



HOOSIER LOTTERY
MARKET RESEARCH SERVICES
REQUEST FOR PROPOSAL

Date Posted:
November 28, 2022

I. GENERAL INFORMATION

A. Purpose

The purpose of this Request for Proposal (RFP) is to select a firm that can satisfy the Hoosier Lottery's need for market research both ongoing and on an as needed basis. The selected firm will enter into negotiations with the Lottery's integrated services provider, IGT Indiana, LLC to develop a contractual relationship. IGT Indiana is administering the RFP.

B. Expectations

As a trusted Hoosier brand founded with the mission to return maximum net income to the state in a socially responsible way, it is critical that the Hoosier Lottery's partners uphold the principles of integrity, transparency, passion, inclusivity and responsibility.

Since its inception on October 13, 1989, the Hoosier Lottery has paid more than \$16 billion to winning players and has contributed more than \$6.7 billion to good causes across the state, including local police & firefighters' pensions, the Teachers' Retirement Fund, and the Build Indiana Fund. More than \$1.7 billion has been paid to Lottery retailers.

C. Definitions and Abbreviations

Capitalized terms and abbreviations used in the RFP shall have the meanings given to them in Schedule 1. Other special terms and abbreviations may be used in the RFP, but they are localized and defined where they appear rather than in Schedule 1.

II. BIDDING AND CONTRACT ADMINISTRATION

A. Contract Term

Subject to the approval of the State Lottery Commission of Indiana, this contract is anticipated to run for an initial term of three years beginning in April 2023 through April 2026 with two consecutive optional one-year renewal terms.

B. Bidding Submission and Contract Timeline

November 28, 2022	RFP document posted
December 13, 2022 Noon ET	Letter of Intent & Questions due from Bidders
January 13, 2023 4 PM ET	Bids due from Bidders
By February 1, 2023	Successful Bidder named

1. Letter of Intent

Bidders should send a letter of intent to bid to todd.jackson@igt.com no later than December 13, 2022 at Noon ET. The letter should state a contact person if Hoosier Lottery staff have questions during the RFP process.

2. Questions

Bidders may submit questions of clarification concerning the RFP no later than December 13, 2022 at Noon ET. Questions may be emailed to todd.jackson@igt.com with "Hoosier Lottery Market Research Services RFP Questions" in the subject line. Bidders are advised that the questions and responses by the Lottery will be shared with all interested bidders on or around December 13, 2022 to ensure that all parties have access to the same information.

Bid submissions must arrive at the following address by January 13, 2023 by 4 PM ET:

Adam Packer
IGT Indiana, LLC
1302 N. Meridian St.
Indianapolis, Indiana 46202

C. Letters of Clarification

During the assessment and scoring process the Evaluation Committee may have questions of clarification concerning specific elements of bids. Bidders are requested to submit responses to these questions within 48 hours of receipt. Depending on the nature of the inquiry the information may be shared with other bidders and will be incorporated into the final Subcontract with the Subcontractor if relevant.

III. SCOPE OF WORK

The below is a sample Scope of Work that the Lottery's market research Subcontractor would be responsible for:

A. Tracking Research Program

Provide a quantitative research program that continually monitors Hoosier Lottery player's attitudes, awareness, and behaviors with respect to the Hoosier Lottery and related entertainment activities for both playing and non-playing adults with a response level that is statistically significant on a monthly basis.

1. Modules should include, but are necessarily limited to the following:

- Corporate Image/Lottery perceptions, values, objections, expectations, and overall opinion
- Brand Image and awareness as they relate to other well-known Indiana brands
- Game Awareness, both aided and unaided
- Game Participation, including by price point within appropriate categories
- Game crossplay, recency, frequency and spend
- Messaging awareness and affinity
 - Winner awareness

- Advertising awareness
- In-store awareness
- Integration of existing player segmentation typing tool
- Seasonal modules

2. Deliverables should include the following:

- Questionnaire development and maintenance
- Programming and data collection
- Analysis
- A comprehensive quarterly executive PowerPoint
- Quarterly Data tables/crosstabs
- Quarterly web-based executive PowerPoint presentation
- One annual in-person executive PowerPoint presentation

3. Requirements for Responses

- Expected questionnaire length, including sample questionnaire for the ongoing Tracking Research Program
- Proposed sampling size
- Quarterly and/or Annual cost for Scope outlined in this Section III
- Sample of PowerPoint presentation

B. Additional Research

Additional Research projects will come up throughout the contract term as needed, and the Bidder shall be responsible for providing appropriate SOWs for projects on an ad hoc basis. For purposes of this RFP, Bidders should only bid on the Scope for the ongoing Tracking Research Program outlined within this Section III.

IV. BACKGROUND

A. Hoosier Lottery Sales, Marketing and Product Portfolio

In Fiscal Year 2022 the Lottery had sales of \$1.7 billion with approximately 78 percent of sales from Scratch-off Games and 22 percent from Daily and Jackpot (“Draw”) Games. In FY 2023, the Lottery anticipates sales of approximately \$1.65 billion.

B. Current Hoosier Lottery Distribution and Promotion

Hoosier Lottery Draw and Scratch-off games are offered statewide through a current retail network of approximately 4,500 outlets, comprised of 63 percent gas/convenience stores, 5 percent convenience stores only, 11 percent supermarkets and food stores, 11 percent liquor stores and the remaining 10 percent various other retail outlets such as newsstands, tobacco stores, and drug stores. Of these outlets, 51 percent are chain-related and 49 percent are independently owned and operated.

The Lottery provides all outlets with extensive retail display programs, including equipment (Lottery terminals, consumer-facing electronic display screens, ticket

validation checkers, vending machines) as well as permanent and promotional display materials, including where to find Lottery drawing results.

VI. GENERAL REQUIREMENTS FOR BIDDERS

The Lottery is requiring Bidders to submit the following information:

A. General Information:

1. Founding Date. When was your agency opened?
2. Current Ownership. Who are the current owners of your agency?
3. Team Leadership. Provide a short biography of team members that you propose would manage the Hoosier Lottery account and describe their current roles and past experience.
4. Parent Company/Affiliation. Provide a listing of all companies/agencies that are owned or affiliated with your parent company.
5. Address of Indiana office location, if applicable, and number of Indiana-based employees.
6. Briefly describe the history and current mission of your company.
7. Describe unique features of your company, and any distinctions between you and your competitors.
8. Please list any strategic partners, if you have them.
9. Minority- or women-owned business certifications, if any.

B. Current Account Information:

1. Current Clients. List all current clients—brands, products and services—managed by your office. Rank them by size, indicate the services provided, the dates they were acquired and, if possible, approximate budget ranges for each.
2. Account Gains. Of the accounts acquired within the past two years, please comment on why your agency was chosen to service these new accounts.
3. Account Losses. Of the accounts lost in the past two years, explain why they left or were resigned.

C. Scope of Services

1. Agency Services. List the various services offered by your agency and the number of full-time employees dedicated to each department
2. Other Specialized Services. List any other specialized services your agency offers to its clients.

D. References

1. Client References. List three client references (name, title, company, address, telephone and email) we might speak with about the effectiveness of your efforts.

VII. EVALUATION OF PROPOSALS

A. Submission of Proposals

Bidders must submit their RFP responses in the following manner:

1. Main package must bear the Bidder's name and contain a cover/transmittal letter from a member of Bidder's staff authorized to legally and contractually make the submission.
2. Package must contain four (4) hard and soft copies of proposal.

3. Package must contain four (4) hard and soft copies of pricing, in a separate sealed envelope.

B. Evaluation Committee

The Lottery will appoint an Evaluation Committee to act as the proposal evaluation team. Evaluation Committee personnel will use the evaluation criteria stated in this RFP to score the submitted proposals. The Evaluation Committee will be made of qualified subject matter experts to ensure that the best possible terms are arrived at for the Lottery.

C. Review and Scoring (Maximum Award: 100 Total Points)

The Evaluation Committee will review proposals from each bidder, evaluate and score the submission according to the maximum points allocated on the following criteria:

Categories	Points
General Requirements <ul style="list-style-type: none"> • Relevancy of clients • Appropriate size • Team experience • Services and tools • Indiana Office (5 points) 	35 points
Scope of work <ul style="list-style-type: none"> • Questionnaire • PowerPoint sample • Proposed sample size 	40 points
Cost <ul style="list-style-type: none"> • Provide Quarterly/Annual cost 	20 points
MBE/WBE	5 points

D. Determination of Overall Score

Following completion of the scoring, the Evaluation Committee will combine the total score for each Bidder. The total scores will be ranked and a determination of the best “price/value” proposal on the basis of the maximum number of points awarded to the Winning Bidder(s).

VIII. NEWS RELEASES

Bidders shall not issue any written or oral statement or other written or oral communication to any press or other media representative with regard to the Lottery, the Commission, or this RFP, unless such communication is specifically approved in advance by the Lottery.

IX. DISCLAIMER

By issuing this RFP the Lottery does not guarantee that a contract will be awarded. Furthermore, any Subcontractor must meet all requirements set forth in the Integrated Services Agreement between the Commission and the Lottery. A copy of the Integrated Services Agreement can be found at: <https://www.hoosierlottery.com/who-we-are/bids>.

X. OWNERSHIP OF PROPOSALS

Proposals and any other materials submitted by a Bidder in response to this RFP will become the exclusive property of the Lottery upon receipt and will not be returned.

XI. PUBLIC RECORDS AND CONFIDENTIALITY

Because IGT is conducting this RFP on behalf of the Commission, Bidders should assume that a submitted proposal will be a public record under the Indiana Access to Public Records Act (Ind. Code 5-14-3) ("APRA"). If a bidder believes that some or all of its proposal is confidential or otherwise not subject to disclosure under APRA, it may label it as such. Labeling does not guarantee protection of labeled information.

Bidders are encouraged to familiarize themselves with APRA prior to submitting a proposal.

XII. PROPOSAL COSTS

The Lottery is not liable for any costs incurred by Bidders as a result of responding to this RFP.

XIII. INCORPORATION OF DOCUMENTS

The RFP, the revisions (amendments/addenda) and/or supplements to the RFP, and the proposal shall be incorporated by reference into the Subcontract. In the event of any inconsistency, disagreement, or conflict, the conflict shall be resolved by first giving preference to the specific Subcontract of the parties, then the RFP including its revisions (amendments/addenda) and/or supplements, and then the proposal.

XIV. INDEMNIFICATION

Bidders shall indemnify and hold harmless the Hoosier Lottery and its officers, agents, and employees from and against any and all liability including claims, demands, losses, costs, and expenses of every kind and description (including death), or damages to persons or property arising out of, or in connection with, or occurring during the course of the Subcontract where such liability is founded upon or grows out of the acts or omissions of the Bidder, its officers, employees, agents, or independent contractors or subcontractors (or subcontractors or independent contractors thereof).

Schedule 1 – Definitions and Abbreviations

“Bidder” means an entity that submits a proposal in response to the RFP.

“Commission” means the State Lottery Commission of Indiana created by Indiana Code 4-30.

“Draw Game” means a lottery game in which a player selects a combination of numbers or symbols, either manually or by an automated picking system, and winning tickets are determined by appropriately matching the combination of numbers or symbols randomly selected by the commission at a designated future drawing or selection event.

“Hoosier Lottery” or “Lottery” means the operation of the state lottery in Indiana by the Commission together with its integrated services provider, IGT Indiana, LLC. References to “Hoosier Lottery” or “Lottery” may refer to the Commission, IGT Indiana, LLC, or both, depending on the situation.

“Scratch-off Game” means a lottery game played with preprinted tickets on which the game play data area is uncovered either by removing a tab or latex, to reveal immediately whether the player has won a prize.

“Marketing Code of Conduct” means a document which outlines and describes the requirements for Hoosier Lottery advertisements.

“Renewal Term” means an optional one (1) year period following the Initial Term during which an agreement between the Lottery and the Subcontractor under the RFP is valid.

“RFP” means this Request for Proposal as issued by the Lottery.

“Subcontractor” means a person who provides or proposes to provide goods or services to the Lottery.