



Submitted: July 22, 2009

Questions for the Arkansas Lottery Commission pursuant to Request For Proposal
ALC-090004:

1. What is your projected revenue for the first year of operations and what percentage of that total revenue do you wish to spend on media and marketing?
2. The Request For Proposal states that the commission will "develop a strategic plan that provides launch schedules over the contract period" for three-digit, four-digit and five-digit online games. When does the commission anticipate launching these games? Later in the first year or in subsequent years?"
3. Is the successful bidder responsible for producing and coordinating the broadcast of the draw? Is this drawing daily or weekly? If daily, are Sundays included? If daily, how many times per day?
4. Will the winning lottery numbers be published in daily print medium? If so, is that a paid space?
5. Has the Arkansas Lottery Commission established a website address or addresses separate from the Arkansas government website the commission is now using?
6. How do you define "regional promotions" as listed in section 3.3.3?
7. When will respondents receive the cost schedule and Attachment B as listed in section 1.26?
8. Will items procured (for example advertising, printing, services and media placement expenditures) whose cost is invoiced on a pass-through basis, be paid by ALC within 30 days of the date of invoicing?
9. In all cases where financial statements are required, will financials produced and reviewed by an independent accountant fulfill these requirements?
10. In the final bullet point under Section 3.2 on Page 15 of the Request For Proposal, it is stated: "If any of these are provided by a subcontractor(s), the services will be provided as a pass through charge at net cost, without mark up. The amount paid as a pass through will not be charged against the budget limitations established for the scope of services in this Request for Proposal." Does this relate to only the final bulleted item or to all of the bulleted items under Section 3.2?
11. How will the vendor be paid – i.e. as sales occur? – and on what schedule will ALC disperse payment to vendors?