



**craig douglass**  
communications

July 16, 2009

Mr. Ernie Passailaigue  
Arkansas Scholarship Lottery  
Museum Center  
500 President Clinton Avenue  
Little Rock, Arkansas 72201

Dear Ernie:

We very much appreciate the opportunity to be part of the process outlined in the Advertising, Marketing and Media Services Request for Proposal (RFP). Thank you, as well, for the comprehensive and concise organization of the RFP, and the manner in which it outlines required and expected responses to its various sections. We intend to respond in a manner that fulfills all requirements and exceeds your expectations. To those ends, we have a number of clarifying questions we would like to pose. We will do so by referencing the numbered sections in sequence as they appear in the RFP

**Question #1:**

**1.2 SCHEDULE OF EVENTS**

We fully understand the July 15, July 22 and July 29 benchmarks. However, with regard to "Evaluation of proposals...Approximately 7 days after proposal opening," do we take that to mean on or before August 12 (seven calendar days after August 5)?

Likewise, regarding "Intent to Award," August 1?; "ASLLOC," August 20?; and "Contract Execution," August 21? (We understand the RFP states these are approximate dates, but wanted to clarify the general timing in terms of calendar days or business days.)

**Question #2:**

**1.3 CAUTION TO VENDORS (Official Proposed Price Sheet)**

The Official Price Proposal Sheet is not yet posted online (as of 2:30 p.m., July 16, 2009). When will it be posted?

**Question #3:**

**1.8 PROPRIETARY INFORMATION**

We understand the Official Price Proposal Sheet is to be sealed and submitted separately, both in hard copy and digitally. Is the price sheet considered confidential and proprietary?

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**Question #4:**

**1.9 CLARIFICATION OF RFP AND QUESTIONS**

As all questions and answers are consolidated and posted online, may we submit questions we deem to be proprietary or confidential?

**Question #5:**

**1.10 BID EVALUATION; 1.11 ORAL AND/OR WRITTEN PRESENTATIONS/DEMONSTRATIONS**

These two sections refer to "The ALC RFP evaluation committee..." and "RFP evaluation committee chairperson..." respectively. Who are the members of the evaluation committee and who its chairperson?

**Question #6:**

**1.12 PERFORMANCE SECURITY**

As regards the performance bond or irrevocable letter of credit in the amount "of at least .05% of the total proposal price...", since the proposal price includes a possible commission structure (not to exceed 5% of the gross dollar value of the advertising media placement), what is the anticipated advertising, marketing and media budget, or when will a budget be determined? Stated another way, what is the definition of "proposal price?"

**Question #7:**

**1.23 COST**

Item 4. of the NOTE (page 10) states, "Vendors may expand items to identify all proposed services. A separate listing, which must include pricing, may be submitted with summary pricing." Where should expanded items be listed? Where is "summary pricing" referenced?

**Question #8:**

**2.1 ALC OBJECTIVES**

Regarding the launch schedule for online or draw games, there are several references to local television stations and the televised draws. Are negotiations with television stations on live draw broadcasts to be included in the RFP response? May they be included?

**Question #9:**

**2.2 SUCCESSFUL VENDOR/ALC RELATIONSHIP**

The reference to "extensions to sales and marketing staff" vis-à-vis promotional activity is not unlike the previous reference to expanded items "to identify all proposed services." Where should extensions be listed in the RFP, as an addendum, or in the course of the referenced section?



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**Question #10:**

3.1 ADVERTISING AND MARKETING; 3.2 PROCUREMENT OF GOODS AND SERVICES  
Research services and "responding to market driven factors" suggests an on-going research capability. Is research to be included in the RFP response, or may it be included? Or, is the RFP simply stating that research projects, including media tracking, may be requested at a later date?

**Question #11:**

A general question would be, does the Arkansas Scholarship Lottery anticipate handling Public Relations, television, radio and print-related production services in-house?

Thank you again for the opportunity to submit these questions. As the deadline for submitting vendor questions is July 22, 2009, we may have more, and will appreciate your attention to them.

Best regards,

Craig Douglass

CD/cd

cc: Mr. David Barden