



VIP CLUB WEBSITE DEVELOPMENT

REQUEST FOR BID

September 18, 2020

TABLE OF CONTENTS

SECTION 1 – GENERAL INFORMATION

1.1	LOTTERY MISSION & VISION	1
1.2	RFB OVERVIEW	1
1.3	OBJECTIVES	1
1.4	BID PROJECTED TIMELINE	2
1.5	LATE BIDS	2
1.6	LOTTERY CONTACT INFORMATION	2
1.7	BID SUBMISSION	2

SECTION 2 – RESPONDENT’S INFORMATION

2.1	CONTACT AND QUALIFICATIONS	4
2.2	PROPOSED TEAM	4

SECTION 3 –WEB DEVELOPMENT PROJECT DESCRIPTION

3.1	CURRENT SITE OVERVIEW	5
3.2	WEBSITE HOSTING ENVIRONMENT/STRUCTURE.....	5
3.3	WEBSITE FEATURES CURRENT & IMPROVEMENT	6
3.4	MARKETO INTEGRATION.....	12
3.5	ADMINISTRATION/CONTENT MANAGEMENT	13
3.6	BARCODED COUPONS.....	13
3.7	AD BUILDER	13
3.8	REPORTS.....	14
3.9	ENGAGEMENT CONTENT	14
3.10	MULTI-SCREEN USABILITY.....	15
3.11	COMPATIBILITY.....	15
3.12	PROJECT MANAGEMENT.....	15
3.13	DESIGNING AN EPIC WEBSITE.....	16
3.14	TESTING AND QA	16
3.15	TRAINING, SUPPORT AND MAINTENANCE.....	16
3.16	CUSTOMER SERVICE TOOLS	16

SECTION 4 – OWNERSHIP AND COMPENSATION

SECTION 5 – BID EVALUATION

6.1	INTRODUCTION	18
6.2	EVALUATION COMMITTEE	18
6.3	INFORMATION FROM OTHER SOURCES	18
6.4	SCORING OF BIDS	18

APPENDIX A – RESPONDENT’S CERTIFICATION FORM

APPENDIX F – OTHER LEGAL STUFF

SECTION 1 – GENERAL BID INFORMATION

1.1 LOTTERY MISSION & VISION

The mission of the Idaho Lottery is to responsibly provide entertaining games with a high degree of integrity to maximize the dividend for Idaho Public Schools and the Permanent Building Fund.

The vision for the Idaho Lottery is to be the highest performing jurisdiction in North America.

1.2 RFB OVERVIEW

The Idaho Lottery, (hereinafter “Lottery”) is inviting responses from qualified, Web Design/Development/Strategy companies to provide website development for the Idaho Lottery’s VIP Club website.

The scope of this bid request, at the very basic level, is to update and improve the current functionality of the Idaho Lottery’s VIP Club website to provide an exceptional experience for our customers.

1.3 OBJECTIVES

The Idaho Lottery VIP Club was established in December of 1999. It was the first players club for Lotteries in the U.S. Since it’s inception, the VIP Club has grown into a valuable asset in communicating, researching and marketing to our players. This proposed renovation of the VIP Club should achieve the following objectives:

- 1) Deliver a world-class experience for our customers through additional engagement, entertainment, relevancy and personalization.
- 2) Allow for increased connectiveness with CRM, technology design and data.
- 3) Update management tools and user interface of the current website to make it more effective and the Lottery more efficient.
- 4) Create more cohesiveness with the VIP Club and the new main Idaho Lottery site.
- 5) Keep things simple, clean, and fun.

1.4 BID AND PROJECT TIMELINE

The anticipated timeline of events is as follows:

<u>EVENT:</u>	<u>DATE AND YEAR:</u>
Publish Request for Bid document	September 18, 2020
Bid Submission deadline (4:00 p.m. MT)	October 21, 2020
Committee Recommendation to Lottery Director	November 10, 2020
Idaho Lottery Commission Approval	November 19, 2020
Notification to Respondents	November 19, 2020
Contract Negotiation	November 19 - 26, 2020
New Contract in Place	December 8, 2020
Project Begins	December 10, 2020
Estimated Completion Date	July 12, 2021

This timeline is subject to change at the discretion of the Lottery.

1.5 LATE BIDS

Any Bids received after 4:00 p.m. MT on October 21, 2020 will be disqualified from further consideration.

1.6 LOTTERY CONTACT INFORMATION:

If you need clarification or have questions about the proposed website project, please contact:

Sherie Moody-St.Clair

Deputy Director of Marketing, Idaho Lottery

1199 Shoreline Lane, Suite 100

Boise, ID 83702

(208) 780-2530 or cell (208) 608-3893

sms@lottery.idaho.gov

1.7 BID SUBMISSION

Please send bids to:

Idaho Lottery

Attn: Sherie Moody-St.Clair

1199 Shoreline Lane, Suite 100
Boise, ID 83702

-OR-

Electronically to:

sms@lottery.idaho.gov

Technical proposal bids may include additional support materials such as video presentations, links to software solutions, and/or sample websites. All additional materials must be provided as links in the submitted bid request .pdf.

Additionally, one (1) complete redacted electronic version (.pdf file) of your entire bid must be provided for public record request purposes in accordance with, and subject to, Appendix B, herein, PUBLIC REQUESTS AND REQUESTS FOR CONFIDENTIALITY, p.21.

Failure to comply with or adequately respond to requested information in any section of the RFB may result in Bid rejection.

Determination of the winning bid, if any, will be at the sole discretion of the Idaho Lottery. The Lottery reserves the right to reject all Bids.

SECTION 2 – RESPONDENT’S INFORMATION

2.1 CONTACT AND QUALIFICATIONS

- a. State Respondent’s name, address, telephone, e-mail, and website. Identify the key contact and disclose who within your firm will have the primary responsibility for the Lottery project.
- b. Specify the legal status of your firm (partnership, corporation) and the year your establishment was organized to do business, as it now exists.
- c. Describe your firm, including size, areas of specialization, expertise, organization chart, and client base.
- d. Describe your accounting system for tracking hours worked and expenses charged to your clients. Describe how you would monitor the Lottery project.
- e. List the names, addresses, and telephone numbers of three business references for which work has been performed and describe the type of service provided. Provision of these references constitute a grant of permission for the Lottery to contact the named references.
- f. Please list any accounts you resigned from or who chose not to retain your services within the last three years, including organization name, contact persons, phone numbers, e-mail addresses, and billing size of account. Provide a brief explanation of why the account was lost or resigned. If your firm has had a contract terminated for default, please indicate as such. Termination for default shall be defined as notice to stop performance due to non-performance or sub-standard performance.

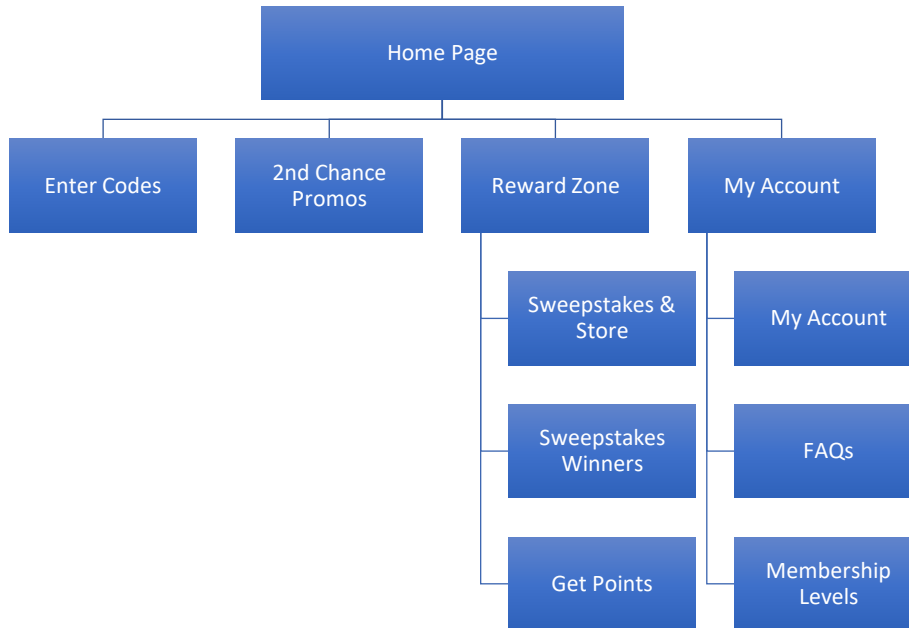
2.2 PROPOSED PROJECT TEAM

Provide a description of your proposed team for this project. Indicate whether they are employees or contractors.

SECTION 3 – VIP WEB DEVELOPMENT PROJECT DESCRIPTION

3.1 CURRENT SITE OVERVIEW

a. Current Site Map:



3.2 WEB HOSTING ENVIRONMENT/STRUCTURE

- **Hosting Platform/Architecture:**

Currently our VIP Club site is built on a Windows platform while our new main Idaho Lottery site, www.idaholottery.com, is built in Linux. Because of this, we have to maintain two separate servers and databases for these websites. Please describe your proposed solution for the VIP Club.

- **Development language:**

Please describe what coding/system/language you will use to develop the new VIP Club platform (custom build, open source platform, etc.)

3.3 WEBSITE FEATURES CURRENT + IMPROVEMENTS

Our current VIP website has some great features that our players enjoy. It's imperative that these areas continue to be simple and easy to use. The following is a description of each area of the VIP Club and it's required functionality and upgrades.

Registration or Login:

Players should be able to register for the VIP Club by going to idaholottery.com and clicking on the VIP Club button, or, by going directly to vip.idaholottery.com.

- Custom double opt-in, registration path.
- Affiliate and referral tracking for external advertising.
- Subscriber opt-in management.

Registration data collected shall include:

- Name (First and Last)
- Email Address – user name
- Password
- Mailing Address
- City, State, ZIP and Country
- Phone Number
- Gender
- Birth date
- Opt in choices driven through Marketo:
 - Winning numbers emails or texts
 - E-Newsletter
 - Promotions, new games and special offers

Options

The screenshot shows the 'Create a New Account' registration form for the VIP Club. The form is titled 'Create a New Account' and includes instructions: 'Use the form below to create a new account. Passwords are required to be a minimum of 7 characters in length.' The form is divided into several sections: 'Login Information' with fields for Email, Confirm Email, Password (with a 'minimum 7 characters' note), and Confirm password; 'Personal Information' with fields for First Name, Middle Name (optional), Last Name, Address 1, Address 2, City, State (a dropdown menu), Zip Code, Country (a dropdown menu set to 'United States of America'), Phone Number, Gender (radio buttons for Male and Female), Birth Date, and Email Address; and 'Messaging Preferences' which includes 'Email Preferences' (radio buttons for 'Yes, I would like to receive emails' and 'No, I do not want to receive emails', with 'No' selected, and a checkbox for 'I would like to receive emails about Lottery Coupons, Updates, and Promotions') and 'Text Message Preferences' (radio buttons for 'Yes, I would like to receive text messages' and 'No, I do not want to receive text messages', with 'No' selected). Below the email preferences, there is a note: 'Please email me the draw results and jackpot alerts for the following games: IMPORTANT! Please add us to your address book or list of approved senders.' followed by checkboxes for Powerball, Idaho Cash, Lucky for Life, Mega Millions, Pick 3, Lotto America, and Weekly Grand. A 'Screenshot' button is visible in the bottom right corner of the form area.

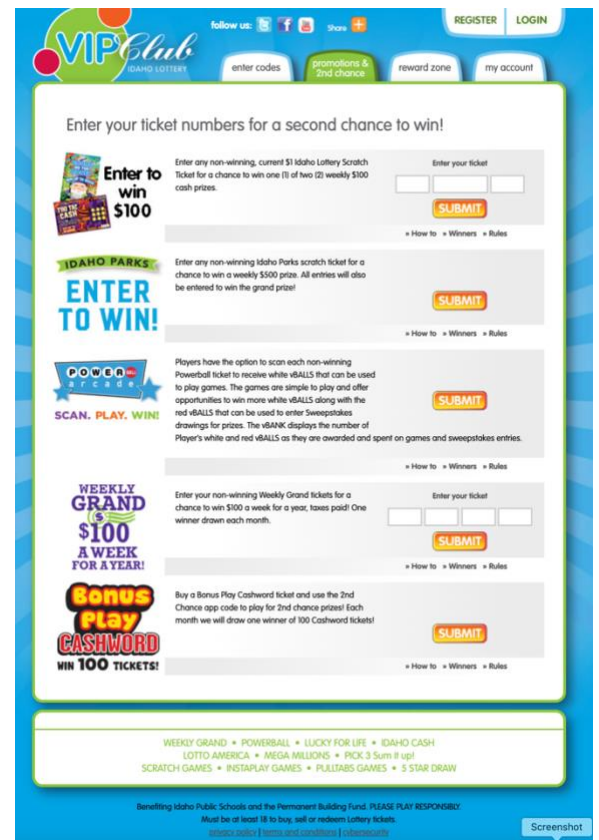
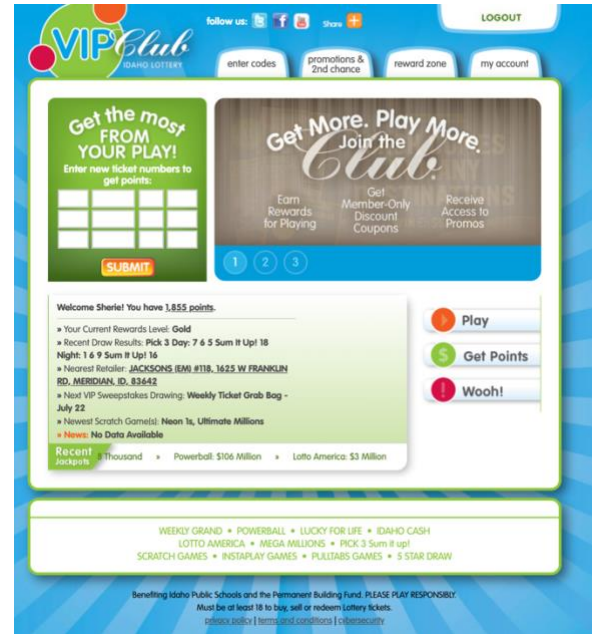
Main Landing Page:

The VIP Club landing page should serve as an introduction to those who want to know more about the club as well as a dashboard for current members to access all the areas of the site including their account information, promotion and 2nd chance access, point levels, enter scratch codes and reward center.

Promotions & 2nd Chance Section:

Display current and past promotions and 2nd chance info. This will include the following fields in the admin site:

- Promotion/2nd Chance Name
- Drawing Type [Scratch, Draw, InstaPlay, Tabs, Voucher, External Promo]
 - Scratch tickets – 14-Digit Code
 - Draw tickets – 20-Digit Code
 - Voucher – 20-Digit
 - PullTab tickets – 14-Digit
 - External Interactive Game – 8-Digit alpha numeric code
 - External - Directing them to an external URL
 - Button should say “Submit” if it’s just entering a ticket number or “Play for Entries” if it’s to play a game for entries.
- Number of tickets required for Entry [1 – 20]
- Short Description
- Winners section
- Rules
- Priority of Promotion on page
- Start Date and Time – MST/MT



- End Date and Time – MST/MT
- Image
- Customer page for promotions/2nd chance should display:
 - Image
 - Rules
 - Promotion/2nd chance description
 - Number of Tickets required for entry
 - Start Date and Time
 - End Date and Time
 - Winners
- Ability to schedule the promotion start and end date and time
- Ability to post winners
- Ability for the system to store entries with security draw information
- Ability for Idaho Lottery Security to pull draw information by promotion name, time, date (.csv, excel file). File should include:
 - VIP Number
 - First Name, Last Name
 - Ticket Info
 - Email Address
 - Phone Number
 - Address
 - Birthdate

Also associated with the second-chance draws and promotions are the following messaging:

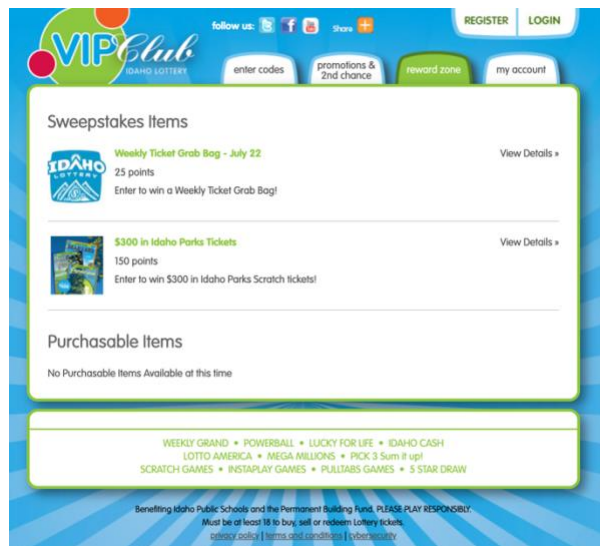
- Confirmation screen message
- Thank you copy
- Inactive copy

Functionality should include delete, add and edit feature for second-chance draw admin section.

Reward Zone: Currently the Reward Zone offers three areas. We would like to eventually be able to add a fourth area, the Games area. This area would allow players to play games with their points and win entries or instant prizes.

- **VIP CLUB Sweepstakes**

- There should be no limit on the number of Sweepstakes Drawings we can provide in the Reward Center.
- Sweepstakes Drawings should be able to be held daily, weekly or monthly. Prizes will be determined by the Lottery.
- The Idaho Lottery Security team will conduct the drawings by pulling a report from the club and running it through their RNG to select the winner(s).
- The Idaho Lottery will then upload the winner(s) name through the administration section of the club to be posted for that sweepstakes drawing.
- Customer Service will contact the winner(s) and the Lottery will mail the designated prize(s).
- All winner(s) will be required to sign a prize claim form before prize(s) is/are shipped.



- **VIP Club Purchasable Items**

- The VIP Club should allow the Lottery to promote items for purchase. Items will typically be “while supplies last”.
- A counter should be displayed to know how many items are left for purchase. When this counter reaches zero, it should either automatically be removed from the site...or a sold out label should appear.
- The Lottery will pull a report of people who ordered the items to produce labels and ship the items as deemed appropriate.

- **VIP Club DO GOOD Donation Items [NEW section, not currently on site]**

- This section should allow us to promote any Do Good opportunities for players to donate their points to including, but not limited to, Classroom Wishlist projects and Bucks for Books.

- These will essentially be purchasable items with a set number to be purchased.
- A counter should be displayed for players to know how many items are left for purchase. When the counter reaches zero, it should show a label of sold out until we set a time for it to be removed from the site.
- The Idaho Lottery will then fulfill the Do Good project once it's funded.

Scratch Code Entry Section:

Players can also receive VIPpoints for Scratch Games. Players must manually enter the 14-digit number on the back of the scratch ticket followed by the 4-digit pin found under the latex on the front scratch area to get their points. They get 1 point per \$1 spent on Scratch Games. Players using our mobile app can scan the barcode under the scratch area to automatically fill in the numbers without manual entry. This is a feature we would like to replicate on the website so that players can use that feature if they are using their mobile device.



My Account Page:

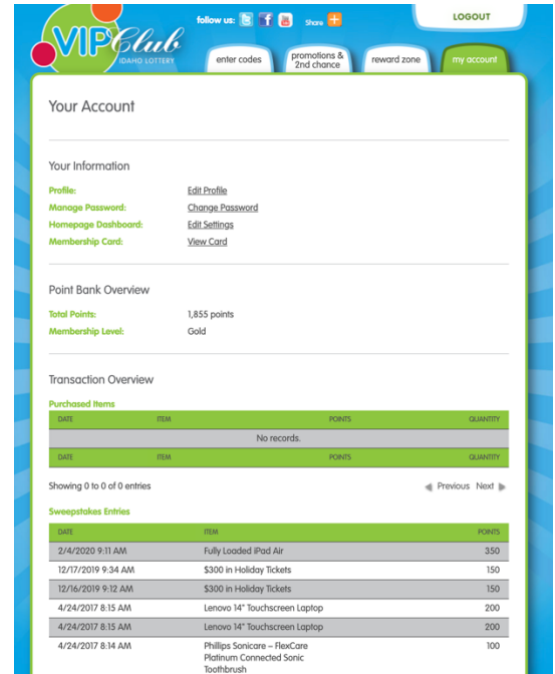
This page is the hub for the player's information including, at minimum, the following items:

- First and Last Name

- Address (street address, city, state, zip)
- Email Address
- Manage Password
- Manage Preferences
- VIP Club Member Level
- Total Points
- Transactions
- Second-chance draw entries
- Sweepstakes entries
- Purchases
- Coupons Available

Barcoded VIP Club Identification Card & Unique VIP Number

- Upon registration a unique VIP Club membership card, with a unique number and barcode will be issued. The player should be able to do one or all of the following options:
 - Access a digital card on their account page to scan at retail
 - Have a VIP Card mailed to them (Idaho Lottery handles fulfillment)
 - Print off a paper card right away
- The barcodes on the VIP Card will tie to the VIP Club member and should be a PDF 417.

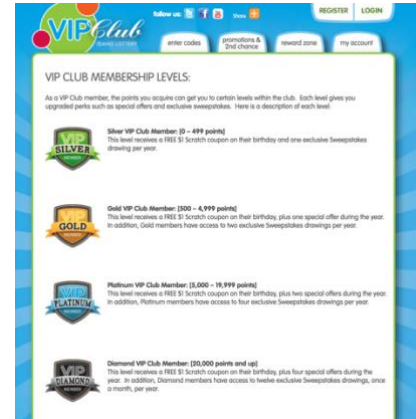


Points System

- Point levels and member level (gold, silver, platinum)



- The new VIP Club needs a point barometer that shows players where they are regarding their membership level. Think Starbucks app with their stars. We need a motivator that shows players how close they are to the next level.



- Currently when a player purchases a Draw ticket, the retailer must first swipe their card and then produce the ticket. This ties the transaction to the VIP number associated with the barcode on the VIP Card. A nightly transfer of points from our POS system to the VIP occurs to keep members balances up-to-date.

- Players receive points based on purchases on Draw Games. Point values can be changed for promotional purposes at any time. For instance, players may get double points for Raffle purchases for one week during the launch.
- Players can manually enter their scratch games on the “Enter Code” page to get points for scratch tickets.

3.4 CRM/MARKETING AUTOMATION SYSTEM INTEGRATION

The Idaho Lottery currently uses a third-party CRM/Marketing Automation System called Marketo. It allows us to streamline communication and create relationships with existing and future VIP Club members. Whoever builds the new VIP Club will need to work with Marketo’s APIs, tokens and development guidelines to integrate this system for maximum effectiveness. In addition, the VIP Club must be able to be updated to a different CRM system if we change vendors. At minimum we should be able to do the following based on VIP preferences and code integration:

- Ability to connect to Marketo to send email and text messages to specific groups/populations of members, depending on the members opting in to receiving the emails and text messages.
- Sending notifications for Jackpot Alerts for all draw games (8 games) to those who are opted-in (can opt in for specific games)

- Sending notifications of winning numbers for all draw games for those who are opted-in
- Emailing or texting users about new scratch games and opportunities based on previous purchase behavior
- Emailing users who have not played in 90 days a reminder or relevant offer
- Sending users an e-coupon on their birthday (each email has to have a unique coupon code/barcode served up)
- Sending a monthly player newsletter with current promotions and news
- Sending offers based on VIP Club level i.e. promos/Buy X, get Y coupon to specific Diamond Club members (each email has to have a unique coupon code/barcode served up)
- Transactional notification that user's second chance entry has been received and then a notification of the winner(s)
- Transactional notification that user's VIP Sweepstakes entry has been received and then a notification of the winner(s)
- Transactional notification that user's VIP Purchasable has been successfully purchased and expected ship date
- Automatically unsubscribe users from email and text communication after opting out
- Sending inactive users a reminder email to sign into their VIP account or their account will be deleted or marked inactive
- Email triggers, rules-based messaging (ex: welcome, win notifications, etc.)

3.5 ADMINISTRATION/CONTENT MANAGEMENT SYSTEM

- Data Management
- Data reporting, statistics on performance
- Import/Export
- Access control levels
- Content/display advertising management along with corresponding click-thru management and tracking
- Electronic Messaging hub – hooks to Marketo
- Second-chance hub
- Ad management
- Survey management

- Member Management
 - Reset Password
 - Edit membership data/selects
 - Delete Member
 - Add/Remove Member's points
- Create and Import Game PIN Files for Manual Scratch Point entry
- Security report system wide for stolen or lost tickets entered in any promotion
- Set VIP Club point value for games, create point promotions for active games

3.6 BARCODE COUPONS

The club should have the ability to store coupons in the players account so they can access them when they are at the store for use. These coupons will have a unique PDF 417 barcode that will be generated through Marketo.

3.7 AD BUILDER

The Idaho Lottery needs to have the ability to sell advertisement space on its club if we so choose. To do so, we need the following capabilities:

- Be able to run a report to get - ad impressions and click reports
- Ability to schedule start and end dates
- Ability to designate ad location

3.8 REPORTS

Reports should include a minimum of the following:

- New VIP Club members
- Length of Membership
- Members by Membership Level
- VIP Club logins
- Sessions, pageviews, clicks
- Total VIP Club members
- Total active members
- Total unique visitors
- Average time on site
- Ad impressions & clicks

- Scratch games entered for points per Member
- Draw games purchase information and points accumulated by date/member
- Points used in Sweepstakes
- Points used for Purchases
- Entries in Sweepstakes to date
- Unique players entered into sweepstakes
- Ad Hoc Capabilities
- Customizable Dashboard of KPIs

3.9 ENGAGEMENT CONTENT

- Online presentation/communication of promotions, etc.
- AI integration for personalized, segmented display of content (example: Highlight jackpot amounts for online players, coming-soon scratch tickets for scratch players.)
- Personalized dashboard (example: sweepstakes participation, points in club) [silver, gold or platinum level]
- Intelligent cross-promotion (example: showing ads based on which db profile, webcodes entered, etc.)

3.10 MULTI-SCREEN USABILITY

We want a website that is viewable on multiple screen sizes, including desktop, tablet, and mobile devices. Optimal submissions will include ideas for how to accomplish this using single site design and management tools.

3.11 COMPATIBILITY

We want a website that is reasonably compatible with all browsers and devices. Please detail any limits in compatibility with your proposed web development strategy.

3.12 PROJECT MANAGEMENT

This is a huge and important project for the Idaho Lottery. Please describe your project management process. What is your proposed timeline for our Web Development project? How do you propose to keep the project on track and within budget?

3.13 DESIGNING AN EPIC VIP CLUB WEBSITE

Please describe your creative and strategic process for designing a new website for a client.

3.14 TESTING AND QA

Please describe your testing and quality assurance methodology.

3.15 TRAINING, SUPPORT & MAINTENANCE

Please describe your training you will provided prior to launch, and any as-needed support you will provide post launch. As we all know, with any new website, some maintenance is required as bugs are inevitably discovered in the live environment. Once everything is up and running, the Lottery's web development team will maintain and provide ongoing maintenance.

3.16 CUSTOMER SUPPORT TOOLS

Please describe any tools you propose to build into the VIP Club to allow the Idaho Lottery to streamline requests for technical support, game support, information requests, etc.

SECTION 4 - OWNERSHIP AND COMPENSATION

Each bid must include an itemized Price Statement of the vendor's proposed compensation for undertaking and completing all phases of the Idaho Lottery VIP CLUB Web Development Project. Please also describe any "out of scope" costs and processes as it relates to compensation.

Bidders shall anticipate that Idaho Lottery will own the source code, design and functionality for the proposed solution without additional royalty or other payments..

If the successful bidder uses proprietary or licensed software in the development of the final product, conditions of licensing rights must be detailed in the proposal and subsequent contract.

No re-licensing, replication or sharing of the finished product shall take place without the express written consent of the Idaho Lottery, and will be subject to the terms of the final contract developed between the Idaho Lottery and successful bidder.

SECTION 5 – BID EVALUATION

6.1 INTRODUCTION

The Evaluation Team will evaluate each Bid that is properly submitted and will make a contract award recommendation to the Director, which then will be presented to the Idaho Lottery Commission for approval.

Bids that fail to provide specific information to adequately describe a Respondent's proposal for the web development services requested in this RFB may be deemed non-responsive and may be rejected.

Respondents must be as specific as possible in describing the details of their Bid. Respondents are forewarned that a Bid that meets requirements with the lowest price might not be selected if, in the Lottery's judgment, a higher-priced Bid offers greater overall value to the Lottery.

6.2 EVALUATION COMMITTEE

The Lottery will conduct a comprehensive and impartial evaluation of all responsive Bids. That evaluation will be conducted by an Evaluation Team of qualified personnel selected by the Lottery.

6.3 INFORMATION FROM OTHER SOURCES

The Lottery and the Evaluation Committee reserve the right to obtain information concerning a Respondent, which the Lottery or the Evaluation Committee deems pertinent to the RFB, and to consider such information in the Bid Evaluation.

6.4 SCORING OF BIDS

Each responsive Bid will be evaluated and scored based upon the Respondent's ability to provide the web development services described in this RFB. Major criteria and considerations will be the quality of the proposed solution, including prior design work and vision for the project, ability to perform and deliver, as well as likelihood of timely performance and price. Below is an outline of the point values assigned to each area of your Bid.

Web Development Services Scoring:

Technical Response

65 points

Price Proposal

35 points

100 points

APPENDIX A
RESPONDENT'S CERTIFICATION – VIP CLUB WEBSITE

I certify that I have the authority to bind the Respondent indicated below to the specific terms and conditions imposed in the RFB and offered in the Respondent's Bid. By my signature on this document, the Respondent specifically agrees to all waivers, restrictions, and requirements of the RFB as conditions precedent to submitting this proposal. I also certify that the Respondent has not knowingly made false statements in its response to this RFB or consulted with others for the purpose of restricting the competitive solicitation process. This signed certification must be included in every submission.

RESPONDENT _____

CONTACT _____

TITLE _____

SIGNATURE _____

DATE _____

I have read, and agree to the terms and conditions of this RFB.

APPENDIX B

LEGAL STUFF

SENSITIVE PROCUREMENT

This planned acquisition for website development is a Sensitive Procurement and is subject to IDAPA 52.01.03.200.09 (Idaho Lottery Rule 200.09). As such, the selected Respondent is subject to successful completion of a financial and criminal history background check of the organization, its owners, and any staff which will be assigned to work on the website development. Any resulting contract will include requirements regarding confidentiality, insurance, intellectual property assurances and indemnification and other contractual provisions. The Idaho Lottery Commission approved the issuance of this RFB.

INFORMATION FROM OTHER SOURCES

The Lottery reserves the right to obtain information from outside sources concerning the Respondent(s).

CONTACT WITH RESPONDENTS DURING RFB PROCESS

During this procurement process, no interested Respondent, and no employee or agent of any interested Respondent, may initiate any unsolicited contact with Lottery employees, managers, officers, or commissioners regarding this procurement. All contact regarding this procurement should be directed through the RFB Coordinator. Any false or misleading representations made by any interested Respondent, their employees or agents, to any Lottery employee or Lottery retailer shall be grounds for disqualification. Any Respondent to this RFB currently doing business with the Lottery may continue to do so and communicate with Lottery employees, however, any communication regarding this RFB, other than through the RFB Coordinator, is prohibited.

PROPOSAL CLARIFICATION PROCESS

The Lottery reserves the right to request clarification or resolve ambiguities on one or more statements made by a Respondent in its Proposal at any point during the Proposal Evaluation. All clarification will be requested in writing and will be sent to the contact person representing the Respondent. Any such communication may be made by e-mail, fax, mail, overnight courier, or hand-delivered. Respondent will be given a specific deadline to submit a response. The Respondent will make every effort to respond within the time frame indicated. If it proves

unfeasible, the Lottery and the Respondent may discuss modification of the deadline. The clarification process will not allow revision or supplementation of the Respondent's offering. **Clarification is not a negotiation process.**

AMENDMENTS TO RFB

The Idaho Lottery reserves the right, in its sole discretion, at any time prior to the contract award deadline to change, modify, or cancel all or part of this RFB and procurement. Any addendum(s), amendments(s), or cancellations(s) will be posted on the Idaho Lottery's website at <http://www.idaholottery.com/RFP> and notification by the Idaho Lottery to all responding vendors will be sent via email.

PUBLIC RECORDS AND REQUESTS FOR CONFIDENTIALITY

All Proposals received shall remain confidential until a notice of intent to award a contract is issued. Thereafter, the Proposals shall be deemed public records as defined in Idaho Code, Title 74, Chapter 1.

The Public Records Law contains certain exemptions. One exemption potentially applicable to parts of the Bid may be for trade secrets. Trade secrets include a formula, pattern, compilation, program, computer program, device, method, technique or process that derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by other persons and is subject to the efforts that are reasonable under the circumstances to maintain its secrecy.

If Respondents consider any material provided in its proposal to be a trade secret, or otherwise protected from disclosure, Respondent **MUST** so indicate by marking as "exempt" **EACH PAGE** containing such information. Marking the entire Proposal as exempt is not acceptable or in accordance with the RFB or the Public Records Law and **WILL NOT BE HONORED**. In addition, a legend or statement on one (1) page that all or substantially all of the response is exempt from disclosure is not acceptable or in accordance with the Public Records Law and **WILL NOT BE HONORED**. Prices provided in the Proposal are not a trade secret.

The Lottery, to the extent allowed by law and in accordance with the RFB, will honor a designation of nondisclosure. Any questions regarding the applicability of the Public Records Law should be addressed to your own legal counsel **PRIOR TO SUBMISSION** of the Bid.

If a Respondent's Bid contains information that Vendor considers to be exempt, Respondent must also submit an electronic redacted copy of the Bid with all exempt information removed or blacked out. The Lottery will provide this redacted Bid to requestors under the Public Records Law.

Respondent shall indemnify and defend the Lottery and the State of Idaho against all liability, claims, damages, losses, expenses, actions, attorney fees and suits whatsoever for honoring a designation of exempt or for the Respondent's failure to designate individual documents as exempt. The Respondent's failure to designate as exempt any document or portion of a document that is released by the Lottery shall constitute a complete waiver of any and all claims for damages caused by any such release. If the Lottery receives a request for materials claimed exempt by the Respondent, the Respondent shall provide the legal defense for such claim.

PROPERTY OF THE LOTTERY

Materials submitted in response to this RFB will become the property of the Lottery and will not be returned. The Idaho Lottery shall have the right to use all ideas, adaptations of ideas, and concepts contained in any Proposal received in response to the RFB subject to the intellectual property rights of the Respondent. The Lottery reserves the right to use any and all information contained in a Proposal to the extent permitted by law. Selection or rejection of the proposal will not affect this right.

INCURRED COSTS ASSOCIATED WITH BIDS

The Respondent must not hold the Lottery liable for any of the costs incurred by a Respondent in preparing or submitting a Bid including, but not limited to, preparation, copying, postage, and delivery fees, and expenses associated with the oral presentations, which may be required by the RFB evaluation committee.

ACCEPTANCE PERIOD

Bids shall remain valid and subject to acceptance by the Lottery for a period of 180 days from the Bid due date of October 21, 2020. Failure to adhere to this requirement may result in Proposal disqualification. Respondents will be strictly held to the terms in their Proposals. The contents of the RFB and the Proposal will become contractual obligations in the event of Contract Award.

DISCLOSURE PROHIBITION

Information provided in a Bid, including Price, must be held in confidence by the Respondent and not be revealed or discussed with competitors except as required by jurisdictional law. The Bid must remain confidential while the evaluation committee reviews all of the Bids submitted in response to the RFB.

The Bids will be available for inspection according to Lottery policy and jurisdictional law after the Notice of Intent to award a Contract is announced by the Lottery. All matters set forth in a Respondent's Bid including, without limitation, technical information, required services, question responses, and creative samples may be subject to disclosure after Contract. Once again, the Lottery will base its disclosure decision on existing Idaho law.

DISQUALIFICATION FOR BUSINESS INCAPABILITY

Financial and business stability of the Respondent and wherewithal to perform and support the Lottery are required. Criminal and financial background checks will be conducted prior to awarding a contract. If insufficiencies, as determined by the Lottery at its sole discretion, are found a contract will not be awarded.

If, at any time prior to signing of a written Contract, the Lottery reasonably determines that a Respondent does not possess adequate financial ability or requisite stability to carry out the obligations of the Contract, the Respondent may be disqualified from further consideration.

If, at any time after Contract execution, the Lottery reasonably determines that the successful Respondent does not possess adequate financial ability or business stability to continue to carry out the obligations of the Contract, the Contract may be terminated.

REJECTION/SELECTION OF PROPOSALS

The Lottery may reject any or all Bids or any portion thereof, advertise for new Bids, arrange to receive or itself perform and obtain the services requested in the RFB, abandon the need for such requested services, or award in whole or in part a Contract deemed to be in the best interests of the Lottery.

Respondents will be held to the terms submitted in their Bids but may be required to reduce costs depending upon aspects of the proposed services that may be determined by the Lottery to be unnecessary.

The Lottery will notify in writing those Respondents who submit a Bid in response to the RFB, but who are not awarded the Contract. The acceptance of a Bid will not diminish the Lottery's right to negotiate specific contract terms, including price, with the apparent successful Respondent.

INDEPENDENT PRICE DETERMINATION

By submission of a Bid, the Respondent must certify – and in the case of a joint Bid, each party thereto must certify as to its own organization – that in connection with the Bid the prices in the Bid have been arrived at independently, without consultation, communication, or contract for the purpose of restricting competition as to any matter relating to such prices with any other Respondent or with any competitor.

CHANGE OF OWNERSHIP/FINANCIAL CONDITION

If a Respondent (including the parent or holding company of the Respondent) experiences a substantial change in its ownership or financial condition after its Bid has been submitted and prior to the execution of the Contract with the Successful Respondent, the Respondent must notify the Issuing Office in writing at the time the change occurs or is identified.

A “substantial change” in ownership or financial condition is defined as an event which following generally accepted accounting principles, would require a notation in the Annual Report of a publicly traded United States or Canadian corporation, or equivalent standard.

Failure to notify the Issuing Office of such a substantial change may result in the disqualification of the Respondent.

NEWS RELEASES

News releases pertaining to the RFB or the services, study, data, or project to which it relates must not be made without prior written Lottery approval, and then only in accordance with explicit written instructions from the Lottery. The results of the RFB process must not be

released without prior approval of the Lottery, and only then to designated persons and/or media organizations.