

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 Patriots Instant Game and its Second Chance Drawings, the details of which are shown below:

Entry Deadline*	Drawing Date**	Number of Winners	Prizes
6/21/16	6/22/16	20	Patriots Season Tickets Packages : Each package includes two (2) tickets and one (1) parking pass for all Patriots preseason and regular season home games for the 2016 Patriots season.
7/12/16	7/13/16	250	Away Game Viewing Party Passes : Each package includes two (2) passes into Gillette Stadium’s Club to watch the Patriots play a specified away game during the 2016 Patriots season. Passes also include on-field access, along with admission to the Patriots Hall of Fame, and meet and greet with Patriots alumni and cheerleaders.
8/16/16	8/17/16	125	Patriots VIP Ticket Package : Each package includes two (2) Patriots home game tickets, two (2) tickets to a VIP tailgate prior to the game, located in the Empower Field House, and one (1) game day stadium parking pass. All games and seats will be randomly assigned by the New England Patriots, and all assignments are final and non-transferable. Game tickets are for the 2016 Patriots season, or if applicable, subsequent seasons.
9/6/16	9/7/16	4	Patriots Away Game Trip Package : Each package includes round trip air travel, double occupancy hotel accommodations, game tickets and pre-game field

			passes for the winner and one (1) guest for a Patriots away game in the 2016 Patriots season. All games and seats will be randomly assigned by the New England Patriots, and all assignments are final and non-transferable.
10/25/16	10/26/16	100	Patriots VIP Ticket Package : Each package includes two (2) Patriots home game tickets, two (2) tickets to a VIP tailgate prior to the game, located in the Empower Field House, and one (1) game day stadium parking pass. All games and seats will be randomly assigned by the New England Patriots, and all assignments are final and non-transferable. Game tickets are for the 2016 Patriots season, or if applicable, subsequent seasons.
TBD	TBD	4	Ultimate Gillette Stadium Season Pass Package : Each package includes two (2) tickets for all Patriots preseason and regular season home games for the 2017 season, two (2) tickets for each Stadium Event controlled by the Patriots that are open to the public and sold in 2017, and two (2) tickets to all Revolution regular season home games during the 2017 season. One (1) VIP Parking pass is also included for each event for which tickets are provided as part of this package.
TBD	TBD	20	Patriots Season Tickets Packages : Each package includes two (2) tickets and one (1) parking pass for all Patriots preseason and regular season home games for the 2017 Patriots season.
TBD	TBD	1	\$35,000

- B. Include proposal for optional :15 TV spot to be used for online advertising, such as video preroll.
- C. 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 - Video format should be MPEG2 for spots to be delivered electronically to the stations. Also required:
 - (a) Master version of the spot and an mp3 file for YouTube.

- (b) 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.

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, April 22, 2016**, 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 **Tuesday, April 26, 2016**.
- C. Interested vendors must contact Terri Kiernan no later than **Friday, May 6, 2016**, to schedule an appointment to present creative concepts and pricing.

