

REQUESTS FOR PROPOSALS

DPA# 21-LOTT-002

**Media, Advertising and Marketing Strategies
Consulting Services**

Bid Reference Number: DPA# 21-LOTT-002

RFP Issue Date: January 29, 2021

Questions Due: February 5, 2021 by 3:00 PM Eastern

Proposals Due: February 12, 2021 by 3:00 PM Eastern

State of New Jersey

Department of the Treasury

Division of State Lottery

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1.0 INFORMATION FOR BIDDERS

1.1 PURPOSE AND INTENT

The State of New Jersey, Department of the Treasury, Division of State Lottery ("Lottery") is seeking an advertising and marketing consultant. The bidder shall possess the experience, skills, expertise, and resources necessary to assist and advise Lottery in evaluating past, current and proposed media, advertising & marketing strategies and spending, implementing those strategies, and providing performance measurement services.

1.2 MINIMUM QUALIFICATIONS: SCREENING CRITERIA

The bidder must have a minimum of ten (10) years of experience in media, advertising and marketing consulting.

Key member's resumes are required and should be submitted with the bidder's quote

1.3 KEY EVENTS

1.3.1 Electronic Question and Answer Period

New Jersey Lottery will electronically accept questions and inquiries from all potential bidders via email at Mario.Pirone@treas.nj.gov.

- The Bid Reference Number should be clearly referenced in the subject line.
- Questions regarding the Standard Terms & Conditions and exceptions to mandatory requirements should contain requested changes.

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The cut-off date for electronic questions and inquiries relating to this RFP is indicated on the cover sheet.

1.3.2 **Deadline for Submission of Proposals**

In order to be considered for award, the proposal must be received by the Department of the Treasury on or before the due date and time as indicated on the cover sheet.

ANY PROPOSAL NOT RECEIVED BY THE DATE AND TIME INDICATED ON THE COVER SHEET WILL BE REJECTED.

Bidders using U.S. Postal Service regular or express mail services should allow additional time since the U.S. Postal Service does not deliver directly to Department of the Treasury.

1.3.3 **Bidder Responsibility**

The bidder assumes sole responsibility for the complete effort required in submitting a proposal in response to the RFP. It is the sole responsibility of the bidder to be knowledgeable as to all of the requirements of this RFP. No special consideration will be given after proposals are received because of a bidder's failure to be knowledgeable as to such requirements.

1.3.4 **Cost Liability**

The State assumes no responsibility and bears no liability for costs incurred by a bidder in the preparation and submittal of a proposal in response to this RFP.

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2.0 SCOPE OF WORK

The State of New Jersey, Department of the Treasury, Division of State Lottery ("Lottery") is currently soliciting proposals with the intent to select an advertising and marketing consultant to assist the Lottery in monitoring the effectiveness and efficiency of its current and future advertising and marketing strategies, as developed and implemented by Lottery's vendor for sales and marketing.

The consultant will monitor Lottery's current media, advertising and marketing strategy developed by the Lottery's vendor. The consultant will work closely with the Lottery's vendor in implementing and evaluating significant initiatives. The consultant will be expected to participate in regular meetings with Lottery staff and the vendor's staff, and attend various monthly meetings conducted by the Lottery concerning sales, marketing, advertising and promotions. The consultant will also assist the Lottery in the development and review of the Lottery vendor's business plan for Lottery Fiscal Year 2022.

2.1 SPECIFIC REQUIREMENTS

- A. Evaluate the effectiveness of current and proposed advertising and marketing spending; work to establish benchmarks and targets for proposed initiatives.
- B. Assist the Lottery in developing long-term performance benchmarks and standards to evaluate the continuing performance of the Lottery's sales and marketing vendor.
- C. Closely monitor and supervise the Lottery's sales and marketing vendor as significant marketing and advertising initiatives are developed, in order to maximize the Lottery's Return on Investment ("ROI").
- D. Review spending on creation of advertising and media and analyze ROI.
- E. Assist the Lottery's vendor for sales and marketing in developing the Lottery's Fiscal Year 2022 Business Plan.

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- F. As requested, train Lottery staff on the evaluation and processing of marketing expense reports submitted by the Lottery's sales and marketing vendor.

2.2 REPORTS

Upon the request of the Division of State Lottery, the contractor shall submit monthly progress reports and shall deliver ad hoc reports as directed by Lottery. The reports must include work scheduled and work completed.

In addition, the contractor is expected to supply during the course of the engagement the following interim reports:

- A. Current state of spending
- B. Evaluations of effectiveness of spending.
- C. Status reports on the development of the FY2022 Business Plan.
- D. Reports evaluating the effectiveness of on-going marketing and promotions campaigns.

2.3 PAYMENT SCHEDULE

Detailed invoices may be submitted monthly for actual hours worked.

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3.0 PROPOSAL PREPARATION AND SUBMISSION

3.1 PROPOSAL PREPARATION – GENERAL

- 3.1.1 In order to be considered, a proposal must arrive at the Department of the Treasury in accordance with the instructions on the RFP cover page. Bidders are cautioned to allow adequate delivery time to ensure time delivery of proposals. Late proposals shall be ineligible for consideration.
- 3.1.2 The bidder is advised to thoroughly read and follow all instructions contained in this RFP, including the instructions on the RFP's cover page, in preparing and submitting its proposal.
- 3.1.3 All proposals must be typed or written in ink and signed by the bidder.

3.2 PRICING

On the attached "Agency Request for Proposal" form (PB-120), the bidder must provide hourly consulting rates. The total dollar amount for this bid **must not exceed \$80,000.00**, including travel expenses, to be considered.

Travel expenses incurred by the bidder will require pre-approval from Division of State Lottery and will only be reimbursed up to the State of New Jersey reimbursement rate as required by New Jersey Statute and Circular Letter(s).

By submitting a proposal, the bidder certifies that the price(s) and amount of its proposal have been arrived at independently and without consultation, communication or agreement with any other contractor, bidder or potential bidder.

3.3 PROPOSAL SUBMISSION

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The bidder must submit the original signed "Agency Request for Proposal" form (PB-120) along with all other required documents to the address provided below.

3.3.1 Delivery Address for Proposals

State of New Jersey
Department of the Treasury
Division of Administration – Fiscal & Resources
Attn: Mario Pirone
P.O. Box 211
50 West State Street, 8th Floor
Trenton, NJ 08625

3.3.2 Emailed or Faxed Proposal Submission

The bidder may fax or email the signed "Agency Request for Proposal" form (PB-120) along with other documents to **FAX#609-633-9090** or email Mario.Pirone@treas.nj.gov on or before the bid due date listed on the RFP cover sheet.

It is the **bidder's responsibility** to confirm Department of the Treasury's receipt of faxed or emailed proposals.

The bidder must also mail and/or deliver the documents containing the original signatures to the address listed above.

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4.0 CONTRACT AWARD

3.3 DOCUMENTS REQUIRED BEFORE CONTRACT AWARD

- 3.3.1 State of New Jersey Standard Terms and Conditions
- 3.3.2 Ownership Disclosure Form
- 3.3.3 Disclosure of Investigations and Other Actions Involving Bidder
- 3.3.4 Disclosure of Investment Activities in Iran Form
- 3.3.5 Two-Year Chapter 51/Executive Order 117 Vendor Certification and Disclosure of Political Contributions
- 3.3.6 Chapter 271 Vendor Certification and Political Disclosure Form
- 3.3.7 MacBride Principals Form
- 3.3.8 Proof of Business Registration
- 3.3.9 Certificate of Insurance / ACORD – must contain limits outlined within State of New Jersey Standard Terms and Conditions
- 3.3.10 Source Disclosure Form
- 3.3.11 Affirmative Action Compliance

The “Information Sheet and Checklist for Waivers and Delegated Purchasing Authority (DPA) Transaction” form is attached for the bidder’s reference. This form can be found at <https://www.nj.gov/treasury/purchase/forms.shtml> under the heading “Vendor DPA and Waiver Forms”. While on this website, bidders can click on the form name listed on the checklist to access the form.

Hard copies of the state required forms are attached to the RFP.

The “Organ and Tissue Donation Statute” memorandum has been included for informational purposes.