



INTEROFFICE MEMO

Gary Grief, Executive Director

LaDonna Castañuela, Charitable Bingo Operations Director

To: Robert G. Rivera, Chairman
Cindy Fields, Commissioner
Mark A. Franz, Commissioner
Erik C. Saenz, Commissioner
Jamey Steen, Commissioner

From: Angela Zgabay- Zgarba, Administration Division Director *AZ*

Date: April 13, 2023

Re: Report, possible discussion and/or action on proposals for Advertising Media Services (RFP No. 362-2023-0002), including approval to execute contract.

The following is an action item for the Advertising Media Services contract. Staff is seeking Commission approval to execute a contract with the Apparent Successful Proposer to commence upon execution and continue through August 31, 2028.

Service or Goods Provided	Advertising Media Services
Vendor(s)	LatinWorks, LLC DBA Third Ear
Proposed Action	Execute new contract
Description	Perform advertising media services for the Texas Lottery with the objective of responsibly communicating information to all adult (ages 18+) Texans intended to enhance awareness of Texas Lottery games and the mission of the Texas Lottery to generate revenue for the State's designated beneficiaries including Texas public education and veterans.
Current Term of Contract	Upon execution to August 31, 2028
Estimated Annual Cost	\$10,000,000
Conflict of Interest	Commissioners have independently confirmed they do not have a financial interest in LatinWorks, LLC DBA Third Ear