

REQUEST FOR PROPOSAL

FOR THE PRODUCTION OF

TELEVISION AND RADIO SPOTS



RHODE ISLAND LOTTERY
1425 PONTIAC AVENUE
CRANSTON, RI 02920
401-463-6500
WWW.RILOT.COM

REQUEST FOR PROPOSAL

SECTION A - GENERAL INFORMATION

1. LOCATION

- A. The Division of Lotteries of the Rhode Island Department of Revenue (hereinafter "RIL") is located at 1425 Pontiac Avenue, Cranston, Rhode Island 02920.

2. BACKGROUND

- A. The purpose of this Request for Proposal (RFP) is to solicit proposals from qualified vendors for the production of one or more :30 television and radio spots promoting the Holiday Instant Games.
- B. Costs of dubs and delivery to media outlets for all spots must be included in bid response:
 - 1. Radio spots - An mp3 of the final spot to be sent to RIL for distribution to appropriate stations.
 - 2. Television spots - 264H file with the following specs: 1920x1080, 384 kbps bitrate delivered electronically. Also required:
 - (a) A Spanish version may be created. Please include the pricing for that separately if you offer that service, otherwise, we will need the music, written script and the spot with the voice over and any English Language graphic elements eliminated.
 - (b) Master version of the spot and an mp3 file for YouTube.
 - (c) Confirmation of rights to use the spot produced for unlimited length of time. Any restrictions on use of the spot must be detailed in RFP response.
- C. We would also like to consider an optional service of having a Facebook app/promotion created specifically for the holiday campaign. The goal of the app would be to increase our Facebook page likes and interactions. Please provide ideas for an app/promotion and include the costs to proceed with the proposed add-on. The RIL will be the owner of all data generated by the app. The app must be restricted to users 18 and older. Please specify if a 3rd party company will be used to develop the app.

3. VENDOR QUALIFICATION

- A. It is the policy of the RIL to make every effort possible to assure the participation of small, minority, and female-owned businesses as mandated in Title 37, Chapter 14.1 of the General Laws of the State of Rhode Island, entitled “Minority Business Enterprise”.
- B. Prior to final award, if successful vendor is out of state, the vendor will be required to file an “Application for Certificate of Authority as a Business Corporation/Foreign Business Corporation” with the Rhode Island Secretary of State’s Office; website address www.sos.ri.gov.

3. CONTRACT

- A. The RIL reserves the right to accept proposal(s) in whole or in part and to negotiate terms, conditions, and provisions in addition to those stipulated in this RFP.
- B. The RIL reserves the right to award this contract on price alone.
- C. The laws of the State of Rhode Island, including the State’s General Conditions of Purchase, shall govern any contract(s) resulting from this RFP.

4. SELECTION PROCESS

- A. The RIL will base its selection on a combination of creativity, services, competence, experience, and cost; but none of these shall be the sole basis for any contract award. It is possible more than one vendor will be selected.

5. COST TO VENDORS

- A. All proposals are submitted at the vendor’s sole risk and expense. The RIL shall not, under any circumstances, be responsible for any costs or expenses incurred in submitting a response to this solicitation.

6. REJECTION OF PROPOSALS

- A. The RIL reserves the right, without liability, to reject any and all proposals at any point prior to the award of a contract and/or cancel this procurement.

7. SCHEDULE OF EVENTS

- A. Written questions related to the RFP must be submitted no later than 4:00 p.m. on **Friday, August 28, 2015**, and sent either by e-mail or fax, to:

Terri Kiernan
tkiernan@rilot.ri.gov
Fax: 401-463-5669
Telephone: 401-463-6500 Extension 104

Vendors not submitting questions, but who wish to receive a copy of questions and answers, should e-mail or fax their contact information to Terri Kiernan.

- B. Answers to all questions will be provided no later than 4:00 p.m. on **Wednesday, September 2, 2015**.
- C. Interested vendors must contact Terri Kiernan no later than **Thursday, September 17, 2015**, to schedule an appointment to present creative concepts and pricing.



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