



## **ADDENDUM NO. 2 TO ALL OFFERORS:**

Reference: Request for Proposal: **RFP# 5977MG**

Commodity: **Experiential Marketing**

Dated: **July 16, 2021**

*All offerors are required to acknowledge all RFP addenda in their proposals.*

### **2<sup>nd</sup> Round of Questions and Answers**

1. Q: Will you be making a VA Lottery Brand Book/Brand Essence available to participating agencies to better understand how we will need to bring to event strategy life with VA Lottery Brand?

A: Yes, please see Attachment A of the initial RFP. Additional research can be provided to the awarded vendor.

2. Q: When would the new agency be onboarded for planning prior to management and execution of 2022 event activation plan?

A: The current contract ends 11/30/21. The Lottery intends to have this contract awarded prior to this date to allow for onboarding activities as required.

3. Q: Can you please share with us what research has already been done and what existing sources are currently in place?

A: The Lottery has an internal research team that conducts a wide array of research. All relevant research will be provided to the awarded vendor.

4. Q: Can you share examples of past/current successful promotional integrations?

A: One example is the \$5 Corvette and Ca\$h scratch ticket promotion. The Events team supported the game by touring Virginia in a branded Corvette to drive awareness and sales of the game. As part of the engagement, players who purchased a \$5 Corvette & \$100 Ca\$h Scratcher received a free t-shirt and entry into a promotion to win a Corvette beyond the three available as the top prize on the game. Not only did this promotion get executed at Live public events, but it was also executed at Lottery retailers across the state, which increased day-of sales.

One other example is MobilePlay. In 2019, MobilePlay was a way for players to play the Virginia Lottery on their mobile device, while tethered to a retailer via bluetooth. Players could log into the mobile app, and play games while in a specified proximity of the retailer. The Events team utilized an oversized phone to demonstrate how to play. The Lottery put cash in hand for those who demoed the games and won. We tested several promotions to learn more about the hurdles for players and to drive trial. The Lottery conducted a



MobilePlay takeover at a venue in Northern Virginia with a retailer. The integration included social media posts by the Lottery and the retailer, as well as utilization of DC-local independent broadcasters onsite for the event and through their established social media platforms and app. The retailer promoted MobilePlay through free items at specified times.

5. Q: Will the VA Lottery be undergoing any new branding exercise resulting in new creative identity or brand voice campaign or should we assume the brand will be maintaining its current voice through the duration of year one planning for 2022 event activations?

A: If the Lottery unveils a refreshed brand or voice, the Lottery will work with the awarded vendor to incorporate it into the Event space at the earliest opportunity possible.

6. Q: Since the new agency will be developing a new event strategy tied to VA Lottery brand identity is there the expectation that the agency will need to create new assets, updating designs and producing new event materials or should we plan on utilizing existing assets?

A: The Lottery already owns assets and designs that can be used. Should new designs be proposed and approved by the Lottery, then yes, the awarded vendor is expected to produce those. These items are to be billed as a pass through.

7. Q: Beyond the links you provided to the Virtual/Social highlights from past events can you share an overview of some of the larger event footprints at Music festivals, College Sports Game Day, Food and Craft Beer Festival activations, etc.?

A: Offerors are encouraged to review the Lottery's social media channels (Instagram, Facebook, and YouTube) to garner more understanding of the Lottery's footprints. Additionally, please see the pictures in Appendix A of this addendum.

8. Q: How many brand footprints are available currently to enable us to run multiple events simultaneously in the market? Can you share list of existing Lottery footprints?

A: The footprints are determined with annual planning and as opportunities arise. Attachment C demonstrates the potential multiple events that run in a day or market. The internal Lottery team owns the event scheduling and works in partnership with the vendor to identify footprint elements. It is possible for two public events requiring the same experience assets to run concurrently. Production quantities and related decisions are made in partnership with the Lottery and vendor.

9. Q: Is there a list of existing brand assets, number of vehicles, technology equipment, footprints, etc. that you can share with us? Are photos available?

A: Please see Attachment B for asset list. The number of vehicles are provided in the RFP and Addendum 1. Photos are not currently available.



10. Q: In 2022 what mix virtual vs live events are you considering as percentage of overall event activations and from a budget percentage?

A: At this time, there is not a percentage currently determined. Per the RFP, the awarded vendor will assist with experiential strategies and the annual event plan. At this time, we expect to execute at least one virtual event per month. As public events roll-out, that number may increase.

11. Q: Do you plan on maintaining the current 2 virtual events per month volume the same?

A: At this time, we expect to execute at least one virtual event per month. As public events roll-out, that number may increase.

12. Q: Beyond the VA Lottery Warehouse in Richmond do you currently have a network of local storage facilities throughout the state?

A: The Lottery does have small warehouse facilities at each Customer Service Center (CSC) and is able to store items at Lottery Headquarters (see link for locations: <https://www.valottery.com/aboutus/contact>). The overwhelming majority of work is completed at the main Lottery warehouse in Richmond. Additionally, on occasion, the Lottery may ask for items to be delivered to or pick up from an athletic or other event partner as agreed upon.

13. Q: Can you share with us your overall event budget working and non-working dollars?

A: This is not available.

14. Q: Do you have discretionary dollars for opportunities promotional integrations/social amplifications?

A: Yes, there is a budget for social media amplifications for Lottery-owned events, which is managed with input from the Experiential Marketing program but ultimately outside of this program.

15. Q: Is there a typical calendar of event schedule that you can share with us?

A: Please see Attachment C.

16. Q: How long do you anticipate the ramp up period will be from hired to executing in-market ?

A: There is no set time period yet. The Lottery will work with the awarded vendor to begin ramping up. The current contract ends 11/30/21.



17. Q: Can you share a prioritized list of markets and event locations that will be targeted to participate in this program?

A: This program operates all over the Commonwealth of Virginia. Please see Attachment C for a sample list of events.

18. Q: Estimated number of total markets participating?

A: Please see Question 17.

19. Q: Do you activate in all 95 counties throughout the state?

A: Please Attachment C for sample list of events. Event locations may change.

20. Q: What does success look like and are there any quantifiable targets/goals we should be considering?

A: Success is delivering upon the strategy. Goals and metrics will be collaborated on between the Lottery and the vendor. For an idea of basic metrics the Lottery event team has recorded, refer to H. Offeror Reporting Responsibilities of the RFP.

21. Q: Do you currently utilize any technology to accurately measure attendance, engagement, dwell time?

A: No.

22. Q: What is your objective in seeking a new agency partner?

A: The agreement with the incumbent contract ends on 11/30/21. The Lottery still requires these services so a new solicitation has been issued to put a new contract in place. The Lottery is interested in promoting competition and learning about all Offerors' proposed solutions.

23. Q: How big in revenue is the opportunity for the selected Agency?

A: Unsure. It is the responsibility of each Offeror to propose a price they think brings the most value to the Lottery.

24. Q: Will Virginia Lottery provide the transportation vehicles? Could you provide what is currently being used i.e. size of vehicles, number of total vehicles, location of vehicles stored during nonevent days, process of pickup?

A: Yes, the Lottery will provide the following vehicles:

- 1 Forklift (for use at the warehouse)
- 1 F250 Pick-Up Truck with Towing Package
- 1 F150 Pick-Up Truck
- 2 Trailers (Selling and Premium)



25. Q: Section 4.9 What are the specifics to what will be stored in each vehicles? (Cash, Lottery Tickets, \$ Value) Could you provide current security plan and what has worked and what hasn't worked?

A: The incumbent vendor developed their own security plan which was approved by the Lottery. There are occasions when footprint assets are stored in vehicles (i.e. high boy table, table cloth, etc). All cash and product, to include coupons, may be securely stored in either a Lottery or vendor provided vehicle, provided there is a secondary place to lock the items (i.e. safe, locked glove box, etc.)

26. Q: Do you have regions within the state broken out for events? If so, how many do you currently have and locations?

A: We do not. We attempt a broad reach across the state through various public events. When supporting Sales initiatives, we collaborate with that team on preferred retailers and geographies.

27. Q: What is your footprint size? Large scale events and smaller events? This will help us understand how many staff needed for each event in regard to min and max.

A: Our footprint has been as big as 60' wide x 40' deep on occasion. A popular footprint size is 20' wide x 20' deep, which allows a little space under a 10x20, and also the opportunity to creep beyond the tent. We expect to use trailers, which would mean space must allow for 18' trailer, and space off of that for interaction.

28. Q: How many storage facilities does your current vendor manage? Size, locations, etc.

A: None, there is a Lottery-provided warehouse in Richmond, VA. Please note that the awarded Offeror shall receive, pick, transport, and return items to this warehouse.

29. Q: Are the warehouse/storage facilities in one city?

A: Yes

30. Q: Can you quantify how much Creative Development is involved?

A: Creative development is expected to support the entire program and thus hard to quantify. During a period from August 1, 2020 – April 9, 2021, 239 creative files were created that covered college athletics, Friday Funday, and other miscellaneous requests. This number may change depending on a variety of factors.

31. Q: Can you provide the current reporting dashboard used if not proprietary?

A: Network Ninja, however the Lottery is open to other solutions.



## Appendix A – Additional Event Pictures





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