

Arkansas Lottery Commission

Responses to GWL Advertising Inc., Questions for the ALC Advertising, Marketing and Media Services RFP

ALC Response to Question 1: The advertising launch budget is estimated to be One Million dollars (\$1,000,000). Allocation of the budget will be apportioned after a vendor is selected.

ALC Response to Question 2: Please refer to the Addendum to the Advertising, Marketing and Media Services Request for Proposal approved on July 22, 2009, specifically Section 1.11.

ALC Response to Question 3: The ALC anticipates that the approved games will initially consist of possibly five (5) to seven (7) instant scratch tickets and possibly one (1) online game.

ALC Response to Question 4: Electronic media will be produced or procured in the most cost effective manner available, including local production.

ALC Response to Question 5: Please refer to Section 3.1 “Operational Services” of the original ALC Advertising, Marketing and Media Services Request for Proposal approved on July 15, 2009. The ACL will produce advertising and marketing information in the most cost effective manner possible, but “The Vendor will play a significant role in its supplementation of the ALC’s marketing program relating to advertising it will help the ALC produce and place.”

ALC Response to Question 6: Please see Response to Question 1.

ALC Response to Question 7: Please refer to Section 5.2 “Vendor Qualifications and Mandatory Requirements” of the original ALC Advertising, Marketing and Media Services Request for Proposal approved on July 15, 2009.

ALC Response to Question 8: Please refer to Section 5.8 “Vendor’s Advertising Qualifications” of the original ALC Advertising, Marketing and Media Services Request for Proposal approved on July 15, 2009, specifically the bulleted point wherein it states, “Create an advertising and marketing launch campaign which may used by the ALC during launch, including proposed logos. The initial launch campaign should include a statewide talent search for draw talent. Individuals selected as draw talent will be used for live online game drawings to be televised statewide on lottery draw partner television stations. The ALC does not use advertising focused on winning a dream and seeks, through this exercise, the type of creative assistance an Vendor may suggest in advertising and marketing lottery products in a socially responsible manner.”

ALC Response to Question 9: The financial statements required pursuant to this section and other provisions of the RFP as referenced shall serve as “evidence of financial responsibility and stability” as described in your question.

ALC Response to Question 10: Please refer to See Section 6 “Evaluation Criteria For Selection” of the original ALC Advertising, Marketing and Media Services Request for Proposal approved on July 15, 2009.