



Request for Proposal for

External Public Relations Agency Support

Date: August 25, 2021

Re-Published: September 23, 2021



## 1. Introduction

### Camelot Illinois

Since 2017, Camelot Illinois LLC (“Camelot”) has been the private manager of the Illinois Lottery. In partnership with the Illinois Department of Lottery (“Illinois Lottery”), Camelot operates a modern lottery to benefit the people of Illinois and generate essential funding for education across the State.

The focus of Camelot’s activity includes setting and executing the business strategy, leading decision-making with data and insights, optimizing retail and digital performance, delivering a product and technology roadmap, and driving marketing and PR activity.

### The Illinois Lottery

The Illinois Lottery exists to offer fun lottery games that give players a chance to play, win, and dream while generating essential funding for the Common School Fund to support K-12 public schools and several good causes across the State of Illinois.

The Illinois Lottery offers a series of games, including:

#### Draw-based games

- Multi-state, large jackpot games (i.e., Mega Millions® and Powerball®);
- In-state jackpot games (i.e., Lotto and Lucky Day Lotto®);
- Daily numbers games (i.e., Pick 3 and Pick 4); and
- Immediate outcome, series of tickets on offer.

#### Instant tickets

- Series of scratch-off tickets on offer, retail-only

All Illinois Lottery games are played via retail (over 7,000 lottery retailers across Illinois) and online through the Illinois Lottery website and mobile app, except for instant tickets which are only available in retail.



## 1.1 Objective

The purpose of this Request for Proposal for Public Relations Agency Support (“RFP”) is to engage a Public Relations (“PR”) agency to support Camelot’s strategic communications, media relations, and PR priorities to promote the Illinois Lottery. This RFP invites interested organizations to submit a response (“Proposal”) to this RFP to Camelot.

Camelot seeks a Chicago-based agency with robust experience in PR and event execution, and knowledge of the media markets across Illinois.

As Camelot’s PR agency, the selected firm will be responsible for assisting in the development and execution of Camelot’s media relations and PR priorities for FY’22 (ends June 30, 2022), including:

1. Supporting winner storytelling and driving win belief;
2. Generating earned media and player engagement to support: new games, game changes, planned marketing activity, and retail expansion; and
3. Promoting the Illinois Lottery’s purpose — connection to education and good causes.

## 1.2 Qualifications

Camelot is looking for an impact player agency that can identify new, innovative story angles and provide impactful, integrated campaign support — with a proven track record of delivering results. This includes:

- A. **Ideation.** Early ideation with the PR team, with support from other internal business teams, to present innovative ideas to engage players and drive earned media coverage, including:
  1. PR stunts / in-person activations
  2. Earned media placements
  3. Partnerships/ interviews
  4. Influencers.
- B. **Earned media.** Ability to clearly identify the media angle and the ‘media-ability’ of PR ideas, with a plan to deliver results.
- C. **Execution.** Work with the Camelot team to ensure the professional, seamless and timely execution of the agreed-upon PR activities to maximize impact (player engagement and unpaid/earned media).
- D. **On-site logistics.** At any public-facing media/PR opportunity or event, support in managing media.



### **1.3 Scope of Work**

For FY'22, our business is focused on modernizing the Illinois Lottery portfolio, growing players online through new games and new experiences, and growing the Illinois Lottery's retail network.

To help drive these overarching objectives, Camelot would like an agency partner to provide support on an agreed number of campaigns during the fiscal year (e.g., four).

The specific campaigns requiring PR support are yet to be determined, but will likely include:

- A. Building excitement for growing lottery jackpots (\$200M-plus);
- B. Integrating PR to support marketing initiatives;
- C. Launch of new games/products; and
- D. Holiday/seasonal promotions.

### **1.4 Metrics/Reporting**

While measuring PR results can be challenging, tracking the impact against the outlined objectives is critical for measuring success. Therefore, Camelot seeks a proposed outline from our agency partner to capture ROI for each campaign. This may include, but is not limited to:

- A. Press articles, coverage/media impressions;
- B. Content analysis; and
- C. Social media reach and engagement.

### **1.5 Account Administration**

Administration of the campaigns will include regular meetings, progress reports, cost updates, communication with the necessary project personnel, and other work to ensure the project tasks are completed on time and within budget.

### **1.6 Budget**

Camelot proposes a contractual retainer based on an agreed number of campaigns, including ideation, execution, and evaluation. The contract will be from the date of the contract execution to the end of June 2022 .



## 1.7 Evaluation Process

### Evaluation Criteria

The table below provides the evaluation criteria and the relative importance of each criterion that will be used to evaluate the Proposals.

Within your response, please be sure to include an overview of:

- A. Your agency’s approach to project management and campaign execution (i.e., ideation, execution, earned media, and onsite media logistics).
- B. Success metrics utilized by your agency.

Proposal Elements	Maximum # of Points Possible
Agency information	5
Agency experience/capabilities	10
Relevant case studies, including: <ul style="list-style-type: none"> <li>- Ideation</li> <li>- Consumer PR to support product launches (campaign execution etc.)</li> <li>- Integrated PR to support marketing initiatives</li> <li>- Earned media (regional/local placements)</li> </ul>	55
Event management and execution	10
Project management	10
Business Enterprise Program (“BEP”) Requirement	10
<b>TOTAL</b>	<b>100</b>

Camelot reserves the right to adjust selection criteria until September 27, 2021. Any such changes will be posted on Camelot’s and the Illinois Lottery websites, no later than September 30, 2021, to permit any necessary refinement of Proposals prior to submission.

### Evaluation Procedures

Camelot will establish a committee to evaluate and rate all proposals based on the criteria outlined above. Proposals may be rejected if minimum requirements are not met. All Respondents seeking clarification of this RFP must submit questions in writing to Camelot Illinois, no later than September 27, 2021 by 5:00 PM, CT, by email to [procurementservices@camelotillinois.com](mailto:procurementservices@camelotillinois.com).



### Basis for Contract Award

A contract will be awarded to the agency whose proposal is determined to have the highest score, based on the criteria within this RFP. Camelot’s decision will be final.

### Post Selection

After completing the evaluation process under this RFP, Camelot will post the notice of Award and notify the agency selected.

## 2. Instructions

### 2.1 Timetable

The RFP timetable is as follows:

Original RFP Publish Date	August 25, 2021
Re-Issue Publish Date	September 23, 2021
<b>Questions Due</b>	September 27, 2021, by 5:00pm CT
Answers to questions posted	September 30, 2021
<b>Proposal submission date</b>	October 4, 2021
Presentations Date	TBD
<b><i>Estimated Date of Award (subject to contract)</i></b>	November 1, 2021

The work will commence after full execution of the contract.

Camelot reserves the right to make any necessary amendments to the above timetable. Any changes will be posted on Camelot’s and the Illinois Lottery website, and companies that submit Proposals (“Respondents”) will be notified in writing of any changes to these dates. **Please note that Proposals submitted late will not be considered.**



## 2.2 Contact Camelot Illinois

### A. Questions

Should vendors have any questions, please email Camelot at [procurementservices@camelotillinois.com](mailto:procurementservices@camelotillinois.com). Camelot will post a consolidated response to any questions received on both Camelot's and the Illinois Lottery's websites under the Business tab<sup>1</sup> without identifying the vendor that asked the question. Please note, Camelot reserves the right to decline to answer specific questions.

### B. Submission

Proposal must be submitted by October 4, 2021 via email to [procurementservices@camelotillinois.com](mailto:procurementservices@camelotillinois.com).

## 2.4 Response Format

Please provide the following information on the cover page of the Proposal and ensure that the Respondent's name appears on each subsequent page of the document:

- A. Respondent's Name;
- B. Respondent's Address;
- C. Contact Name;
- D. Contact Job Title;
- E. E-mail Address; and
- F. F. Telephone Number.

The Proposal should explain how the Respondent could support Camelot in the achievement of its objectives. The Proposal must also include the following:

- A. Agency background, including details of ownership;
- B. Summary of experience relevant to the requirements;

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<sup>1</sup> <https://www.illinoislottery.com/illinois-lottery/major-procurement-opportunities>



- C. Innovative ideas on how to meet Camelot’s PR objectives;
- D. Strengths and points of difference of the Respondent;
- E. Why Camelot should select the Respondent.

Where necessary, Respondent may supplement responses with additional material but should ensure that the material focuses on the information requested and references the section for which it applies. If the agency wishes to propose additional services, not mentioned in the RFP, please provide a clear statement regarding the additional services and the rationale.

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## **2.5 Agency Meeting/Site Visit**

Camelot may invite Respondents to come in to present their capabilities. All meetings will be limited to one hour or less. Arrangements will be made following receipt of the Proposal.

Note: If a Respondent is selected to make a presentation, the people who would have day-to-day involvement with Camelot should make up a significant part of the presentation team.

## **3. Conditions of the RFP**

### **3.1 General Considerations**

The issuance of this RFP does not constitute a legal offer capable of acceptance. Camelot reserves the right to reject any or all of the Proposals submitted, to withdraw this RFP at any time, or to accept a Proposal from Respondents in part only.

Camelot Illinois will not be liable for any costs incurred in connection with the preparation of a response to this RFP or for any costs incurred for attendance at meetings, presentations, clarifications, or demonstrations.

Please provide complete and accurate information against the specifications contained within this RFP. If Respondent is unable to meet any requirements, then this should be clearly noted in the appropriate response section(s). Any assumptions within the Proposal should be clearly stated. Any commitment made in a Proposal will be binding on the applicable Respondent. A commitment includes any guarantee or representation made in the Proposal, accompanying documentation, or subsequent negotiation.

### **3.2 Confidentiality**

Subject to [Appendix A](#) – Private Manager Agreement Incorporated Terms (“Incorporated Terms”), of this RFP, any information disclosed in, or in connection with this RFP becomes the property of Camelot Illinois, subject to the Respondent’s redaction of confidential, proprietary, or other





sensitive material in accordance with the PMA and State Policies and Rules (defined in the Incorporated Terms). Such information will be available to the public in accordance with State Policies and Rules. The failure to designate any materials as “proprietary and confidential” at the time of delivery of such information to Camelot Illinois does not prohibit the Respondent from subsequently designating any information as proprietary and confidential. However, this designation does not necessarily exempt such information from disclosure under the Freedom of Information Act, 5 ILCS 140/1 *et seq.*

### **3.3 Employment**

From the time this RFP is issued until either (i) six (6) months after the award of a contract pursuant to this RFP or (ii) the rejection of all Proposals received by Camelot, Respondents are prohibited from officially or unofficially making any employment offer or proposing any business arrangement with Camelot’s employees.

### **3.4 Compliance**

Failure to comply with any specific instructions detailed in this RFP may, at Camelot Illinois’ discretion, exclude the Vendor from further consideration in the process.

#### **3.5 Terms and Conditions**

Respondents should note that any contract award will be subject to Camelot’s terms and conditions.

Camelot operates within a regulated environment, and it is a requirement of its private management agreement (‘PMA’) with the State that the Respondent with whom Camelot enters a contract (“Supplier”) be vetted or approved by the State regulator in advance. Accordingly, the prospective Supplier must complete State disclosure and certification documents, located at <https://ipg.vendorreg.com/>. For further information about this requirement, please email [procurement-services@camelotillinois.com](mailto:procurement-services@camelotillinois.com).

The PMA requires Camelot to pass through various non-negotiable provisions to all Suppliers. Camelot will achieve this by including a separate exhibit of the Incorporated Terms in the Supplier’s contract. The Incorporated Terms will take priority over any conflicting term in the rest of the contract. Refer to Appendix A of this RFP for the Incorporated Terms.

From the time this RFP is issued until the end of the contract term, the Supplier represents and warrants that it shall neither (i) be debarred or prohibited from doing business with the State of Illinois for any reason; nor (ii) likely to have a material and/or adverse effect on the interests of the Illinois Lottery.

Camelot is looking to establish a contract for an initial term of the remainder of FY22 (up to June 30, 2022), subject to the Supplier’s performance and Camelot’s evolving requirements and strategy.



### **3.6 Validity of Proposal**

Proposals shall be binding offers for a period of ninety (90) days from the date the Proposal is submitted.

### **4. Pricing assumptions**

All prices (e.g., rates and project pricing) should be quoted in USD. Please provide as much detail as possible on the pricing, including any explicit assumptions or pricing schedules related to these requirements and any factors outside of this RFP. Itemization of prices is encouraged where applicable.

It is anticipated that requirements may change to meet service needs over time, so any limits, constraints, and areas where flexibility is included in the pricing should be highlighted.

### **5. Business Enterprise Program (“BEP”)**

Camelot Illinois encourages BEP vendors (i.e., minority-owned, women-owned, and persons with disabilities-owned businesses) to submit Proposals for participation in this procurement. To learn more about this program, please visit the Illinois Department of Central Management Services website at [www2.illinois.gov/cms/business/sell2/bep/Pages/Default.aspx](http://www2.illinois.gov/cms/business/sell2/bep/Pages/Default.aspx) to learn more about this program and/or to register as a BEP agency, if you have not done so already.

### **6. Private Manager Agreement Incorporated Terms**

See the Incorporated Terms (Appendix A), available as a separate pdf file on Camelot Illinois website: <https://camelotillinois.com/business-opportunities/> and the [illinoislottery.com/illinoislottery/major-procurement-opportunities](http://illinoislottery.com/illinoislottery/major-procurement-opportunities). Respondents should be certain that they are willing to submit to the terms as written, as they will be included as an exhibit to the Supplier’s contract.