



Digital Creative Services

March 25, 2022



1. Introduction

The **Department of the Lottery** www.illinoislottery.com awarded the Private Management Agreement (PMA) to Camelot Illinois on September 22, 2017 following a bid submission. Following the Notice of Award, the PMA was executed on October 13, 2017.

2. Statement of Need

Camelot Illinois, as part of an overall business strategy to accelerate the growth of the Illinois Lottery, is seeking a creative agency that can develop and execute creative strategy with a digital led approach. The chosen provider (Subcontractor) will be expected to provide strategic, creative and production services to best serve the objectives of the Illinois Lottery.

The intent of this RFI is to identify interested parties that have the appropriate qualifications to respond to a subsequent Request for Proposal (RFP).

3. Instructions

This document invites interested organizations to submit responses to this RFI (“Responses”) to Camelot by April 15, 2022. Your response should be submitted to the attention of:
Email: procurement-services@camelotillinois.com

4. Timetable

The schedule associated with this RFI is as follows:

RFI Issued	March 25, 2022
Last date for vendor questions	March 30, 2022
Answers to vendor questions posted	April 6, 2022
RFI submission date	April 15, 2022 by 5:00pm CST

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

5. Questions

Please submit any questions via email to procurement-services@camelotillinois.com by the date indicated in Section 4 of this RFI. A consolidated response to the questions received will be posted on the Illinois Lottery website under the Business Opportunities tab, <https://www.illinoislottery.com/illinois-lottery/major-procurement-opportunities>, and will be made available to all Vendors without identifying the Vendor that asked the question. Camelot reserves the right to decline to answer specific questions.

6. Information/Response Format

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

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

Ensure that Vendor's Response follows Camelot's format (e.g. numbering answers in the format of this document).

7. Questions

Please provide a response/information on the following:

- A. Company Information - Name of Vendor and the location of office(s)
- B. Vendor's offered services in the following areas:
 - a. Creative strategy
 - b. Digital Roadmapping
 - c. Creative concepting
 - d. Creative execution (including production capabilities)
 - e. Account services
- C. Current Client Work (Please limit to a maximum of 2 pages for each response and include any metrics around ROI where appropriate or available; creative examples are encouraged)
 - a. Please provide an example of how you have helped support the evolution of a brand's digital platforms through creative strategy.
 - b. Please provide an example of how a digitally led program you developed was able to integrate across all channels -including traditional media?
 - c. Please provide an example of how you worked collaboratively with a client's media agency to successfully deliver a digitally led creative execution.
 - d. Please provide an example of a situation where you had to be agile and adapt creative responsively to a changing market/environment?

8. Conditions of the RFI

The issuance of this RFI does not constitute a legal offer capable of acceptance.

Camelot will not be liable for any costs incurred by any company in connection with the preparation of a response to this RFI.

9. Confidentiality

Subject to [Appendix A - Private Manager Agreement Incorporated Terms](#), of this RFI, any information disclosed in, or in connection with this RFI becomes the property of Camelot Illinois,

subject to the Vendor's redaction of confidential, proprietary and other sensitive material in accordance with the PMA and State Policies and Rules. 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 Vendor 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.*

10. Terms and Conditions

Camelot Illinois operates within a regulated environment, and it is a requirement of the PMA that Subcontractors be vetted or approved by the State regulator in advance. Accordingly, the prospective Subcontractor must complete State disclosure and certification documents. For further information about this requirement, please email procurement-services@camelotillinois.com.

The PMA requires Camelot Illinois to pass through various non-negotiable provisions to all Subcontractors. Camelot Illinois will achieve this by including a separate schedule entitled "Private Manager Agreement Incorporated Terms" into the Subcontractor's contract. This will take priority over any conflicting term in the rest of the contract. Refer to Appendix A of this RFI for the Private Manager Agreement Incorporated Terms.



Appendix A - Private Manager Agreement Incorporated Terms

The [Private Manager Agreement Incorporated Terms](#) is available as a pdf file on the Illinois Lottery Major Procurement webpage.