

STATE OF OHIO  
DEPARTMENT OF ADMINISTRATIVE SERVICES  
GENERAL SERVICES DIVISION  
OFFICE OF PROCUREMENT SERVICES  
4200 SURFACE ROAD, COLUMBUS, OH 43228-1395

**REQUIREMENTS CONTRACT: INTEGRATED MARKETING SERVICES FOR THE OHIO LOTTERY COMMISSION**

CONTRACT NUMBER: CSP900210

EFFECTIVE DATES: 07/01/09 TO 06/30/11  
\*Renewal through 06/30/2013

The Department of Administrative Services has accepted Proposals submitted in response to Request for Proposal (RFP) No. CSP900210 that opened on January 7, 2009. The evaluation of the Proposal responses has been completed. The Offeror listed herein has been determined to be the highest ranking Offeror and has been awarded a Contract for the services listed. The respective Proposal response including, Contract Terms & Conditions, any Proposal amendment, special Contract Terms & Conditions, specifications, pricing schedules and any attachments incorporated by reference and accepted by DAS become a part of this Services Contract.

The agency listed herein is eligible to make purchases of the contracted services in any amount and at any time as determined by the agency. The State makes no representation or guarantee that department will purchase the volume of services as advertised in the Request for Proposal.

This Requirements Contract is effective beginning and ending on the dates noted above unless, prior to the expiration date, the Contract is renewed, terminated, or cancelled in accordance with the Contract Terms and Conditions.

This Requirements Contract is available to the Ohio Lottery Commission as applicable.

Questions regarding this and/or the Services Contract may be directed to:

Nicole Erb, CPPB  
Nicole.erb@das.state.oh.us

This Requirements Contract and any Amendments thereto are available from the DAS Web site at the following address:



<http://www.ohio.gov/procure>

\*Indicates the renewal.

COST SUMMARY FORM

Title: Integrated Marketing Services for the Ohio State Lottery  
 RFP Number: CSP900210  
 Index Number: LOT012K  
 NIGP Number: 961-53  
 UNSPSC Number: 80141600

1. There is no reimbursement for travel and other related expenses.
2. The State will not be responsible for any expenses not identified.
3. A budget narrative should be included with the Cost Proposal.
4. All costs must be in U.S. dollars.

- ▶ Budget Projection. The budget projected, for both primary and secondary awards for this project is: \$4.5 million dollars.
- ▶ The total amount of the secondary contracts will not exceed \$2.0 million per fiscal year.

OAKS Number: 15958

Primary Offeror Cost Summary for performance of the Integrated marketing Services for the OLC	
1. Monthly Retainer Fee:	\$ 34,500
2. Creative Production Fee: (Provide a commission percent in the format x.dd% for all creative production services listed in Attachment 1, Section B).	9.5%
1. Bonds: (Bond costs are not reimbursable. This is for information purposes only).	\$ 95,000 (year one)

Primary Offerors shall submit a fixed monthly retainer fee for Marketing Services which shall include all expenses. The estimated number of hours to be spent on marketing and creative services is 300 hours per month. (Note: The Lottery wishes to be able to call upon the successful Offerors employees who are identified in their proposal response without limitations on their availability). The number of hours is an estimated number for the contract period and the Lottery does not obligate itself to the full number of hours indicated, but may also assign work which could cause a successful Offeror to exceed 300 hours in a month. The monthly retainer proposed must accommodate fluctuations in the estimated number of hours per month.

Secondary Offeror Cost Summary for performance of the Integrated marketing Services for the OLC	
1. Time and Materials Fee: (The OLC will pay an hourly rate for concepting. No single concept may exceed \$5,000.00 and work must be documented for payment.)	\$ N/A
Creative Production Fee: (Provide a commission percent in the format x.dd% for all creative production services listed in Attachment 1, Section B)	N/A
Bonds: (Bond costs are not reimbursable. This is for information purposes only).	\$ N/A

The OLC expects the successful Offerors staff, as outlined in its proposal response (including management, account managers, and creative staff) to participate in planning meetings in Cleveland, Ohio or other Lottery offices throughout the State as part of the Offeror's marketing services. Presentations and day-to-day contact meetings will usually take place in Cleveland, Ohio. There is no reimbursement for travel and other related expenses.

- ▶ Specifications updated per Amendment No. 1 dated 04/14/10.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

BID CONTRACT NO.: CSP900210-1 (06/30/11)

0000156230  
Northlich, LLC.  
720 East Pete Rose Way  
Cincinnati, OH 45202

TERMS: Net 30 Days

Remit To Address  
0000156230  
Northlich, LLC.  
P.O. Box 710235  
Cincinnati, OH 45271-0235

CONTRACTOR'S CONTACT: Mr. Brian Newberry

Telephone: (513) 762-1763  
Fax: (513) 455-4705  
E-Mail: [bnewberry@northlich.com](mailto:bnewberry@northlich.com)

COST SUMMARY FORM

Title: Integrated Marketing Services for the Ohio State Lottery  
 RFP Number: CSP900210  
 Index Number: LOT012K  
 NIGP Number: 961-53  
 UNSPSC Number: 80141600

5. There is no reimbursement for travel and other related expenses.
6. The State will not be responsible for any expenses not identified.
7. A budget narrative should be included with the Cost Proposal.
8. All costs must be in U.S. dollars.

- ▶ Budget Projection. The budget projected, for both primary and secondary awards for this project is: \$4.5 million dollars.
- ▶ The total amount of the secondary contracts will not exceed \$2.0 million per fiscal year.

Primary Offeror Cost Summary for performance of the Integrated marketing Services for the OLC	
1. Monthly Retainer Fee:	\$ N/A
2. Creative Production Fee: (Provide a commission percent in the format x.dd% for all creative production services listed in Attachment 1, Section B).	N/A
2. Bonds: (Bond costs are not reimbursable. This is for information purposes only).	\$ N/A

Primary Offerors shall submit a fixed monthly retainer fee for Marketing Services which shall include all expenses. The estimated number of hours to be spent on marketing and creative services is 300 hours per month. (Note: The Lottery wishes to be able to call upon the successful Offerors employees who are identified in their proposal response without limitations on their availability). The number of hours is an estimated number for the contract period and the Lottery does not obligate itself to the full number of hours indicated, but may also assign work which could cause a successful Offeror to exceed 300 hours in a month. The monthly retainer proposed must accommodate fluctuations in the estimated number of hours per month.

OAKS Number: 15959

Secondary Offeror Cost Summary for performance of the Integrated marketing Services for the OLC	
1. Time and Materials Fee: (The OLC will pay an hourly rate for concepting. No single concept may exceed \$5,000.00 and work must be documented for payment.)	\$ 110.00 hr Blended Rate
Creative Production Fee: (Provide a commission percent in the format x.dd% for all creative production services listed in Attachment 1, Section B)	20%
Bonds: (Bond costs are not reimbursable. This is for information purposes only).	\$ 5,000.00

The OLC expects the successful Offerors staff, as outlined in its proposal response (including management, account managers, and creative staff) to participate in planning meetings in Cleveland, Ohio or other Lottery offices throughout the State as part of the Offeror's marketing services. Presentations and day-to-day contact meetings will usually take place in Cleveland, Ohio. There is no reimbursement for travel and other related expenses.

- ▶ Specifications updated per Amendment No. 1 dated 04/14/10.

CONTRACTOR INDEX

CONTRACTOR AND TERMS:

BID CONTRACT NO.: CSP900210-3 (06/30/11)

0000167268  
Hart Associates  
1915 Indian Wood Circle  
Maumee, OH 43537

TERMS: Net 30 Days

Remit To Address  
0000167268  
Hart Associates  
1915 Indian Wood Circle  
Maumee, OH 43537

CONTRACTOR'S CONTACT: Mr. Mike hart

Telephone: (419) 893-9600  
Fax: (419) 893-9070  
E-Mail: mhart@hartinc.com

SUMMARY OF AMENDMENTS

Amendment Number	Revision Date	Description
3	07/01/12	As a result of mutual agreement between the state of Ohio and the contractor, this amendment is issued to renew the contract an additional 12 months, effective 07/01/12 through 06/30/13. In addition, this amendment is issued to remove Ologie from the existing contract and remove pages 4 and 5.
2	07/01/11	This amendment renews the contract for an additional 12 months effective 07/01/2011 through 06/30/2012 and also indicates a change in the contract analyst.
1	04/14/10	Advise of total contract amount increase to \$4.5 million, adjustment of secondary contracts limit to not exceed \$2.0 million per fiscal year; and also to advise of change of Analyst assigned to this contract.