

**ALC Response to Questions Submitted by Mitchell Communications Group  
Related to ALC RFQ-1400001**

1. In Item 10 of the Selection Criteria, a presentation worth 10 points is included. Does that apply to the RFQ response or is the live presentation on June 17 included as well?

**ALC Response: The presentation referenced in Item 10 of the Selection Criteria is the live presentation that will occur on June 17, 2014. That presentation will have a total score up to 10 points.**

2. What parameters are related to the June 17 presentation as far as number of presenters and equipment availability? Will the selected agencies be permitted to show creative concepts?

**ALC Response: There are no parameters regarding the number of presenters.**

**Regarding equipment, we will have a laptop computer, a projector screen, internet connectivity and sound. Presenters should plan to bring their presentation on a flash drive.**

**Regarding creative concepts, review Section 5.11; it is not necessary, but is permitted.**

3. Will the live presentations be recorded and made public or simply kept for internal review by the Commission and staff?

**ALC Response: Presentations will not be recorded by ALC staff. However, any items including documents or flash drives that a Vendor leaves with ALC at the end of its presentation will become subject to release if requested via a FOIA request.**

4. Are all RFP responses made public? Are all RFQ responses subject to FOIA?

**ALC Response: ALC will not affirmatively publish RFQ responses. Vendors should assume that any and all parts of their submissions are subject to disclosure under the Freedom of Information Act. Refer to Section 1.8 of ALC's Supplemental Advertising, Marketing and Media Services Request for Qualifications issued on 5/21/14 for additional information responsive to your question.**

5. Why are you going through an RFQ at this time?

**ALC Response: Refer to section 3.0 of RFQ.**

6. While it looks like you are retaining the media buying section through a selected agency for one year only – are we understanding correctly that the media buying estimates from us be included in the RFQ?

**ALC Response: Throughout the one-year term, the ALC may request that the**

successful vendor procure media on behalf of the ALC and/or consult with the ALC or TCG in the area of media placement as defined in Section 3.5 of the RFQ. Respondents shall submit their net media percentage commission fee as requested in Attachment B Cost Schedule so that the vendor's fee is defined, in the event that the ALC asks the successful vendor to procure media on their behalf.

Respondents may include media placement strategies, in which the successful vendor may execute and place directly, as part of responses for Section 5.11 Plan for Anniversary Promotion and Section 5.11 Plan for Market Specific Strategies; please refer to Sections 3.1B and 3.1 C. Respondents may include recommendations for TCG's media budget (in relation to media mix, negotiation process, etc.) in responses for Section 5.11 Plan for Creative, Production & Branding Campaign.

7. Which state scholarship lottery do you admire for its marketing/communications today and why?

**ALC Response: Refer to Advertising Examples and Attachment D U.S. Lotteries' Sales.**

8. Out of last year's budget, what percentage went toward digital and social media and are there any guidelines in place?

**ALC Response: In fiscal year 2014, 2.4% of the \$4.5 million budget is dedicated to social media and digital advertising. In fiscal year 2015, The ALC anticipates that approximately 3% of the total \$5 million budget will be dedicated to social media and digital advertising. The fiscal 2015 social media and digital advertising budget is merely an estimate.**

9. As we are formulating our recommendations for the three campaign areas, what are the road blocks we need to be aware of or the potential hot button issues?

**ALC Response: Legislation creating the ALC was signed into law on March 26, 2009 (the Arkansas Scholarship Lottery Act, Ark. Code Ann. § 23-115-101 et seq. and § 6-85-201 et seq.). In accordance with that legislation, all marketing and advertising for the ALC will be done in a responsible manner and assist us in our mission to provide continuing entertainment to the public; maximize revenues; and preserve the integrity and dignity of the process.**