



Office of
Procurement Services
Service · Support · Solutions

REQUEST FOR PROPOSAL

RFP NUMBER: CSP906114
INDEX NUMBER: LOT002
UNSPSC CATEGORY: 80140000

The state of Ohio, through the Department of Administrative Services, Office of Procurement Services, on behalf of the Ohio Lottery Commission is requesting Proposals for a:

PLAYERS LOYALTY REWARDS PROGRAM AND RELATED SERVICES

OBJECTIVE: The goal of this RFP is to give the Lottery a highly beneficial, cost-effective, secure, easy to use, interactive and architecturally sound Player Loyalty Program Web site and mobile application that will enhance the Ohio Lottery's digital capacity, reward its current customers and build player value by providing them with an incentive to continue playing and attract the next generation of players.

RFP ISSUED:	September 17, 2013
INQUIRY PERIOD BEGINS:	September 17, 2013
PRE-PROPOSAL CONFERENCE	October 3, 2013 at 11:00 AM
INQUIRY PERIOD ENDS:	October 11, 2013 at 8:00 AM
PROPOSAL DUE DATE:	October 23, 2013 by 1:00 PM

Offeror must submit both a "Technical Proposal" and a "Cost Proposal" as a part of its Proposal package. These are two separate components which shall be submitted in separate sealed envelopes/packages, clearly identified on the exterior as either "Technical Proposal" or "Cost Proposal" with the respective RFP Number and due date on each. Offeror must submit this signed cover page with its technical Proposal.

Submit Sealed Proposals to:

Department of Administrative Services
Office of Procurement Services
Attn: Bid Desk
4200 Surface Road
Columbus, OH 43228-1395

Note: Please review the [Proposal Instructions](#) on our Web site.

Offeror Name and Address: _____ _____ _____ _____ E-Mail Address: _____ Phone Number: () _____ - _____, Ext. _____	Name/Title: _____ _____ Signature: _____ By submitting a response to this RFP, and signing above, Offeror acknowledges, understands and agrees to comply with the RFP requirements and confirms all the instructions and links have been read and understood.
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RFP GLOSSARY OF TERMS

AA:	Affirmative Action
Contractor:	Vendor after Award
CSP:	Competitive Sealed Proposal
DAS:	Department of Administrative Services
EOD:	Equal Opportunity Division
FEI:	Federal Employer Identification
Mandatory:	Must, Will, Shall
OAC:	Ohio Administrative Code
OAKS:	Ohio Administrative Knowledge System (Ohio's Accounting System)
OBG:	Ohio Business Gateway
Offeror:	Vendor Submitting Proposal
OLC:	Ohio Lottery Commission
OPS:	Office of Procurement Services
ORC:	Ohio Revised Code
RFP:	Request for Proposal
SMS:	Short Message Service
SOS:	Secretary of State
SSO:	Single Sign On
UNSPSC:	The United Nations Standard Products and Services Code

1.0 EXECUTIVE SUMMARY

1.1 INTRODUCTION This is a Request for Competitive Sealed Proposals (RFP) under Section 125.071 of the Ohio Revised Code (ORC) and Section 123:5-1-08 of the Ohio Administrative Code (OAC). The Department of Administrative Services (DAS), Office of Procurement Services, on behalf of the Ohio Lottery Commission (the Agency), is soliciting competitive sealed proposals (Proposals) for a Players Loyalty Reward Program and Related Services. If a suitable offer is made in response to this RFP, the state of Ohio (State), through DAS, may enter into a contract (the Contract) to have the selected Offeror (the Contractor) perform all or part of the Project (the Work). This RFP provides details on what is required to submit a Proposal for the Work, how the State will evaluate the Proposals, and what will be required of the Contractor in performing the Work.

This RFP also gives the estimated dates on page one, for the various events in the submission process. While these dates are subject to change, prospective Offerors must be prepared to meet them as they currently stand.

1.2 CONTRACT PERIOD Once awarded, the term of the Contract will be from the contract award date through June 30, 2015. The State may solely renew all or part of this Contract at the discretion of DAS for a period of one month and subject to the satisfactory performance of the Contractor and the needs of the Agency. Any other renewals will be by mutual agreement between the Contractor and DAS for any number of times and for any period of time. The cumulative time of all mutual renewals may not exceed eight (8) years and are subject to and contingent upon the discretionary decision of the Ohio General Assembly to appropriate funds for this Contract in each new biennium.

1.3 BACKGROUND In 1973, Ohio voters approved a referendum supporting the implementation of a state-run lottery. In August 1974, the first game went on sale. A board composed of nine Commissioners advises the Lottery (OLC) with the Executive Director of the OLC overseeing daily operations. The Executive Director serves at the pleasure of the Governor of the State of Ohio. The Governor appointed Dennis Berg as Executive Director, in February 2012. Also appointed by the Governor are the nine board members who constitute the Commission.

The OLC is a for-profit governmental entity entrusted with maximizing gross and net revenue to benefit K-12 education in Ohio. The OLC is one of the nation's largest lotteries, with annual sales exceeding \$2.7 billion for fiscal year ending June 30, 2012.

The OLC currently offers games in the following categories: instant games, draw games (which include daily games and jackpot games), EZPLAY Games® and KENO. The OLC also delivers content across numerous digital platforms via social networking sites, mobile texting, RSS feeds, e-newsletters, and blogs.

The OLC supports responsible gaming and works with the Ohio for Responsible Gambling group to create and promote the Ohio Problem Gambler's Helpline and other related resources. More information about this initiative is available at www.org.ohio.gov.

The OLC is responsible for administering and monitoring charitable bingo licenses and for administering video lottery terminals located at select Ohio racetrack facilities. A detailed look of all of the OLC current products, promotions and services can be reviewed at www.ohiolottery.com.

The OLC headquarters are in Cleveland, Ohio and it employs approximately 350 people statewide. In addition to the central staff, more than 100 field sales representatives provide inventory, training, and merchandise support to retailers. The field sales representatives work out of regional offices located in Athens, Canton, Cincinnati, Cleveland, Columbus, Dayton, Lorain, Toledo, and Youngstown.

Critical to the structure and organization of the OLC are approximately 9,500 "sales agent" retailers who are the distributors of its products. These retailers are compensated with bonuses and commissions based on their game sales. Retailer compensation averages \$18,000 per year; however, some individual retailers earn as much as \$300,000 per year.

The OLC is seeking contractor services to provide a Player Loyalty Rewards Program and Related Services to meet the requirements of the Ohio Lottery Commission ("Lottery" or "OLC") and for the benefit of the Lottery. Although this RFP and any Contract awarded are administered by DAS, the Lottery is the direct beneficiary of the awarded Contractor(s) and shall be the primary contacts with respect to the Selected Vendor performance under any Contract including invoicing.

GOAL. The goal of this RFP is to give the Lottery a highly beneficial, cost-effective, secure, easy to use, interactive and architecturally sound Player Loyalty Program Web site and mobile application that will enhance the Ohio Lottery's digital capacity, reward its current customers and build player value by providing them with an incentive to continue playing and attract the next generation of players.

INTENT. It is the intent of the State to solicit Proposals that fulfill the requirements, performance expectations, and deliverables as outlined in the following Scope of Work and award one (1) Contract as a result of this RFP.

If a contract is awarded, the awarded Contractor shall be required to provide products and services, including but not limited to, design, integration, maintenance, and upgrades of a Player Loyalty Rewards Program and Related services for an initial period, beginning upon award through, June 30, 2015, with options to renew the Contract for an additional eight (8) years. The anticipated launch of the Player Loyalty Rewards Program and all related services will be January 15, 2014.

COPYRIGHTS AND PROPOSALS AS PROPERTY OF THE STATE. The OLC shall have the right to use ideas or adaptations of ideas presented in submitted proposals if deemed “non-original” or “previously submitted”. However, the Offeror must understand that the State may copy the Proposal for purposes of facilitating its evaluation or to respond to requests for public records. The Offeror also must understand that such copying will not violate any copyrights in the materials submitted. See Section 1.5, Confidential Information.

- 1.4 **SCOPE OF WORK** Offerors will be required to develop a highly beneficial, cost-effective, secure, easy to use, scalable, interactive and architecturally sound Player Loyalty Rewards Program Web site and mobile application that will enhance the Ohio Lottery’s digital capacity, reward its current customers and build player value by providing them with an incentive to continue playing, and attract the next generation of players.

The components of this program must be flexible enough to enable the agency to evolve a successful Player Loyalty Rewards Program, increase overall game sales, support the evolving brand, provide flexibility to permit product purchases, and meet the changing needs of consumers. Proposals for the Player Loyalty Rewards Program must include, but not be limited to:

- A. Program Overview
- B. Player Loyalty Rewards Website
- C. Point Accumulation and Redemption Module
- D. Single Sign-on Module
- E. Loyalty Points Module
- F. Communication Manager Module
- G. Interactive Components
- H. Prize Procurement and Fulfillment Module
- I. Reporting
- J. E-wallet Module
- K. Customer and Support Service Module
- L. Maintenance and Upgrades

The use of the term “module” above is intended to identify a related set of features of the Player Loyalty Rewards Program. The Offeror is not required to construct them as distinctly separate modules. Offeror’s response to the Program Overview shall identify the architecture/relations between the functions.

Offerors are required to offer a Player Loyalty Rewards Program that will interface with the central gaming system in real time or as close to real time as possible. The files for instant ticket point accumulation will be available from the Lottery; points assigned to online tickets will be available through the online gaming vendor. Specific transfer protocol will be defined after contract award; however, it will include but not be limited to, a VPN tunnel, encryption methodologies and web services.

All offerings, including the Player Loyalty Rewards Web site and interactive components, must follow the design of the current Ohio Lottery Web site, mobile Web site and mobile application. They must also follow the State of Ohio Administrative Policy for Web Site Standardization (see 5.4 Additional Resources) as agreed upon by the Lottery and the Department of Administrative Services, to ensure a transparent and seamless experience for the Ohio Lottery customer.

In order to meet the needs of the Lottery, Offeror must describe how it would accomplish the work listed in items A through L below. Each category is designed to measure an Offeror’s skill, ability and expertise in providing the services listed. Include samples of any/all supporting strategies, tools, processes, reports, consumer research and resources that would be used to complete the work in each category. These responses, as well as any requirements noted in each section, shall be included in the Offeror’s Work Plan as noted in the Instructions.

A. Program Overview

The Offeror shall express their understanding of the project by providing a high level narrative describing its solution. It is required that any solution and related services include:

1. A load balanced environment.
2. A hosted solution which requires no hardware or software installation or maintenance from the Ohio Lottery. This hosted solution must reside on dedicated servers. The Offeror shall describe the components, storage capabilities, redundancy and back-up plans.

3. A detailed schematic of the hosted environment. This should include the number of nodes dedicated at start up, upgrade schedules, the ability to scale up and scale out the environment, flexibility of the servers and processors capabilities.
4. A description of what specific thresholds will be used to determine when additional nodes or hardware modifications will be completed to ensure peak performance.
5. A detailed explanation of the security protocols and encryption measures that will be used to secure the data and the website.
6. A fully functional dedicated UAT environment for Lottery testing.
7. A properly scoped and constructed database architecture which can scale across the short and long-term needs of the Ohio Lottery.
8. A dedicated and single point of contact must be assigned to manage all scoping documentation, change requests, timelines, deliverables, meeting coordination and all other functions necessary to facilitate a collaborative implementation with the Ohio Lottery and its partners.

Work Plan

Offeror's Work Plan shall address each of the points above in detail and shall identify the support required from the Lottery to complete the project.

B. Player Loyalty Rewards Web Site

In this section the basic components required for the Player Loyalty Rewards Web site are outlined. Many of the components necessary for the Player Loyalty Rewards pages are already built and available on the OLC Web site and data feeds. This functionality should be utilized when possible including Jackpot Amounts, Winning Numbers, Winning Numbers Search Functionality, Stay Connected, Drawings and KENO to Go drawings, Find a Retailer, Contact Us pages, Disclaimers and policies, such as, Privacy Policies, Web Standards, Americans with Disabilities Act and Public Records.

All Ohio Lottery brand guidelines (Supplement A) and State of Ohio Web Site Standards must be followed when building the Player Loyalty Rewards Web site. All design and templates must ensure a seamless and transparent interaction for Lottery customers from the Ohio Lottery Web site to the Player Loyalty and VIP portions of the Web site.

As stated in Section D, the registration pages and functionality of the Player's Loyalty Rewards Program must utilize the current global log-in functionality and concept maintained by the Ohio Lottery. Although the look and functionality of the registration process must be maintained, sections, questions and other content should be added, such as mobile phone number, e-mail opt-in, e-mail winning numbers opt-in, mobile opt-in, jackpot threshold alerts (i.e. Powerball jackpot reaches \$100 Million), ability to download Really Simple Syndication (RSS) feeds, birthday, gender and favorite lottery game. Additionally, the Web site must include, but not be limited to, the following:

1. Have flexible templates that can be easily modified and manipulated by dedicated Ohio Lottery staff, in addition to vendor staff.
2. Provide a highly developed security workflow that allows for authorization levels to be assigned by page to Lottery and Contractor staff for administrative purposes/content updates.
3. Provide an in-depth reporting/analytics function across the entire site including but not limited to: number of hits, number of unique visits, traffic patterns, and origin of visit, browser types, length of visit, pass through and referring page of origin.
4. A tracking code must be implemented on each page and certain sections of each page of the Player Loyalty Rewards Web site.
5. All HTML, Flash and other file format creative must be constructed utilizing provided assets and guidelines from the Ohio Lottery.
6. Provide Interactive games for entertainment and point accumulation. Currently, the Ohio Lottery provides Just for Fun games, which will continue to be offered on the Web site.
7. Provide the ability for the site to interface with social media.
8. Provide the ability to deploy polls/surveys which awards points to users for participation.
9. Provide the ability customer's points balance on every page of the Web site.
10. Triggered e-mails are required to be sent to activate a new registration profile through an e-mail link, to send an invitation for a friend to join, e-mails regarding prize fulfillment, prize confirmation, prize redemption and any other content related to the customers experience with prize award and fulfillment.

Data Integrations. The following data integrations must be implemented as part of the Player Loyalty Rewards Web site.

1. Single Sign-On (SSO) Integration. The Player Loyalty Rewards Web site must integrate in real time with the SSO Module to perform registration, log in, password recovery and profile update calls.
2. Points Management Integration. The Player Loyalty Rewards website must integrate in real time with the Points Module to perform point addition, point subtraction and get point balance calls.

3. Inbound Data Feeds. The Player Loyalty Rewards website must be enabled to receive data feeds from the Lottery which includes, but is not limited to: a current jackpot file, game information file and winning numbers file. All current inbound data feeds, that must be included at initial implementation, are contained in Supplement B for review.
4. Master Marketing Database Integration. The Player Loyalty Rewards Website must establish scheduled data transfers to push user data to the Data Module which includes periodic survey data and viral activity by user.

The Contractor will be required to collaborate with the Lottery and their advertising agencies on any and all creative design and site functionality. The creative design and review process must include a minimum of three (3) rounds of revisions in a development environment, before publishing to a live environment.

Work Plan

1. The Offeror must provide a project plan and timeline for the full scope of the project. This plan should identify major milestones. The plan may also include roll-out of the program in phases.
2. The Offeror must provide a proposed site map.
3. The Offeror must provide sample page templates for the home page, landing page and one (1) each secondary and tertiary page.

C. Point Accumulation and Redemption Module

The primary function of this module is to award points based on pre-determined criteria and allow a customer to redeem those points for prizes, sweepstakes entries, instant win games and other rewards. Points will be accumulated but not be limited to the following: instant (scratch) and online (terminal generated) games, registration, birthdays and other responses and player activity deemed appropriate by the Lottery.

The Lottery currently engages customers with online promotions, some examples are Trick Out Your Cave, a KENO 2nd Chance drawing; Hall of Fame, an instant ticket 2nd chance drawing; and weekly Cash Explosion contestant drawings. These promotions may be configured in the future to accumulate points.

It is required that the Contractor have the ability to maintain any promotions that requires log-in by customers, whether the promotion accumulates points or not. These promotions will be part of the annual plan for the Player Loyalty Rewards program.

It is required that the Contractor collaborate with the Lottery on the creation of an annual plan for the Player Loyalty Rewards program. The plan will be based on the goals of the Lottery and include specific plans to maximize awareness of certain games, evaluate all rewards and point allocations to ensure prizes are appropriate and achievable, special promotions, discounts, drawings, and redemption.

Point's award rules shall be flexible and configurable without the need to modify software to change.

Points may be redeemable for second chance entry drawings. The drawing administration for second chance drawings will be conducted in majority by the Contractor unless specifically noted that an Ohio Lottery Drawing Manager must conduct the drawing. The Contractor must adhere to drawing procedures and audit controls as agreed upon and approved by the Ohio Lottery, including the use of certified drawing tools.

The Contractor will be required to analyze and report on every promotion run through the Player Loyalty Rewards Program and overall Club participation.

Work Plan

1. The Offeror must provide a plan for a point's award system based on actions and responses within the Player Loyalty Rewards Program.
2. Describe the flexibility to award points based on segmented player profile information.
3. The Offeror must provide recommendations on point's economy, including caps, expiration, etc.
4. The Offeror must describe its procedures for conducting the second chance entry drawings.

D. Single Sign-On Module

The primary function of the SSO Module is to manage all inbound calls from external programs which enable Players to interact with all online Ohio Lottery programs with a single set of credentials. The SSO must be a real-time data management solution, with established API's or Web Services, designed to manage the warehousing, rules and access of single sign-on credentials for the Ohio Lottery Player Loyalty Rewards Program.

The Ohio Lottery has deployed a Sign-On database that is used for Cash Explosion contestant entry and all other online entry promotions. As of August 1, 2013, there are approximately 135,000 registered users. On average the Lottery captures approximately 3,000 new users per month. When an online promotion is running, the Lottery captures approximately 10,000 to 15,000 new users per month.

Cash Explosion contestant entry and various promotions will continue to be maintained by the Ohio Lottery, therefore, player profile data must be synchronized between the Lottery and the Offeror in real time.

The Ohio Lottery requires that the database and configuration of the sign-on and current passwords remain the same as the current SSO.

The Contractor is required to provide a web-accessible user interface which will enable the Ohio Lottery to manage and review sign-on information.

During player registration and subsequent sign-on the module shall integrate, consolidate and maintain quality standards for all consumer data originating from disparate sources into a single master data management repository that houses all consumer data that will be utilized for direct marketing. This shall include, but not be limited to:

1. Data Normalization
2. Data Matching & De-Duplication
3. Postal Address Verification
4. Data Consolidation

Work Plan

1. The Offeror must define their established API's or Web Services which can support the calls.
2. The Offeror must describe the process for importing the current user account information maintained by the Ohio Lottery.
3. The Offeror must describe how the player profile data will be synchronized between the Ohio Lottery and the Offeror to ensure the databases are in sync.
4. The Offeror must describe data quality optimization and how it will be performed.
5. The Offeror shall describe how it will allow for the transfer of data from many disparate systems and the reporting tools available.

E. Loyalty Points Module

The primary function of the Loyalty Points Module is to manage inbound and outbound application calls, in real-time, with established API's or Web Services, which enable the Ohio Lottery to utilize points as a reward across many disparate initiatives. This includes, but is not limited to, calls regarding: checking point balances, earning/adding points, deducting points, expiring points and accounts.

The Contractor will be required to provide a web-accessible user interface which will enable the Ohio Lottery to view and manage loyalty point rules, attributes and promotions which align with point-awarding initiatives is required.

Work Plan

The Offeror shall describe the functionality of the Loyalty Points Module.

F. Communication Manager Module

Currently, the Ohio Lottery deploys direct marketing, Short Message Service (SMS) and e-mail messages through multiple vendors. In order to drive incremental sales it is critical that the Ohio Lottery has an integrated, web accessible single communications application which allows for the creation, customization, deployment, and tracking of e-mail and SMS along with the ability to track and analyze the metrics associated with each message.

The Communications Manager Module must integrate fully with the Single Sign-On Module in order to streamline various processes. The following components detail this integrated functionality:

1. List Utilization. Once a segmented list has been created within the Data Module it must be accessible to the Communications Module for campaign execution.
2. Survey Data. Any survey data collected through the Communication Manager module must be updated automatically within Player records that exist in the Data Module.
3. Performance Tracking. After a campaign has been deployed any resulting tracking data must be updated within the Data Module on a per-user tracking basis.
4. Opt-Out Integration for SMS and E-mail. When a Player chooses to opt-out through an unsubscribe feature imbedded in an SMS message or e-mail this data must be updated within the Data Module in real time.
5. Functional Requirements. A hosted solution must be provided which allows the Ohio Lottery the ability to configure and maintain trigger based communications and communications on an as needed basis.
6. Design Interface. A simple, web accessible interface must be provided which allows Ohio Lottery users, or its authorized partners, to create customized e-mail and SMS communications with limited design and programming knowledge. The interface must allow the Lottery the ability to:
 - a. Create, upload and save design templates for future use and have the ability to easily customize content or creative components of each communication piece based on data variables which exist in the Data Module, such as, jackpot amounts and winning numbers, and
 - b. Allow the utilization of barcodes, QR codes and other graphical marketing tools.

7. Reporting Interface. A reporting interface which provides on-demand campaign details such as delivery rates, open rates, click thru rates, on each message or story, and other metrics.
8. Current E-mail and SMS Message Volume
 - a. E-mail Messaging. The Ohio Lottery sends various e-mail communications throughout the year to customers who have signed up for such notifications. The e-mail communications include a bi-monthly newsletter and special newsletters when there is a jackpot over \$200 million, a new game is launched or there is other exciting news to share with customers. The current customer database has approximately 30,000 registered users. Last year, the Lottery sent approximately 40 e-mails to customers. It is expected that the Lottery will begin to offer additional e-mail messaging options to customers, including jackpot notifications, winning numbers, Welcome to the Club messaging, e-mails for lapsed players, players club notifications, promotional messaging, birthday club points, etc.
 - b. SMS. The Ohio Lottery has 4.3 million SMS subscribers and sends more than 433 million SMS messages per month. The breakdown of messages by type is included in Supplement C. It is expected that the Lottery will begin to offer additional messaging in conjunction with the introduction of the Players Club.

The Offeror is expected to accommodate the current e-mail message volume, plus 300% in the Monthly Maintenance cost and the current SMS message volume plus 50% in the Monthly Maintenance cost. The Offeror may separately price additional messages over that threshold.

Work Plan

1. The Offeror shall describe its capabilities and experience with the creation, deployment and maintenance of direct consumer messaging and any strategies it implements to ensure that a maximum level of deliverability is maintained for clients utilizing the Offeror's technology infrastructure.
2. The Offeror shall provide a sample messaging plan for new player registration, lapsed player reintegration and a new game/promotion campaign.
3. The Offeror shall provide an overview of the web-accessible interface.

G. Interactive Components

Tactical components designed to expand the Ohio Lottery communication channels while engaging consumers are critical to retaining current players and adding new players. The minimum components required are detailed below.

1. Lottery Widget. An application which allows users to enter codes and view their current point balances along with current jackpots and winning numbers.
2. Mobile Application. The Ohio Lottery currently has a fully functional mobile application which allows users to view winning numbers, view KENO drawings in real time, locate retailers, and check tickets. Full functionality of the Player's Club website must be available via a mobile application, either integrated into the current mobile application or as a freestanding application.
3. Mobile Web site. The Ohio Lottery currently has a fully functional mobile website. It is required that the Ohio Lottery Player Loyalty Rewards Program integrate into the current functionality of this website.

Work Plan

1. The Offeror must detail their experience and give examples of widget, mobile Web site and mobile application integration.
2. The Offeror must provide a plan for how the mobile application be treated, will it be integrated into the current mobile utility application provided by the Lottery or be a freestanding mobile application, what information will be contained in the application, what functionality will be contained within the application.
3. Offeror is invited to provide additional components that will help the Ohio Lottery increase the market share in the digital space.

H. Prize Procurement and Fulfillment

The Lottery requires the Offeror will provide for the redemption of points in the following general categories:

1. Free play of lottery games, redeemed by coupon, QR code or other method.
2. Low Tier Merchandise items consisting mainly of Ohio manufactured and Lottery logo items with a value less than \$25, most prizes should be redeemable digitally.
3. Low and Mid-Tier E-Items: digital prizes/downloads including gift cards, subscriptions, downloads, tickets to special events.
4. High Tier electronic and luxury items.
5. Entry into drawings, instant win promotions, and other promotions to be determined for special or experiential prizes.

The Lottery and the Contractor will coordinate an annual plan and budget for the sourcing (procurement, barter, other) for these items. The Lottery currently has sponsorships with all major and minor league sports teams, venues and community events and may be able to negotiate for prize items.

The Lottery has not established an annual prize budget. For purposes of planning the Offeror shall use an annual prize budget of \$3,000,000 independent of the fulfillment costs provided by the Offeror.

The Contractor shall be required to provide prize procurement, fulfillment of all prizes and applicable tax reporting, unless otherwise instructed by the Lottery. The Lottery shall have approval rights of merchandise that will be awarded in exchange for the point's earners or as prizes for special promotions, discounts and drawings. As noted in section 3.5, the following guidelines must be adhered to:

1. Invoices for prize procurement and fulfillment materials shall be net without markup.
2. Rebates. The Contractor shall return to the OLC or credit the Lottery's account with any amounts received in rebate from any third party vendor resulting from rate reductions due to bulk purchased, shrinkages or shortages, faulty production, or other similar cause.
3. Discounts. In the event that the Contractor receives cash discounts from vendors for procurement bills paid on or before the due dates thereof, any such discount shall be passed along to the OLC.
4. Prepaid Expenses. The OLC will reimburse the Contractor for all items required to be prepaid by the successful Contractor under the Contract.
5. The Contractor shall pay for and submit reimbursement for all goods and services purchased for the Lottery.
6. The Contractor shall bill all goods and services purchased net without markup, and shall pass to the OLC any discounts earned in conjunction with such purchases. If any non-cash incentives or rewards are offered for the purchase of goods and services, the Contractor shall attempt to negotiate a reduction in cost to be passed on to the OLC. In no event shall the Contractor accept non-cash incentives or rewards for its own use or on behalf of the OLC unless so directed.

Work Plan

1. The Offeror shall describe its experience in the procurement, management and fulfillment of prizes. If a third party will be utilized to offer this service, its experience shall be detailed.
2. The Offeror shall describe how it would source and fulfill merchandise items.
3. Based upon the planning budget of \$3,000,000 the Offeror shall provide a plan of suggested items, including retail value. The plan must organize the items into the tiers described above.
4. Please indicate the allocation for each method of fulfillment (e.g. digital, merchandise prizes).
5. Describe any redemption method not included above.

I. Reporting

In order to maximize marketing ROI and eliminate wasteful and duplicate marketing messages the Ohio Lottery must have a consolidated database which provides a single customer view. This should include a query-based user interface which allows for ad-hoc and automated report generation accessible to the Ohio Lottery via a Dashboard. At a minimum, the Dashboard must offer configurable reporting and a high-level of visibility into various key performance indicators, such as:

1. Query-Based User Interface. The reporting user interface must be flexible and allow for easy queries to be defined and performed across all data points that exist in the Data Module. It is preferred that queries may be saved and automated at various frequencies once identified as critical.
2. Segment Reporting. Once segmentation lists have been created and stored there must be functionality provided which allows for segment-specific reporting that details activity, response rates and overall trends of each segment
3. Campaign Reporting. As direct marketing campaigns are executed and performance is reported back to the Data Module there must be tools which allow for the analysis of results and manipulation of data into sub-reports and sub-segmented lists.

A user interface which allows for ad-hoc and automated list segmentation based on player profiles must also be made accessible to the Ohio Lottery.

Work Plan

1. The Offeror shall give a detailed description of the Dashboard offered to the OLC along with its user interface functionality.
2. The Offeror shall detail the segment reporting and campaign reporting capabilities.
3. The Offeror shall describe its proposed user interface for ad hoc and automated list segmentation.

J. E- Wallet Module

The User Profile/User account must be linkable to a financial module for the transfer of funds to/from the player. The funds transfers may be for the purchase of lottery products, special merchandise, shipping/handling, or other fees, the purchase of event tickets, or for the payment of prize awards.

The Lottery has no current plans to expand Lottery sales online. However, the Lottery is exploring the option of claiming and processing prize payments electronically.

Work Plan

1. The Offeror shall describe their ability to securely integrate financial data into user accounts.
2. The Offeror shall describe any experience communicating this type of functionality to current retailers and the benefits associated.

3. As a required option, the Offeror must have the ability to provide a financial module capable of processing financial transactions which meets all Federal Standards for security and encryption. This option must be priced separately in the cost proposal.

K. Customer and Support Service Module

The primary function of the Customer and Support Service Module is to interact with Player Loyalty Rewards Members when there are questions with accounts, point accumulation, point redemption and general questions regarding the program and related services. Interaction includes phone calls, e-mail, text and instant messaging.

Work Plan

The Offeror must detail its experience with Customer Service and how it would manage the customers of the Player Loyalty Rewards Program including methods of interaction (e-mail, phone) and hours of operation. Offeror shall detail reports offered relating to Customer Service, such as Response Time, access to recordings, and reports of issues by type on a monthly basis.

L. Maintenance and Upgrades

The Lottery expects that maintenance and upgrades be completed with no impact to the website. The Contractor is expected to maintain the hardware, software, and other components of the system during the length of the contract. The Contractor shall perform necessary upgrades to support expanded users and newer technologies.

Work Plan

The Offeror shall describe ongoing maintenance services with schedule, expected downtimes, etc.

- 1.5 CONFIDENTIAL INFORMATION The process to procure goods and services by DAS is open to inspection by the public. DAS makes available prices (offered and accepted), terms of payment, Proposal materials, evaluation scores, product information, and other types of information DAS uses in evaluating and/or awarding the Contract, consistent with Ohio's public records law. DAS will seek to open the Proposals in a manner that avoids disclosing their contents. Additionally, DAS will seek to keep the contents of all Proposals confidential until the Contract is awarded. Further, the DAS will open for public inspection all Proposals provided to the DAS in response to this RFP after award.
- 1.6 REGISTRY OF OFFERORS DAS will prepare a registry of Proposals containing the name and address of each Offeror. The registry will be on the Office of Procurement Services Web site and open for public inspection after the Proposals are received.
- 1.7 INSTRUCTIONS Link to Web site for Instructions is available in Section 5.1.
- 1.8 REQUIRED REVIEW Offerors shall carefully review the entire RFP and all the referenced Web links. Offerors shall promptly notify DAS through the inquiry process of any ambiguity, inconsistency, or error they discover. Notifications must be received by the deadline for receipt of questions in the inquiry process.
- 1.9 NUMBER OF PROPOSALS TO SUBMIT Offeror must submit one (1) original, completed and signed in blue ink, and six (6) copies for a total of seven (7) Proposal packages. The Offeror must also submit a complete copy of the Proposals on a CD in Microsoft Office (Word, Excel, or Project) 2003 or higher, format and/or PDF format as appropriate.
- 1.10 PRE-PROPOSAL CONFERENCE Further information on the Pre-Proposal Conference will be given on the View Q&A web page.
- 2.0 EVALUATION OF PROPOSALS
- 2.1 MANDATORY REQUIREMENTS The following Table 1 contains items that are Mandatory Requirements for this RFP.

Determining the Offeror's ability to meet the Mandatory Requirements is the first step of the DAS evaluation process. The Offeror's response must be clearly labeled "Mandatory Requirements" and collectively contained in Tab 2 of the Offeror's Proposal in the "Offeror Required Information and Certification" section.

DAS will evaluate Tab 2 alone to determine whether the Proposal meets all Mandatory Requirements (accept/reject). If the information contained in Tab 2 does not clearly meet every Mandatory Requirement, the Proposal may be disqualified by DAS from further consideration.

2.2 TABLE 1 – MANDATORY PROPOSAL REQUIREMENTS

Mandatory Requirements	Accept	Reject
Provide documented experience of providing a similar type of Loyalty program.		
Provide copies of audited or reviewed financial statements for the last three (3) years and at least one (1) financial institution as a credit reference, including its contact information.		
If the responding Offeror is a subsidiary and will rely on the financial resources of the parent company to perform this Contract, the parent company must certify, in writing, the availability of its resources to the responding Offeror.		
Provide a three (3) year history of billings and any billing disputes within the past three (3) years relating to a claim of non-performance or failure to perform in accordance with the terms of a contract and which involve an amount of \$10,000 or more.		

If the State receives no Proposals meeting all of the mandatory requirements, the State may elect to cancel this RFP.

2.3 PROPOSAL EVALUATION CRITERIA If the Offeror provides sufficient information to DAS in its Proposal, demonstrating it meets the Mandatory Requirements; the Offeror's Proposal will be included in the next step of the evaluation process which involves the scoring of the Proposal Technical Requirements (Table 3), followed by the scoring of the Cost Proposals. In the Proposal evaluation step, DAS rates the Proposals based on the following listed criteria and the weight assigned to each criterion. The possible points allowed in this RFP are distributed as indicated in the Table 2 – Scoring Breakdown. Each Proposal passing the Mandatory Requirements will be evaluated by an evaluation committee made up of a representative(s) from DAS, Agency team members, and potentially a subject matter expert or an independent consultant.

2.4 TABLE 2 – SCORING BREAKDOWN

Criteria	Maximum Allowable Points
Proposal Technical Requirements	405 Points
Proposal Cost	175 Points
Total	580 Points

The scale below (0-5) will be used to rate each proposal on the criteria listed in the Technical Proposal Evaluation table.

DOES NOT MEET 0 POINTS	WEAK 1 POINT	WEAK TO MEETS 2 POINTS	MEETS 3 POINTS	MEETS TO STRONG 4 POINTS	STRONG 5 POINTS
---------------------------	-----------------	---------------------------	-------------------	-----------------------------	--------------------

DAS will score the Proposals by multiplying the score received in each category by its assigned weight and adding all categories together for the Offeror's Total Technical Score in Table 3. Representative numerical values are defined as follows:

DOES NOT MEET (0 pts.): Response does not comply substantially with requirements or is not provided.

WEAK (1 pt.): Response was poor related to meeting the objectives.

WEAK TO MEETS (2 pts.): Response indicates the objectives will not be completely met or at a level that will be below average.

MEETS (3 pts.): Response generally meets the objectives (or expectations).

MEETS TO STRONG (4 pts.): Response indicates the objectives will be exceeded.

STRONG (5 pts.): Response significantly exceeds objectives (or expectations) in ways that provide tangible benefits or meets objectives (or expectations) and contains at least one enhancing feature that provides significant benefits.

2.5 TABLE 3 – TECHNICAL PROPOSAL EVALUATION

Criterion	Weight	Rating (0 to 5)	Extended Score
Offeror Profile			
Each Proposal must include a profile of the Offeror's history, capability, capacity, and relevant experience working on projects similar to this Work. (Complete all areas of Form 5.2.3).	1		
Offeror Prior Projects			
The Offeror documents, at a minimum, three (3) previous references for jobs similar to this Project and provides details of similarities (see Form 5.2.4).	2		
Staffing Plan			
The Offeror must submit Personnel Profiles for proposed key personnel who include candidate's education, training, qualifications and proposed work assignment (Complete Forms 5.2.5 and 5.2.6).	1		
The Offeror must identify the amount of time key project personnel will be expected to spend on this project during start-up.	1		
The Offeror must identify the personnel assigned to the project on an on-going basis with their responsibilities and the time dedicated to Ohio.	1		
Scope of Work (Work Plan). Offeror's Work Plan must clearly address the following as detailed in the Scope of Work:			
A. Program Overview	3		
B. Player Loyalty Rewards Web site	11		
C. Point Accumulation and Redemption Module	10		
D. Single Sign-On Module	9		
E. Loyalty Points Module	5		
F. Communication Manager Module	4		
G. Interactive Components	4		
H. Prize Procurement and Fulfillment	6		
I. Reporting	11		
J. E-Wallet Module	5		
K. Customer and Support Service Module	2		
L. Maintenance and Upgrades	5		

Total Technical Score: _____

In this RFP, DAS asks for responses and submissions from Offerors, most of which represent components of the above criteria. While each criterion represents only a part of the total basis for a decision to award the Contract to an Offeror, a failure by an Offeror to make a required submission or meet a mandatory requirement will normally result in a rejection of that Offeror's Proposal. The value assigned above to each criterion is only a value used to determine which Proposal is the most advantageous to the State in relation to the other Proposals that DAS received.

Once the technical merits of a Proposal are evaluated, the costs of that Proposal will be considered. It is within DAS' discretion to wait to factor in a Proposal's cost until after the conclusion of any interviews, presentations, demonstrations or discussions. Also, before evaluating the technical merits of the Proposals, DAS may do an initial review of costs to determine if any Proposals should be rejected because of excessively high or low pricing relative to other submitted proposals.. DAS may reconsider the excessiveness of any Proposal's cost at any time in the evaluation process.

- 2.6 COST PROPOSAL POINTS DAS will use the information Offeror gives on the Cost Summary Form to calculate Cost Proposal Points. DAS will calculate the Offeror's Cost Proposal points after the Offeror's total technical points are determined, using the following method:

Cost points = (lowest Offeror's cost/Offeror's cost) x Maximum Allowable Cost Points as indicated in the "Scoring Breakdown" table. The value is provided in the Scoring Breakdown table. "Cost" = Total Not to Exceed Cost identified in the Cost Summary section of Offeror's Proposal. In this method, the lowest cost proposed will receive the maximum allowable points.

The number of points assigned to the cost evaluation will be prorated, with the lowest accepted Cost Proposal given the maximum number of points possible for this criterion. Other acceptable Cost Proposals will be scored as the ratio of the lowest Cost Proposal to the Proposal being scored, multiplied by the maximum number of points possible for this criterion.

An example for calculating cost points, where Maximum Allowable Cost Points Value = 60 points, is the scenario where Offeror X has proposed a cost of \$100.00. Offeror Y has proposed a cost of \$110.00 and Offeror Z has proposed a cost of \$120.00. Offeror X, having the lowest cost, would get the maximum 60 cost points. Offeror Y's cost points would be calculated as \$100.00 (Offeror X's cost) divided by \$110.00 (Offeror Y's cost) equals 0.909 times 60 maximum points, or a total of 54.5 points. Offeror Z's cost points would be calculated as \$100.00 (Offeror X's cost) divided by \$120.00 (Offeror Z's cost) equals 0.833 times 60 maximum points, or a total of 50 points.

Cost Score: _____

- 2.7 FINAL STAGES OF EVALUATION The Offeror with the highest point total from all phases of the evaluation (Technical Points + Cost Points) will be recommended for the next phase of the evaluation.

Technical Score: _____ + Cost Score: _____ = Total Score: _____

If DAS finds that one or more Proposals should be given further consideration, DAS may select one or more of the highest-ranking Proposals to move to the next phase. DAS may alternatively choose to bypass any or all subsequent phases and make an award based solely on the Proposal evaluation phase.

- 2.8 REJECTION OF PROPOSALS DAS may reject any Proposal that is not in the required format, does not address all the requirements of this RFP, or that DAS believes is excessive in price or otherwise not in the interest of the State to consider or to accept. In addition, DAS may cancel this RFP, reject all the Proposals, and seek to do the Work through a new RFP or by other means.



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Procurement Services
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3.0 COST SUMMARY

- 3.1 SUBMISSION The Cost Summary shall be submitted with the Proposal (under separate cover labeled as the Cost Proposal). All prices, costs, and conditions outlined in the Proposal shall remain fixed and valid for acceptance for 120 days, starting on the due date for Proposals. No price change shall be effective without prior written consent from DAS, Office of Procurement Services.

The Offeror's total cost for the entire Work must be represented as the firm, fixed price. All costs for furnishing the services must be included in the Cost Proposal.

- 3.2 THE OFFEROR'S FEE STRUCTURE The Contractor will be paid as proposed on the Cost Summary after the Agency approves the receipt of product(s)/services and continued completion of all deliverables. All costs must be in U.S. Dollars.

- 3.3 REIMBURSABLE EXPENSES The only reimbursable expense shall be for the prize procurement and fulfillment as detailed below. There will be no additional reimbursement for travel or other related expenses. The State will not be responsible for any costs not identified.

3.4 BILL TO ADDRESS

Ohio Lottery Commission
615 West Superior Ave
Cleveland, Ohio 44113

3.5 PRIZE PROCUREMENT AND FULFILLMENT INVOICING

1. Invoices for prize procurement and fulfillment materials shall be net without markup.
2. Rebates. The Contractor shall return to the OLC or credit the Lottery's account with any amounts received in rebate from any third party vendor resulting from rate reductions due to bulk purchased, shrinkages or shortages, faulty production, or other similar cause.
3. Discounts. In the event that the Contractor receives cash discounts from vendors for procurement bills paid on or before the due dates thereof, any such discount shall be passed along to the OLC.
4. Prepaid Expenses. The OLC will reimburse the Contractor for all items required to be prepaid by the successful Contractor under the Contract.
5. The Contractor shall pay for and submit reimbursement for all goods and services purchased for the Lottery.
6. The Contractor shall bill all goods and services purchased net without markup, and shall pass to the OLC any discounts earned in conjunction with such purchases. If any non-cash incentives or rewards are offered for the purchase of goods and services, the Contractor shall attempt to negotiate a reduction in cost to be passed on to the OLC. In no event shall the Contractor accept non-cash incentives or rewards for its own use or on behalf of the OLC unless so directed.

Player Loyalty Rewards Program and Related Services
CSP906114
UNSPSC CATEGORY CODE: 80140000

OFFEROR: _____

The Offeror shall submit a price for the build and launch of the Player Loyalty Rewards Program and Related Service, maintenance on a monthly basis and an hourly rate for upgrades to the program and services.

The Lottery acknowledges that with the rapidly changing digital environment and emerging technologies do not allow for every upgrade to be priced; therefore an hourly rate for upgrades is required.

The Monthly Administration of fulfillment awards does not include the cost of merchandise, shipping or housing of merchandise as these costs will be included on the Reimbursable Expenses. Only the sourcing, management of the program, and generation of reports and tax documents shall be included in the Monthly Administration of Fulfillment and Awards. The Offeror is not required to provide an award budget; this is not a scorable item.

Additionally, a project estimation grid should be completed to the best of the Offeror's ability. The project estimation grid will not be included in the scoring or evaluation but will be retained for the evaluation committee records.

Description	Evaluation Quantity	Cost	Extended Cost
Build and Launch of Player Loyalty Rewards Program and Related Services	1	\$	
Monthly Maintenance	24	\$	
Monthly Administration of Fulfillment and Rewards	24	\$	
Financial Module option	1	\$	
Grand Total			
Hourly Rate for Upgrades (not used in evaluation)		\$	

All costs must be in U.S. Dollars.

All Offerors who seek to be considered for a contract award must submit the above information in the format specified. The Original Cost Summary must be included in a separate, sealed envelope/package labeled on the exterior as "Cost Proposal" with the RFP Number and due date.

4.0 AWARD OF THE CONTRACT

- 4.1 CONTRACT AWARD DAS intends to award the Contract based on the schedule in the RFP, if DAS decides the Work is in the best interests of the State and has not changed the award date.

DAS expects the Contractor to commence the Work upon receipt of a state issued purchase order. If DAS awards a Contract pursuant to this RFP and the Contractor is unable or unwilling to commence the Work, DAS reserves the right to cancel the Contract and return to the original RFP process and evaluate any remaining Offeror's Proposals reasonably susceptible of being selected for award of the Contract. The evaluation process will resume with the next highest ranking, viable Proposal.

- 4.2 CONTRACT If this RFP results in a Contract award, the Contract will consist of this RFP including the Terms and Conditions, all forms, written addenda to this RFP, the Contractor's accepted Proposal and written authorized addenda to the Contractor's Proposal. It will also include any materials incorporated by reference in the above documents and any purchase orders and amendments issued under the Contract. The general terms and conditions for the Contract are contained in the following link:

<https://procure.ohio.gov/Zip/5.3%20Terms%20and%20Conditions.pdf>

If there are conflicting provisions between the documents that make up the Contract, the order of precedence for the documents is as follows:

1. The one-page Contract Signature Page, Form 5.2.2
2. The RFP, as amended, including the Terms and Conditions;
3. The documents and materials incorporated by reference in the RFP;
4. The Executive Order. EO2011-12K incorporated by reference in the RFP;
5. The Contractor's Proposal, as amended, clarified, and accepted by the State; and
6. The documents and materials incorporated by reference in the Contractor's Proposal.

Notwithstanding the order listed above, amendments issued after the Contract is executed may expressly change the provisions of the Contract. If they do so expressly, then the most recent amendment will take precedence over anything else that is part of the Contract.

5.0 LINKS

To be applicable to all Proposals and subsequent award(s), including sections named below:

5.1 Instructions

- 5.1.1 Proposal Instructions
- 5.1.2 Evaluation of Proposals
- 5.1.3 Proposal Format & Documentation Required

5.2 Forms

- 5.2.1 Offeror Required Information
- 5.2.2 Contract Signature Page
- 5.2.3 Offeror Profile
- 5.2.4 Offeror Prior Projects
- 5.2.5 Offeror's Candidate References
- 5.2.6 Offeror's Candidate Education, Training, Experience
- 5.2.7 Offeror Performance Form
- 5.2.8 Contractor/Subcontractor Affirmation and Disclosure

5.3 Terms and Conditions

- 5.3.1 Performance and Payment
- 5.3.2 Work and Contract Administration
- 5.3.3 Ownership & Handling of Intellectual Property & Confidential Information
- 5.3.4 Representations, Warranties and Liabilities
- 5.3.5 Acceptance and Maintenance
- 5.3.6 Construction
- 5.3.7 Law & Courts

5.4 Additional Resources

EOD Reporting	http://eodreporting.oit.ohio.gov/searchEODReporting.aspx
Office of Budget and Management	http://obm.ohio.gov/LandingPages/Vendor/default.aspx
Office of Procurement Services	http://procure.ohio.gov/proc/index.asp
Ohio Shared Services	http://www.ohiosharedservices.ohio.gov/Home.aspx
Ohio Business Gateway	http://business.ohio.gov/
Ohio Secretary of State	http://www.sos.state.oh.us/SOS/Businesses.aspx
IT-08 State of Ohio Administrative Policy Executive Branch Cabinet Agency Web Site Standardization	http://das.ohio.gov/LinkClick.aspx?fileticket=i321e7KZxMs%3D&tabid=107
Ohio Lottery Commission	http://www.ohiolottery.com/

All links are subject to change in accordance with state of Ohio laws, Ohio Revised Code, Ohio Administrative Code, Executive Orders or any other updates issued by the state of Ohio, Department of Administrative Services, and the Office of Procurement Services. It is the Offeror's responsibility to read and be aware of any changes, corrections, updates or deletions to any information included in the link(s) above.



6.0 Guide for Proposal Submission.

This guide outlines steps for submission of a Proposal in response to the advertised Request for Proposal. This guide does not contain the complete instructions for preparing and submitting a Proposal and anything stated herein shall not be considered a term or condition of the Contract. The complete instructions can be found in section 5.1.1, Proposal Instructions.

- 6.1 _____ Read the entire document, including all Web site links. Note critical items such as: Mandatory Requirements; goods or services required, submittal date and time; number of copies to submit; contract requirements; reporting requirements; minimum qualifications; read and understand the terms and conditions.
- 6.2 _____ Take advantage of the “question and answer” period specified in the schedule of events. Questions must be submitted on-line in the Inquiry Process as explained in the Instructions. See section 5.1.1, Proposal Instructions.
- 6.3 _____ Follow the format required in the RFP Instructions when preparing the response in chronological order. Provide point-by-point responses to all sections in a clear and concise manner. See section 5.1.3, Proposal Format & Documentation Required.
- 6.4 _____ Use the forms provided; i.e. Signed RFP Cover Page, Offeror Required Information, Contract Signature Page, Offeror Profile and Prior Projects, Key Personnel forms, Disclosure Form, and Cost Summary Form, See section 5.2, Forms.
- 6.5 _____ Provide complete answers/descriptions. Do not assume the State or any evaluation committee member will know what the Offeror’s capabilities are or what items/services the Offeror can provide, even if previously contracted with the State. The Proposals are evaluated based solely on the information and materials provided in the Offeror’s response.
- 6.6 _____ Check the State’s Web site for RFP addenda. It is the responsibility of the Offeror to be aware of additional information posted on the Web.
- 6.7 _____ The following documents may be submitted with the Proposal or within five (5) business days of request from the Office of Procurement Services: Secretary of State Certification, Affirmative Action, proof of insurance. No award will be made without this documentation. Offeror’s Proposal may be eliminated from further consideration upon failure to submit within the specified time frame
- 6.8 _____ If not a current vendor of the state of Ohio, the Offeror will download both the W-9 and Vendor Information Form and submit to Ohio Shared Services (OSS) at vendor@ohio.gov. See section 5.4, Additional Resources.
- 6.9 _____ Review and read the RFP Document again to make sure that you have addressed all requirements. Read and understand Supplements, if applicable. Offeror’s original response and the requested copies must be identical and be complete. The copies are provided to the evaluation committee members and used to score the response.
- 6.10 _____ Offeror’s response must be submitted on time. Late Proposals are never accepted. Make sure the response is labeled on the exterior of the envelope/package with the RFP# and due date, and whether the packet is for the Technical Proposal or the Cost Proposal. Do not place the Cost Proposal in the Technical Proposal.

SUPPLEMENT A
OHIO LOTTERY BRAND GUIDELINES

Welcome to the Ohio Lottery brand.

This is our Ohio Lottery logo mark. It is made up of a talk bubble containing the word OH! and under it resides the word *Lottery*.



Use it exactly as you see it here. Always use the version with the Registered mark. If you see a TM in your logo, delete it. Never change its proportions – don't squeeze it, squash it or stretch it to fit somewhere it might not belong. When you alter its size, always lock the aspect ratios.

Here are some simple guidelines that will help you make good use of our logo.

Help: If you need help properly applying our logo, specific game logos or assistance creating promotional materials, please call the Office of Marketing Services: **216.774.5688**. Thanks for promoting our Ohio Lottery brand!

Clear Space

To ensure logo visibility and legibility, a minimum amount of clear space - equal to the height of the O in the logo OH! - must surround our logo mark, to protect it from competing visuals such as text, photography, illustrations or other logos.

Minimum Size

We want the world to see how cool our logo is, so let's be reasonable when reducing its size. The minimum logo size allowable is 1/4 or .25 inches in height.

Maximum Size

There is no maximum logo size, but use common sense when enlarging it. If the logo is the only image or the dominant image on a piece, size it to its background with a proper amount of clear space. Remember, our logo looks great when it has a lot of clear space around it.

Note: If the logo exceeds two feet in height, use at least half the height of the **O as clear space around it. If the logo is a supporting image to text, photos or other logos, keep the size under control.**

“R” Sizing and Placement

The Registered symbol (R) is an important component of the Ohio Lottery mark and may not be altered. To ensure legibility, the TM should never appear smaller than 3-point type—the size when the logo mark is reduced to one inch. When special applications require the logo to appear smaller than one inch, the TM should be resized to 3-point.

Placing Logo on a Background

When the logo is placed on a color background or photograph, it is important to maintain sufficient contrast between the logo and the background so the logo is clearly visible.

If the background is light enough to provide sufficient contrast with the logo colors, use the preferred two-color logo mark. For darker color backgrounds, use a one-color reverse or a full reverse logo.

Using Logo Components as Art

It is acceptable to use just the Thought Bubble artwork as an image in digital, online and/or animated applications. The Thought Bubble may be used with the **OH!** or without the **OH!** Never use the empty Bubble with the LOTTERY text below. You can use the Thought Bubble with the **OH!** without the LOTTERY text below.

As with normal logo usage, never distort the proportions of the Thought Bubble artwork and always use Lottery colors, preferable Lottery Red PMS 200. In general, use discretion. Ask yourself: Is there a clear objective behind the design? Does it advance Lottery messaging? Is it visually interesting and engaging? Is the Ohio Lottery brand clearly presented elsewhere in the piece being created? Can I substitute the logo or another image and achieve the same result?

Color Variations

Our primary two-color Ohio Lottery logo is always preferred.

The logo has been configured for two-color spot printing (PANTONE®), four-color process (CMYK), Video RGB, and web-safe RGB. Use RGB JPG file when reproducing our logo in Word or Power Point documents.

Variations of the logo are available in one-color full-reverse and black versions for situations where spot or four-color printing are not available. These alternative versions should be used only when circumstances require.

Color Matching Formulas

If our preferred red, purple and white PANTONE® colors cannot be used, the CMYK and RGB equivalents are provided below. Print vendors may have their own values and formulas for matching the specified PANTONE® colors and it is allowable to use these equivalents as long as they are, in fact, equivalents.

PANTONE® and CMYK values provided can be used when printing on either uncoated paper or the fancy coated stuff. Color variations may occur, but try to match the colors as closely as possible.

Pantone® is a registered trademark of Pantone, Inc.

PRIMARY COLOR FORMULAS:

PANTONE	PMS 200	PMS 2725	- - -
CMYK	15/100/100/5	75/75/0/0	0/0/0/0
WEBSAFE RGB	199/33/39	91/87/166	255/255/255
HEX	CC3333	666699	FFFFFF

Primary Typefaces

Rockwell Extra Bold Use Rockwell Extra Bold for headlines and emphasis.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%&*?~:;,”“”’<{(|\|)}>

News Gothic Medium: Use News Gothic Medium for text and body type.

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxy

1234567890!@#\$%&*?~:;,”“”’<{(|\|)}>

News Gothic (Bold, Oblique, or Bold Oblique) may be used for subheadings.

Secondary Typefaces

TIMES NEW ROMAN/times new roman/TIMES NEW ROMAN

For business letters and text-heavy memos, use 12-point type size.

ARIAL/arial/ARIAL/arial

An alternative for headers and text.

VERDANA/verdana/VERDANA/verdana

For Internet applications only.

Lockup with Partner Logos

Some applications may call for the Ohio Lottery logo to appear with partner logos, like KENO. When creating a lockup with a partner logo, clear space and size requirements are the same as for the Ohio Lottery logo. It is also very important to visually balance the Ohio Lottery logo mark with other logos.

Vertical Lockup

The partner logo is preferred above the Ohio Lottery logo mark. Make sure both logos are visually balanced. Use the height of the “O” in the logo mark as a visual spacer between logos and to measure the clearance needed around the lockup.

Horizontal Lockup

The Ohio Lottery mark is preferred on the right side. Make sure both logos are visually balanced. Use the height of the “O” in the logo mark as a visual spacer between logos and to measure the clearance needed around the lockup.

How **NOT to use our Ohio Lottery logo:**

DO NOT...

...change the orientation of the logo.

DO NOT...

...place a white or any other color box around the logo over an image.

DO NOT...

...crop the logo mark beyond legibility.

DO NOT...

...flip the talk bubble.

DO NOT...

...switch the logo colors.

DO NOT...

...put the word Lottery over the talk bubble.

DO NOT...

...compromise the logo's legibility.

DO NOT...

...outline the talk bubble.

DO NOT...

...squish, stretch, or otherwise change the logo's aspect ratio.

DO NOT...

...tint the logo.

SUPPLEMENT B
DATA INTEGRATION REQUIREMENTS

File Name	Frequency	Time	Data Description
Midday Drawing Information	Daily	1:00 PM	Game Number, Draw Number, Draw Date, Draw Type (MID or EVE), Draw Order, Number Drawn, Promo1, Promo2 (Games: Pick3, Pick4, Pick5)
Midday Liability Information	Daily	1:00 PM	Game Number, Draw Number, Draw Date, Draw Type (MID or EVE), Prize Description, Prize Tier Level, Prize Amount, Number of Winners (Games: Pick3, Pick4, Pick5)
Evening Drawing Information	Daily	8:00 PM	Game Number, Draw Number, Draw Date, Draw Type (MID or EVE), Draw Order, Number Drawn, Promo1, Promo2 (Games: Pick3, Pick4, Pick5, Rolling Cash 5, Classic Lotto, Classic Kicker)
Evening Liability Information	Daily	8:00 PM	Game Number, Draw Number, Draw Date, Draw Type (MID or EVE), Prize Description, Prize Tier Level, Prize Amount, Number of Winners (Games: Pick3, Pick4, Pick5, Rolling Cash 5, Classic Lotto, Classic Kicker)
Retailer Data	Daily	10:30 PM	Retailer Number, Business Name, Address, State, Zip Code, Zip Code-4 digit, phone number, city, Latitude, Longitude, Status
Retailer Profile	Daily	10:35 PM	Retailer Number, Equipment, status
Winner's Data	Daily	10:40 PM	Game Number, Date Won, Amount Won, Winners City, Winners Zip Code, Retailer Number
Instant Winner Validations	Daily	11:15 PM	Game Number, Date, Number Cashed, Total Amount Cashed (Games: All Instant Games)
Online Winner Validations	Daily	11:15 PM	Game Number, Date, Number Cashed, Total Amount Cashed (Games: All Online Games)
Mega Millions Drawing Information	TUE & FRI	11:00 PM	Game Number, Draw Number, Draw Date, Draw Type (MID or EVE), Draw Order, Number Drawn, Promo1, Promo2 (Game: Mega Millions)

Mega Million Liability Information	TUE & FRI	12:45 AM	Game Number, Draw Number, Draw Date, Draw Type (MID or EVE), Prize Description, Prize Tier Level, Prize Amount, Number of Winners (Game: Mega Millions)
Powerball Drawing Information	WED & SAT	11:00 PM	Game Number, Draw Number, Draw Date, Draw Type (MID or EVE), Draw Order, Number Drawn, Promo1, Promo2 (Game: Powerball)
Powerball Liability Information	WED & SAT	12:45 AM	Game Number, Draw Number, Draw Date, Draw Type (MID or EVE), Prize Description, Prize Tier Level, Prize Amount, Number of Winners (Game: Powerball)
KENO Drawing Information	Daily (Every 4 Minutes)	6:04 AM - 12:00 AM 12:00 AM - 2:28 AM	Game Number, Draw Number, Draw Date, Draw Time, Draw Order, Number Drawn, Promo1, Promo2 (Game: Keno - Booster)
Prizes Remaining Information	Daily	6:00 AM	Game Number, Game Description, Game Cost, Prize Tier Level, Prize Description, Prize Amount, Total Number of Prizes, Prizes Remaining (Games: All Instant Games)
KENO Hot and Cold Numbers Last 5 Drawings	Daily (Every 4 Minutes)	6:04 AM - 12:00 AM 12:00 AM - 2:28 AM	Keno Hot to Cold Numbers (Last 5 Draws) Number Drawn, Percentage Drawn
KENO Hot and Cold Numbers Last 10 Drawings	Daily (Every 4 Minutes)	6:04 AM - 12:00 AM 12:00 AM - 2:28 AM	Keno Hot to Cold Numbers (Last 10 Draws) Number Drawn, Percentage Drawn
KENO Hot and Cold Numbers Last 25 Drawings	Daily (Every 4 Minutes)	6:04 AM - 12:00 AM 12:00 AM - 2:28 AM	Keno Hot to Cold Numbers (Last 25 Draws) Number Drawn, Percentage Drawn
KENO Hot and Cold Numbers Last 50 Drawings	Daily (Every 4 Minutes)	6:04 AM - 12:00 AM 12:00 AM - 2:28 AM	Keno Hot to Cold Numbers (Last 50 Draws) Number Drawn, Percentage Drawn
KENO Hot and Cold Numbers Last 100 Drawings	Daily (Every 4 Minutes)	6:04 AM - 12:00 AM 12:00 AM - 2:28 AM	Keno Hot to Cold Numbers (Last 100 Draws) Number Drawn, Percentage Drawn
KENO Hot and Cold Numbers	Daily (Every 4 Minutes)	6:04 AM - 12:00 AM 12:00 AM - 2:28 AM	Keno Hot to Cold Numbers (Last 5 - 100 Draws) Number Drawn, Percentage Drawn - RSS Format
KENO Hot and Cold Numbers Archives	Daily	2:29 AM	Keno Hot to Cold Numbers (Last 307 Draws) Number Drawn, Percentage Drawn - Previous Day
Progressive Jackpots	Daily (Every 2 Minutes)	24 - 7	Current Progressive Jackpot Amount (Every 2 minutes) Jackpot Amount, Updated (Date & Time Stamp)

Progressive Jackpot Winner History	Daily (Every 2 Minutes)	24 - 7	Winners History Information (Last 10 Winners) / (Every 2 minutes) Retailer Code, Updated (Date & Time Stamp), Jackpot Amount
Pick 3 RSS	Dynamic	On Demand	Pick 3 Results (Last 180 Days) Play Date, Midday Numbers, Evening Numbers
Pick 4 RSS	Dynamic	On Demand	Pick 4 Results (Last 180 Days) Play Date, Midday Numbers, Evening Numbers
Pick 5 RSS	Dynamic	On Demand	Pick 5 Results (Last 180 Days) Play Date, Midday Numbers, Evening Numbers
Rolling Cash 5 RSS	Dynamic	On Demand	Rolling Cash 5 Results (Last 180 Days) Play Date, Winning Numbers, Jackpot, Matched 5
Classic Lotto RSS	Dynamic	On Demand	Classic Lotto Results (Last 180 Days) Play Date, Winning Numbers, Matched 6, Jackpot, Cash Value
Kicker RSS	Dynamic	On Demand	Classic Kicker Results (Last 180 Days) Play Date, Winning Numbers, Matched 6
Mega Millions RSS	Dynamic	On Demand	Mega Millions Results (Last 180 Days) Play Date, Winning Numbers, Mega Ball, Mega Plier, Matched 5, Jackpot
Powerball RSS	Dynamic	On Demand	Power Ball Results (Last 180 Days) Play Date, Winning Numbers, Power Ball, Multi Plier, Matched 5, Jackpot
All Games RSS	Dynamic	On Demand	All Game Results (Last 180 Days) Has same data as the individual files.

SUPPLEMENT C
SMS MESSAGE VOLUME

Game	Description	Message Frequency		
		Daily	Weekly	Monthly
Daily	Daily Winning Numbers, game announcements, special offers by area code, Cash Explosion reminders.	7	49	196
Mega Millions	Twice weekly jackpot alerts and winning numbers for Mega Millions		4	16
Power Ball	Twice weekly jackpot alerts and winning numbers for Powerball		4	16
KENO	KENO how to play instructions – on player demand			