



**AWARD NOTICE**

Camelot Illinois issued an RFP for the provision Lottery Digital Led Creative Agency. The vendor Dentsu Creative (“Awardee”) was selected as the preferred vendor on July 22, 2022 following an evaluation process.

**NAME OF VENDOR**

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Dentsu Creative

**DETAILS OF AWARD**

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Estimated Price: \$2.4M annual retainer

Length of Initial Term: ~3 years

Contract Begin Date (Estimated) - September 2022

Contract End Date (Estimated) Renewal: July 2025

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**LISTING OF ALL BIDDERS CONSIDERED but NOT SELECTED**

Number of Responding Bidders: 4

Number of Unsuccessful Bidders: 3

Total Number Awarded: 1

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This is not an RFP of the State of Illinois, and inquiries should be addressed to [procurement-contract-services@camelotillinois.com](mailto:procurement-contract-services@camelotillinois.com)

Note: Award(s) are subject to successful contract negotiations and meeting State of Illinois vendor registration requirements.

[Major Procurement Opportunities Home Page](#)

[procurement-contract-services@camelotillinois.com](mailto:procurement-contract-services@camelotillinois.com)