFLY	 THE ARMADILLO	 THE STRAWBERRY	 THE BICYCLE			
\$250,000	 THE DESERT	 THE MOONRISE	 THE FOOTBALL	 THE HORSESHOE			

BONUS GAMES/JUEGOS DE BONO

See back for instructions. • Vea las instrucciones al reverso.

 THE MORTAR PESTLE	 THE CARDINAL	GAME 1/JUEGO 1 PRIZE/ PREMIO	 THE PECAN TREE	 THE MOONRISE	GAME 2/JUEGO 2 PRIZE/ PREMIO
 THE COWBOY	 THE OIL RIG	GAME 3/JUEGO 3 PRIZE/ PREMIO	 THE WHEEL	 THE SHIP	GAME 4/JUEGO 4 PRIZE/ PREMIO

CALLER'S CARD CARTA DEL GRITÓN



\$250,000 Top Prize!
¡Premio Mayor De \$250,000!