

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 a 30-second Holiday Instant Ticket television and radio spot, plus up to three additional 30-second television and radio spots promoting Lottery products within a 12-month period following the contract award. The subject matter of the future spots will be determined.
- B. Please submit storyboard concepts for the Holiday television spot, which is scheduled to start running November 21, 2016. Holiday Instant Ticket graphics attached.
- C. Please include in proposals the typical production process and timeline, previous television and radio commercial work, and a range of pricing for the proposed Holiday Instant Ticket spots. The RIL total budget allocation for the production of four 30-second television and radio spots would not exceed \$200,000.
- D. The RIL requires the following:
 - 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 that service is offered by the vendor.
 - (b) Master version of the spot and an mp4 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.

- E. Interested vendors may view RIL commercials by logging on to rilot.com and clicking on the YouTube icon.

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 in accordance with the General Laws of the State of Rhode Island.
- 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, production timelines, and cost; but none of these shall be the sole basis for any contract award.

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, September 9, 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, September 13, 2016.**
- C. Interested vendors must contact Terri Kiernan no later than **Friday, September 16, 2016,** to schedule an appointment to present creative concepts and pricing. All presentations will be scheduled **Monday, September 19 thru Friday, September 23, 2016.**

8. HOLIDAY INSTANT TICKETS

- A. The RIL Holiday Instant Tickets are shown below:



YOUR RHODE ISLAND LOTTERY

\$10

Holiday Wishes

WIN UP TO \$100,000!

Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win the PRIZE shown for that number. Reveal a symbol and Win 10 TIMES the PRIZE shown for that symbol. Reveal a symbol and WIN ALL 20 PRIZES!

WINNING NUMBERS

YOUR NUMBERS

WIN UP TO 20 TIMES!



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