



## **REQUEST FOR PROPOSAL**

### **OUTDOOR BILLBOARD JACKPOT NUMBERS January 19, 2024**

The Idaho Lottery is requesting competitive proposals from suppliers interested in providing digital box units and technology for our outdoor jackpot billboards.

For further information regarding this notice contact:

Sherie Moody-St.Clair, RFP Coordinator  
Idaho Lottery  
[sms@lottery.idaho.gov](mailto:sms@lottery.idaho.gov)  
208-780-2530

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## **SECTION 1**

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

#### **1.2 PURPOSE AND DESCRIPTION OF WORK**

The Idaho Lottery (“Lottery”) is seeking an exclusive 5-year lease contract for its digital jackpot displays and updating technology for a minimum of eleven outdoor billboard locations. The current billboards are located across Idaho as indicated below:

No.	Market	Description of Location	Size of Display Area
1	Boise	1620 RIVER @ I184 1100' E/O RIVER EXIT	10' 6" x 36' 0"
2	Boise	I-84 MP 56.00 NL EAST FACE	14' 0" x 48' 0"
3	Boise	STATE STREET 200' E/O BOGART SL WEST FAC	10' 6" x 36' 0"
4	Nampa	CALDWELL BLVD W/O KARCHER NL EAST FACE	10' 0' x 30' 0"
5	Twin Falls	121 S WASHINGTON S/O ADDISON SL NORTH F	14' 0" x 48' 0"
6	Pocatello	1359 YELLOWSTONE S/O GRIFFITH SOUTH FACE	14' 0" x 48' 0"
7	Idaho Falls	1389 NO. GATE MI N/O HOLMES WL SOUTH FACE	10' 6" x 36' 0"
8	Coeur d'Alene	I-90 S/L W/O SELTICE WAY OVERPASS	14' 0" x 48' 0"
9	Hayden	HWY 95 N/O LANCASTER	14' 0" x 48' 0"
10	Nampa	I-84/KARCHER CENTER	14' 0" x 48' 0"
11	Malad	I-15 EXIT 13 SOUTH FACE	14' 0" x 48' 0"

Below is a photo of the current design of our outdoor jackpot billboards:



We are currently looking at two options for boards. Please provide a proposal for one or both.

**Option 1 Proposal Specifics:**

- 2 Electronic Digital Display boxes per board - one for Powerball, one for Mega Millions (11 boards total)
- Minimum size per box – 5’ 9” x 6’ 9”
- Digital box plus the ability to display the jackpot amount and the word Billion or Million
- Black boxes with full-color display if possible (Amber/Yellow at minimum)
- Technology to update amounts and Million and Billion remotely via satellite and/or other method
- Minimum display quality of 9 mm

**Option 2 Proposal Specifics:**

- 1 Large Digital display covering approximately half of the board 10’x 20’
- Digital display area will be used to advertise jackpots and other campaign messages as deemed appropriate by the Idaho Lottery
- Must be a full-color display with the ability to display video, animation and still images
- Minimum display quality of 9 mm

**For both Option 1 & 2 - Installation/Removal and Maintenance:**

- Must install all digital boxes on all 11 billboards
- Removal and disposal of existing boxes
- Maintenance agreement for term of contract – include details on response time, cost and coverage

**Possible new boards within the 5-year Contact:**

- In the circumstance that the Idaho Lottery secures additional billboards within the 5-year contract period, please confirm the same rates will apply, or provide additional costs if appropriate.

We are open to new technology and would love to hear about options available to us, any research or information on visibility and increased impact would be appreciated.

## **1.3 PROPOSALS**

Please provide a proposal that details your products and services proposed for our project. Please describe the technology used to update the boards. Please include service information including maintenance agreement and warranty and proposed pricing for both option 1 and option 2 described in this document. Indicate time for production and implementation of new equipment. If you have more than one solution for each option, please provide that as well.

Proposals should be all-inclusive, detailed and provide itemized pricing so that the Lottery may choose the best option.

## 1.4 SOLICITATION PROCEDURE

This solicitation requires any vendor wishing to submit a proposal to respond to this Request for Proposal (RFP) by 4:00 p.m. MT, on Friday, February 9, 2024. The vendor must submit the following:

- 1.4.1 Responses to all sections and subsections in Sections 2 and 3 of this RFP
- 1.4.2 The signed proposal certification required in Section 1.7 and found in Appendix “A”
- 1.4.3 Following the award by the Lottery, each Vendor submitting a proposal will receive written confirmation of the Lottery’s decision
- 1.4.4 Proposal must be emailed to [sms@lottery.idaho.gov](mailto:sms@lottery.idaho.gov)
- 1.4.5 You will receive a confirmation of receipt. If you do NOT, it is your responsibility to follow-up to make sure your proposal was received

## 1.5 DATES RELEVANT TO AWARD

### **EVENT**

RFP issued  
Proposals due from Vendors  
Committee recommendation approved by Commission  
Negotiate and finalize contract  
Installation of equipment  
Lease begins

### **DATES**

January 19, 2024  
February 9, 2024  
March 21, 2024  
March 22 - 29, 2024  
June 3 – June 30, 2024  
July 1, 2024

## 1.6 SUBMISSION OF PROPOSAL

All proposals must be emailed to Sherie Moody-St.Clair, RFP Coordinator, at [sms@lottery.idaho.gov](mailto:sms@lottery.idaho.gov). The Idaho Lottery will provide an email verifying your proposal has been received. If you do not receive an email receipt it is the vendor’s responsibility to follow-up to determine proposal was received.

By submitting a proposal, the vendor agrees to the terms and conditions contained within this RFP.

## 1.7 PROPOSAL CERTIFICATION

The proposal must be accompanied by a single, signed copy of the proposal certification that is included with this RFP as Appendix “A.” The certification must be signed by an official having the authority to bind the Vendor.

## **1.8 INQUIRIES**

Inquiries concerning this RFP may be submitted to Idaho Lottery no later than February 1, 2024. Verbal inquiries will not be accepted. Questions may be submitted, via email, to the address below. All inquiries must be addressed to:

Sherie Moody-St.Clair, RFP Coordinator  
sms@lottery.idaho.gov

Questions and responses will be posted on the Idaho Lottery's website within 3 business days for all respondents to view. If a vendor attempts to contact, verbally or in writing, with regard to this RFP, any Idaho Lottery Commission member or any employee of the Idaho Lottery, or any employee or elected official of the state of Idaho, or agency of the Idaho Lottery, the vendor may be disqualified.

## **1.9 CONTENTS OF THE RFP**

**1.9.1** The RFP is designed to provide Vendors with the information necessary for the preparation of competitive proposals. It is not intended to be comprehensive, and each Vendors is responsible for determining all factors necessary for submission of a comprehensive proposal.

**1.9.2** The Lottery reserves the right to modify this RFP at any time. Any modification of this RFP will be clearly marked as a modification and will be provided to each Vendor participating in the solicitation procedure at the time of the modification.

**1.9.3** By submitting a proposal each Vendor agrees that it will not bring any claim or have any cause of action against the Idaho Lottery, the state of Idaho, or any employee of the Lottery or the State of Idaho, based on any misunderstanding concerning the information provided or concerning the Lottery's failure, negligence or otherwise, to provide the Vendor with pertinent information as intended by this RFP.

## **1.10 COST TO VENDOR**

The Lottery is not responsible for any costs incurred by a Vendor related to the preparation or delivery of the proposal, any on-site inspection that may be required, or any other activities related to this RFP.

## **1.11 TIME PERIOD PROPOSALS ARE VALID**

All proposals submitted shall remain valid through July 1, 2024. By submitting a proposal, the Vendor specifically agrees to this date.

## **1.12 PROPOSALS PROPERTY OF LOTTERY**

All proposals, whether accepted or rejected, become the property of the Lottery. The Lottery will have the right to use ideas or adaptations of ideas that are presented in the proposals.

## **1.13 SOURCES OF INFORMATION USED BY THE LOTTERY**

**1.12.1** The Lottery reserves the right to contact Vendors after the submission of proposals for the purpose of clarifying a proposal and to ensure mutual understanding. A Vendor will not be permitted to modify or amend its proposal if contacted by the Lottery for this reason.

**1.12.2** The Lottery reserves the right to obtain, from any and all sources, any information concerning a Vendor or a Vendor's product, services, personnel, or subcontractors. The Lottery may use any of this information to evaluate the Vendor's proposal.

## **1.14 WAIVER OF DEFICIENCIES AND REJECTION FOR NON-COMPLIANCE**

The Lottery reserves the right to waive minor deficiencies in a proposal. The decision as to whether a deficiency will be waived or will require the rejection of a proposal will be solely within the discretion of the Idaho Lottery. Vendors are specifically notified that the failure to comply with or respond to any required part of this RFP may result in rejection of its proposal.

## **1.15 DISCRETIONARY REJECTION OF PROPOSALS**

The Lottery reserves the right to reject any and all proposals in response to this RFP at any time during the solicitation process for any reason.

## **1.16 CONTRACT PROVISIONS**

The Lottery reserves the right to negotiate specific terms with the partnered Vendor. When writing its proposal, the Vendor should assume that the contract would include the following requirements:

The initial contract terms will begin July 2024 and continue through June 30, 2029.

The contract will indicate that the Lottery is not responsible for any losses or damages sustained by the Vendor in the installation or removal of their product from the billboard structures.

## **SECTION 2**

### **VENDOR PROPOSAL INFORMATION**

*Each of the following questions in section 2 must be answered completely in the Vendor's proposal. Answers must be numbered to correspond to the questions asked and must appear in numerical order.*

#### **2.1 IDENTIFICATION OF VENDOR**

State the name and address of the Vendor submitting this proposal.

#### **2.2 BUSINESS STRUCTURE**

Identify the type of business entity submitting the proposal, such as a corporation or partnership. If the Vendor is incorporated, indicate the location of the corporation's principal place of business and the state of incorporation. The Vendor must be authorized to transact business in Idaho at the time contract negotiations commence. Otherwise, the Lottery reserves the right to award the contract to the next compliant Vendor without further negotiation.

#### **2.3 VENDOR CONTACT**

State the name, title, phone number, and address of the Vendor's contact person with reference to this RFP. Please also identify the person who will be the primary point of contact for this RFP. This person may be contacted by the Lottery during the evaluation process to respond to questions or to clarify parts of the Vendor's proposal.

#### **2.4 VENDOR REFERENCES & EXAMPLES OF WORK**

Vendor must provide a minimum of three (3) business references. List your firm's six largest accounts, their approximate billings and describe the work you do with each and how long you have been working with each one. This may be marked confidential subject to Section 2.5 of this RFP.

Submit your top 3 examples of digit box/led/jackpot solutions provided for clients. All items offered must have been created by your firm and must include reference to any production subcontractors who were used.

#### **2.5 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 record, as defined in Idaho Code, Title 74, Chapter 1.

Any information in a Proposal that the Vendor desires to claim as proprietary and exempt from disclosure under the provisions of Idaho Code, Title 74, Chapter 1, (refer to Idaho Code § 74-107(1)(a)-(b) must be clearly designated as such. Each affected page or portion of the proposal



must be identified as such, and the particular disclosure exemption upon which the Vendor bases its claim must be clearly stated on each such page or portion. Each page or portion claimed to be exempt from disclosure must be clearly identified by the word "Confidential" printed on the lower right hand corner. The Lottery will consider a Vendor's request for exemption from disclosure. However, the Lottery will base its disclosure decision on Title 74, Chapter 1, Idaho Code.

The Vendor must be reasonable in designating information as confidential. The Lottery will not honor a Vendor's decision to mark its entire Proposal, or large undifferentiated Proposal components, as exempt from disclosure. An entire page or paragraph in which such information appears should not be marked "Confidential" unless the entire page or paragraph consists of such confidential information. Only the confidential portion(s) should be so identified and marked. The Vendor must be able to defend the confidentiality of its trade secrets through the judicial process and shall indemnify and hold the Lottery harmless against any action brought against the Lottery as a result the Lottery's honoring a Vendor's identification and marking of confidential information. If any information is marked as proprietary or confidential in the Proposal, that information will not be made available until the affected Vendor has been given an opportunity to seek a court injunction against the requested disclosure.

### **SECTION 3**

### **PROPOSAL REQUIREMENTS**

#### **3.1 VENDOR DELIVERABLES**

**3.1.1** Provide a description of the Service Agreement provided with the lease of equipment. Describe the support the vendor is willing to provide in troubleshooting, response time and installation timeline.

**3.1.2** Describe the proposed solution for the Lottery outdoor jackpot billboards. Materials used, size of boxes and digits, communication method and installation timeline.

**3.1.3** Indicate pricing for each option offered and any additional recommended options as recommended by the vendor. Provide detailed, itemized pricing.

## **SECTION 4**

### **EVALUATION CRITERIA**

#### **4.1 STANDARDS APPLICABLE TO THE AWARD**

**4.1.1** The Lottery will award the contract to the Vendor submitting the best proposal but also reserves the right to award the contract to no Vendor.

**4.1.2** An Evaluation Committee will initially review the proposals. The Evaluation Committee will make its recommendation to the Director of the Idaho Lottery after considering all relevant factors. The Director of the Idaho Lottery may accept or reject the Committee's recommendation when selecting the potential jackpot billboard equipment supplier.

#### **4.2 CRITERIA**

The proposals will be evaluated, and an award will be made using the following criteria, which are listed in no particular order.

**4.2.1** The expertise and ability of the vendor

**4.2.2** The service agreement and support the vendor is willing and able to provide with the lease

**4.2.3** The solution and equipment recommended and how well it fits the Lottery needs

**4.2.4** The pricing to the Lottery

#### **4.3 VERIFICATION OF PROPOSAL AND CONTRACT NEGOTIATION**

All applicable contracting requirements imposed by this RFP and the Vendors shall meet Idaho law. The successful Vendor must, in a timely manner, enter into a contract with the Lottery to implement the provision of the billboards and related services contemplated by this RFP. It is expected that all such documentation will be executed within thirty (30) days after the date of notification of the award. Failure of the successful Vendor to agree to the terms of a contract within that time period may be grounds for the Lottery to award the contract to the next compliant Vendor.

## **Appendix A**

### **PROPOSAL CERTIFICATION**

**VENDOR MUST SIGN AND SUBMIT CERTIFICATION WITH PROPOSAL.**

1. I certify that I have the authority to bind the Vendor indicated below to the specific terms and conditions and technical specifications required in this RFP and offered in the Vendor's proposal.
2. I certify that in making this proposal, the Vendor has not consulted with others for the purpose of restricting competition.
3. I certify that the information contained in the proposal is true and accurately portrays all aspects of the Vendor's ability to provide the services described in the RFP. The Vendor has not made any knowingly false statements in its proposal.
4. I am aware that any substantive misinformation or misrepresentation may disqualify the proposal from further consideration.
5. Vendor hereby certifies total compliance with all terms, conditions, and specifications of this RFP except as expressly stated below.

**Business Name:**

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**Address:**

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**Authorized Signature:**

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**Printed Name:**

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**Title:**

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**Telephone:**

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**Email:**

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**Date:**

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**Comments:**

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