

Commissioners:

J. Winston Krause,
Chairman

Carmen Arrieta-Candelaria

Doug Lowe

Robert Rivera



TEXAS LOTTERY COMMISSION

Gary Grief, *Executive Director*

Alfonso D. Royal III, *Charitable Bingo Operations Director*

January 18, 2018

Ryan Thompson
Partner, VP Growth – The Atkins Group
302 N. Market St, Suite 200
Dallas, TX 75202

Via email: ryan@theatkinsgroup.com
TIME SENSITIVE

RE: Request for Proposals (RFP) for Advertising Services, RFP No. 362-18-0002

Dear Mr. Thompson:

The Texas Lottery Commission (TLC) requests clarification of the proposal submitted by The Atkins Group as more specifically set forth below.

1. Please clarify which TLC staffing titles and descriptions apply to Steve Atkins and Ryan Thompson.

Please provide your written response to me no later than **4 p.m. CST on Monday, January 22**. Your response may be submitted via e-mail to angela.zgarba@lottery.state.tx.us. In accordance with Section 1.7 of the RFP, please mark any information considered confidential as such. Thank you for your immediate attention to this matter.

Sincerely,

A handwritten signature in cursive script that reads "Angela Zgabay Zgarba".

Angela Zgabay-Zgarba, CTPM, CTCM
Contracts Management & Procurement Manager

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

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January 19, 2018

Ms. Angela Zgabay-Zgarba
Contracts Management & Procurement Manager
Texas Lottery Commission
PO Box 16630
Austin, TX 78761

RE: RFP 862-18-0002, Third Time Sensitive Clarification regarding Titles

Dear Ms. Zgabay-Zgarba:

In response to your question regarding titles and descriptions for Steve Atkins and Ryan Thompson. The titles, descriptions and roles set forth in our RFP Response are accurate. Below we've provided further clarification:

Steve Atkins is President and Brand Strategist for The Atkins Group. Ryan Thompson is Partner and VP Growth for The Atkins Group. This is reflected accurately with both individuals' descriptions on pages 57 and 58 of our response, respectively.

Steve Atkins will serve as senior Strategist for Brand Strategy for the TLC account. Ryan Thompson will serve as senior Strategist for Marketing and Digital Strategy for the TLC account. This is reflected accurately in section 6.2.4 on page 46 of our response as well as in the Organization Chart on page 44 of our response.

Please let me know if I can answer any additional questions for you.

Sincerely,

A handwritten signature in black ink, appearing to read 'R. Thompson', with a long horizontal flourish extending to the right.

Ryan Thompson
Partner, VP Growth
The Atkins Group