



Request for Proposal:

Lottery Game Research and Focus Groups

March 4, 2020



1. Introduction

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

Camelot Illinois, as part of an overall business strategy to assist the Lottery in growing revenue, would like to procure the capabilities and thought leadership of a research organization with lottery experience in order to provide customer insight. Particular experience will be sought around instant tickets. Camelot will be looking to find an organization who has experience in overseeing and managing a Lottery instant ticket program.

The contract entered into pursuant to this Request for Proposals: Lottery Game Research and Focus Groups (“RFP”) will be for research services as required across marketing, retail management, and sales.

As such, the goal of this RFP is to enter into one or more contracts with focus group companies who have lottery experience. Vendor(s) will provide Camelot Illinois with services on an on-going and as-needed basis.

2. Instructions

This RFP invites interested organizations to submit a response (“Proposal”) to this RFP to Camelot Illinois.

The requirements for the Proposal are set forth in [Section 7](#) of this RFP.

2.1 Timetable

Proposals must be submitted by April 3, 2020 to the attention of: procurement-services@camelotillinois.com

The RFP milestones are as follows:

Issue RFP	March 4, 2020
Last Date/Time for Vendor Questions	March 13, 2020 by 5:00pm CT
Answers to Vendor questions posted	March 24, 2020
Vendor intends to submit a Proposal	March 27, 2020
RFP submission date	April 3, 2020 by 5:00pm CT
Presentation date (optional)	TBD
<i>Estimated Date of Award</i> <i>(subject to contract)</i>	April 17, 2020



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 Proposals submitted late will not be considered.**

2.2 Contacts

Please submit any questions via email to procurement-services@camelotillinois.com by the date indicated in the Timetable in Section 2.1 of this RFP. A consolidated response to the questions received will be posted on the Illinois Lottery website under the Business tab ¹ and will be made available to all Vendors without identifying the Vendor that asked the question. Camelot Illinois reserves the right to decline to answer specific questions.

2.3 Vendor Intends to Submit a Proposal

By the date indicated in the Timetable in Section 2.1 of this RFP, Vendors must notify Camelot Illinois via email to procurement-services@camelotillinois.com that they intend to submit a Proposal.

2.4 Response Format

Please provide the following information on the cover page of Vendor’s Proposal 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 Proposal follows Camelot Illinois’s format (e.g., numbering answers in the format of this document). Failure to do so may result in the Proposal being misinterpreted or missed. Please answer all questions fully. Proposals should be delivered in electronic format via email to procurement-services@camelotillinois.com

The Proposal should explain how the Vendor could support Camelot Illinois in the achievement of its objectives.

Where possible, the Proposal should also include the following:

- A. Innovative ideas on meeting Camelot Illinois requirements; and
- B. Why Camelot Illinois should select the Vendor.

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

2.5 Vendor Meeting / Site Visit

Vendors may be invited to demonstrate their ability to meet Camelot Illinois's requirements through Vendor meetings and, if appropriate, site visits to their premises. All meetings will be limited to 1.5 hours or less. Arrangements, if any, will be made following receipt of the Proposal.

3. Conditions of the RFP

3.1 General Considerations

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

Camelot Illinois reserves the right to reject any or all of the Proposals submitted, or to withdraw this RFP at any time. Camelot Illinois also reserves the right to accept a Proposal from Vendors in part only.

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

The numbering of this RFP is an important aid in the evaluation process. Please utilize it within Vendor's Proposal, as this may affect Camelot Illinois's evaluation of it.

Vendors may not take advantage of any apparent error or omission in this RFP. In the event that any errors or omissions are discovered, a Vendor shall notify Camelot Illinois immediately.

Please provide complete and accurate information against the specifications contained within this RFP. If Vendor is unable to meet any requirements, then this should be clearly noted in the appropriate response section(s). Any assumptions within Vendor's Proposal should be clearly stated.

Any commitment made in a Proposal will be binding on the applicable Vendor. 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 Vendor'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 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.*

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 Illinois, Vendors are prohibited from officially or unofficially making any employment offer or proposing any business arrangement with Camelot Illinois' employees.

3.4 Compliance

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

3.5 Selection of Supplier

Any Proposal that fails to meet the requirements set forth in this RFP may be disqualified.

The table below defines the evaluation criteria and the relative importance of each criteria that will be used to evaluate the Proposals. Requirements are identified in [Section 7](#) of this RFP.

Proposal Elements	Relates to requirements	Maximum # of Points Possible
Company Information	C1 - C5	5
Research experience – general	R1 – R4	10
Lottery Instant ticket research experience	R5 – R-8	40
Lottery Draw-Based Game research experience	R9-R-11	15
Gaming industry research experience	R12-13	10
Pricing Schedule	Section 8	20
TOTAL		100

Camelot Illinois reserves the right to adjust selection criteria until March 27, 2020. Any such changes will be posted on the Illinois Lottery website, no later than March 31, 2020 to permit any necessary refinement of Proposals prior to submission.



Camelot Illinois selection of a winning Vendor (“Supplier”) will be determined by the highest overall score achieved based on the above criteria, and, if appropriate, updated following any presentations. Camelot Illinois’ decision will be final.

3.6 Terms and Conditions

Vendors should note that any contract award will also be subject to Camelot Illinois’ terms and conditions.

Camelot Illinois operates within a regulated environment, and it is a requirement of the PMA that Suppliers 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.

The PMA requires Camelot Illinois to pass through various non-negotiable provisions to all Suppliers. Camelot Illinois 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 Illinois is looking to establish a contract for an initial term of five (5) years, subject to the Supplier’s performance and Camelot Illinois’s evolving requirements and strategy.

3.7 Validity of Proposal

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

4. Estimated Timings

Camelot anticipates award and notification of the Supplier, if any, by April 17, 2020. The work will commence after full execution of the contract.

5. Response Approach and Format

Vendors are requested to provide the following:

- A. A completed version of the Company Information section, with brief responses;
- B. A completed version of the Requirements section with full responses against each requirement (where applicable); and
- C. A completed pricing schedule with any variation included at the end.

Where necessary, Vendors 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. (Camelot Illinois may be unable to search through generic material in an attempt to find relevant information).

If the Vendor must exclude some requirements from its Proposal, this should be accompanied by a clear statement of which items are excluded and the rationale.

If the Vendor wishes to propose additional services, not mentioned in the requirements, in order to supply a full-service solution, please provide a clear statement regarding the additional services and the rationale.

6 Vendor Information

Please provide the following information about the Vendor:

#	Company Information	Response
C-1	Vendor's Name.	Answer in Full
C-2	Vendor's background, including details of ownership.	Answer in Full
C-3	Summarize Vendor's experience relevant to the requirements.	Answer in Full
C-4	Strengths and points of difference between Vendor and its competitors.	Answer in Full
C-5	Please describe the resources that will be allocated to support Camelot Illinois and Vendor's overall organizational structure. (If Vendor is selected to make a presentation, the people who would have day-to-day involvement with Camelot Illinois should make up a significant part of the presentation team).	Answer in Full

7. Requirements

Vendor should answer the following requirements in full by describing how Vendor would address and/or resolve each requirement.

If Vendor is unable or unwilling to address and/or resolve a requirement, then respond with “Reject” for the requirement. The Vendor may also offer any mitigating circumstances or alternative approaches; however, such responses may not be accepted as compliant.

#	Overview of Research Abilities	Response
R-1	Provide a summary of Vendor’s consumer research capabilities, providing examples and supporting evidence.	Answer in Full
R-2	Describe and provide examples of Vendor’s ability to perform qualitative research.	Answer in Full
R-3	Describe and provide examples of Vendor’s ability to perform quantitative research.	Answer in Full
R-4	Reserved.	

#	Lottery Instant Ticket Research Experience	Response
R-5	List the U.S. lotteries for which Vendor has conducted Instant ticket research	Answer in Full
R-6	Describe Vendor’s approach to conducting instant ticket qualitative and quantitative research and how such approach may differ from other service providers.	Answer in Full
R-7	Provide a masked writing sample from a recent qualitative study (e.g. key findings).	Answer in Full
R-8	Reserved.	
#	Lottery Draw-Based Game Research Experience	Response
R-9	List the U.S. lotteries for which Vendor has conducted Draw-Based Game (“DBG”) research.	Answer in Full
R-10	Describe Vendor’s approach to conducting DBG qualitative and quantitative research and how such approach may differ from other service providers.	Answer in Full
R-11	Reserved.	

#	Gaming Industry Research Experience	Response
R-12	Provide details of Vendor’s experience conducting research in the wider gaming industry beyond lottery (e.g., sports betting and casino).	Answer in Full
R-13	Reserved.	

8. Price

8.1 Pricing assumptions

All prices (e.g., rates and project pricing) should be quoted in USD.

Please provide as much background 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.

9. 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 <https://www2.illinois.gov/cms/business/sell2/bep/Pages/Default.aspx> to learn more about this program and/or register as a BEP vendor, if you have not done so already.

10. Private Manager Agreement Incorporated Terms

See the Incorporated Terms (Appendix A), available as a separate pdf file on the Illinois Lottery website (<https://www.illinoislottery.com/illinois-lottery/major-procurement-opportunities>).

Vendor should review these terms and 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.