

REQUEST FOR PROPOSALS FOR ADVERTISING AGENCY SERVICES RFP #14-S-0002

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PART 1. OVERVIEW

1.1 GENERAL AND PROGRAM OVERVIEW

General: Northstar New Jersey Lottery Group, LLC (Northstar) acts on behalf of the New Jersey Lottery (Lottery) under a Lottery Growth Management Services Agreement (Services Agreement) awarded to Northstar by the State of New Jersey in June 2013. Through this Request for Proposals (RFP), Northstar is soliciting competitive Proposals for Advertising Agency Services, including (1) Creative and Coordinating Advertising Services, and (2) Media Planning and Buying Services. Northstar's goal is to award a subcontract covering each of those two types of services to a successful Bidder or Bidders to provide Advertising Agency Services to Northstar for the benefit of the New Jersey Lottery.

Two Phase Competition: Northstar intends to conduct the competition in two phases.

- In Phase 1, any interested firm may submit a completed Agency Fact Sheet describing its qualifications in the form attached to this RFP as Exhibit A. Northstar will evaluate and assign a score to each Agency Fact Sheet according to the evaluation criteria specified in Part 3 of this RFP. The Bidders receiving the highest scores (not more than 5 in each of the two service areas for which Proposals are sought) will be selected as finalists and invited to submit detailed Proposals for further evaluation.
- In Phase 2, finalists will submit detailed Proposals and will be invited to make formal in-person presentations of their Proposals at Northstar's offices. For a finalist competing only for one of the two available subcontracts, Northstar will schedule a presentation session of up to 90 minutes. For a finalist competing for both of the available subcontracts, Northstar

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