



State of New Jersey

DEPARTMENT OF THE TREASURY

DIVISION OF PURCHASE AND PROPERTY

PURCHASE BUREAU

P.O. BOX 230

TRENTON, NEW JERSEY 08625-0230

T-0654

ADVERTISING AGENCY SERVICES: DIVISION OF LOTTERY

09-x-39622

Award Summary

January 27, 2009

I. **Compliance/Approval Requirements**

- a. The Contractor shall work through Lottery with the contracted Lottery Gaming System and Support Services contractor, relying on the gaming contractor's expertise in the gaming industry. It is the direct responsibility of the contractor to advise the State on the appropriate advertising and promotion plan that will effectively support the game portfolio as approved by the Executive Director on advice from the New Jersey Lottery Commission.

Various tasks shall include, but not be limited to: creative development, media placement, copywriting, and account and production services.

The contractor shall provide a fixed detailed price and a project plan, including the time frame for project completion, specific description of and schedule for deliverable items, and a schedule of costs associated with specific events and deliverables. No advertising or promotional activities shall be conducted without the written approval of the State Contract Manager. All pricing for such assignments shall be based on the prices quoted in the Price Schedule that is part of this RFP. All materials become the property of the Lottery.

The term of the contract resulting from this RFP will be for a period of three (3) years from contract award. The budget for this contract will be established annually once the State Legislature has approved the funding authorization. The term of the contract may be extended for two (2) one (1) year terms.

II. **Purpose**

- a. The purpose of this RFP is to solicit bid proposals to provide the Lottery with a multi-faceted advertising and communications plan, which entails designing, executing and assisting with Lottery's advertising and promotional programs by providing creative expertise, account and production personnel.

III. **Award Method**

- a. The State has awarded this contract to Brushfire, Inc.
- b. The contract comprises fifty-three (53) price lines.

IV. **Directions for Use of Contract**

- a. The State Contract Manager shall answer any questions or concerns about any aspect of the contract.