

Commissioners:

J. Winston Krause,
Chairman

Carmen Arrieta-Candelaria

Peggy A. Heeg

Doug Lowe

Robert Rivera



TEXAS LOTTERY COMMISSION

Gary Grief, Executive Director

Alfonso D. Royal III, Charitable Bingo Operations Director

SOLICITATION ANNOUNCEMENT

Date: September 15, 2017

Class/Item: 915-01

Proposal No.: 362-18-0002

The Texas Lottery Commission expects to issue a Request for Proposals (RFP) soon to obtain proposals from qualified vendors to provide advertising services for the Texas Lottery with the objective of responsibly communicating information to all adult (ages 18+) Texans intended to enhance awareness of Texas Lottery games and the mission of the Texas Lottery to generate revenue for the State's designated beneficiaries including Texas public education and veterans.

The Successful Proposer (either with its own resources and staff or through subcontracting with other service vendors) must be able to perform the functions of a full-service advertising agency, including, but not limited to, branding, creative conceiving, production, planning, purchase and placement of broadcast, digital, social, print and out-of-home advertising. Additional services include, but are not limited to, experiential event and activation planning, advertising-related market analysis and translation services.

To request a copy of the RFP, please fill out the information below and return to the address, email or fax number indicated. To ensure that you receive the RFP in a timely manner, please return this request **BY 4 P.M. on October 13, 2017**. Requests submitted after this date will be filled as received. Vendors are responsible for verifying timely receipt of this completed form.

This RFP will also be available for download on the Texas Lottery Commission's website at http://www.txlottery.org/export/sites/default/About_Us/Doing_Business_with_TLC/Procurement/ and the Electronic State Business Daily at <http://esbd.cpa.state.tx.us/> It is the responsibility of interested vendors to regularly check the Texas Lottery website and the Electronic State Business Daily for updates.

Please note: The RFP will not be issued prior to the date listed above.

PLEASE PRINT THE FOLLOWING INFORMATION

Contact Person:	
Company Name:	
Company Address: (include city, state, zip) <i>Do not include P. O. Box</i>	
Telephone No.:	
Facsimile No.:	
Email Address:	

Mail completed form to: Texas Lottery Commission
Contracts Management & Procurement Manager
Attn: Angela Zgabay-Zgarba, CTPM, CTCM
P. O. Box 16630
Austin, Texas 78761-6630

Or email to: contracts@lottery.state.tx.us or fax to: Angela Zgabay-Zgarba, @ 512-344-5444

P.O. Box 16630 • Austin, Texas 78761-6630

Phone (512) 344-5000 • FAX (512) 478-3682 • Bingo FAX (512) 344-5142

txlottery.org • txbingo.org