

**MISSISSIPPI LOTTERY CORPORATION**

**AMENDMENT NO. 2 TO REQUEST FOR PROPOSALS NO. 6**

**REQUEST FOR PROPOSALS FOR ADVERTISING AND RELATED SERVICES**

**PROPOSAL SUBMISSION DEADLINE: AUGUST 22, 2019 (2:00 P.M. CST)**

**PROPOSAL DUE TO: MISSISSIPPI LOTTERY CORPORATION  
DR. MICHAEL J. MCGREVEY, CHAIRMAN  
C/O REBECCA SANFORD  
BALCH & BINGHAM LLP  
188 E. CAPITOL STREET, SUITE 1400  
JACKSON, MS 39201**

**AUGUST 19, 2019**

The last item listed in **Section 1.11** of this RFP is amended as shown:

## **1.11 Responsive Proposal Submission Criteria**

RESPONSE NOTE: Mandatory Vendor Acceptance

This section of the RFP contains the instructions for responding to the RFP and the requirements for information which must be included in the Vendor's Proposal. A Proposal submitted in response to this RFP is expected to provide the Lottery with the necessary information required by this RFP. A Proposal must be fully responsive to the requirements stated in this RFP.

Proposals must:

- Be submitted on standard size (8<sup>1</sup>/<sub>2</sub>"x 11") white paper.
- Allow a minimum of 20mm (<sup>3</sup>/<sub>4</sub>") margins on all sides.
- Use a font type no smaller than 11 point.
- Include numbering on all pages.
- Be clearly marked with the Vendor's name and address.
- Be specifically addressed to the Proposal Coordinator at the location provided in Section 1.12.1.
- Be sent to and received by the Proposal Coordinator (or authorized representative) by the time and date specified in Section 1.5.

Vendors must submit one (1) original of the Proposal. The original of each Proposal must be signed in ink by an officer or agent of the Vendor with authority to contractually bind the Vendor. In addition to the originals, Vendors must submit four (4) additional hard copies (i.e., paper) of the Proposal. In addition, one (1) copy of the original Proposal must be submitted on a SMALL PORTABLE STORAGE DEVICE using a Microsoft Word or PDF file and included with the "original" document only (not the additional copies). Please see Section 5 for additional instructions regarding the Pricing Proposal.

SPECIAL NOTE: Proposals transmitted via fax and e-mail transmissions will not be accepted.

Each Vendor will be required to submit case studies and samples of work. Each Vendor shall further make and submit a pricing proposal to the Lottery. The Lottery also may conduct a site visit of each Vendor. The Evaluation Committee will evaluate the Vendor's written case studies and samples of work, oral presentation and, as applicable, site visit. All technical scores from the Evaluation Committee will then be added to the pricing evaluation scores to yield the Finalist's total score for the RFP.

Proposal must include:

- a. Letter of Transmittal – see Section 1.13.
- b. Pricing - see Section 5
- c. Case Studies and Samples of Work– See Appendix D.