

Arkansas Lottery Commission  
Advertising, Marketing & Media Services Questions  
**RFP Number: ALC-090004**  
July 22, 2009

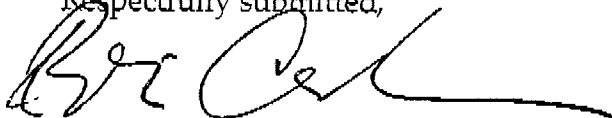
1. Does the ALC have a calendar for game introductions and promotions that can be shared?
2. How much (if any) emphasis should be placed on creating names and logos for lottery games as part of the campaign launch?
3. In the ALC meeting today you shared the "Retailer Recruitment & License Process" designed around the four Congressional Districts, indicating a goal of 2,463 retail locations. Can you give some guidance, or a best guess, for the anticipated total number of locations by county the day of the launch?
4. You also mentioned today an annual budget of approximately \$4 million and \$1 million of that will be dedicated to the campaign launch. Can you provide some guidance on your thinking for the time frame for this campaign launch?
5. Is there any seasonality that we should be made aware of for annual planning purposes?
6. Does the ALC expect its in-house advertising group to be up and running at the beginning of this vendor contract?
7. Will the creative and media recommendations focus exclusively on retail sales or should it include outreach for generating beneficiary awareness and scholarship goodwill?
8. Should the Arkansas Academic Challenge Scholarship Program be featured as the beneficiary of lottery proceeds or is that a separate initiative handled by the ADHE or some other group/entity?
9. Will Powerball go live in Arkansas on October 29? If not, when?
10. Will the media plan be for just Arkansas State Lottery games or should the plan include Powerball? If we are to include Powerball, does MUSL offer advertising coop or matching funds to support the Powerball branding and advertising programs?
11. You mentioned at the ALC meeting today that you are bring in out-of-state evaluators for the scoring of these RFPs. Please confirm.

12. Will the commissions participate in the selection process?

13. Will the ALC produce expected Lottery Advertising Standards and Guidelines for selected vendor or will the vendor be we required to develop those standards?

14. Please confirm our understanding that the ALC and/or ALC legal counsel will verify all legal mandatories, compliance and laws in accordance with local, state and/or federal regulations pertaining to all requested advertising (copyright/trademark registrations, legal disclaimers), marketing, procurement of goods and services and media placement services in regards to rules and regulations of operating the Arkansas Lottery.

Respectfully submitted,



Brian Clark  
Ramey Agency  
bclark@tra.net