



# **REPORT AND RECOMMENDATION**

*on the*

## **PROPOSAL EVALUATION**

*for*

### **ADVERTISING MEDIA SERVICES (RFP No. 362-2023-0002)**

Prepared by the  
*Evaluation Committee*  
Issued March 2, 2023

## **I.**

### **INTRODUCTION AND BACKGROUND**

The Texas Lottery Commission (Commission) issued a Request for Proposals for Advertising Media Services (the RFP) on September 13, 2022. The RFP was issued pursuant to the Texas Lottery Commission's authority granted under Tex. Govt. Code ch. 466 and 16 Texas Administrative Code (TAC) §401.101. The scoring matrix was published in the RFP and encompassed all of the factors required to be considered by the Evaluation Committee in evaluating Proposals, as set forth in 16 TAC §401.101, and by Section 2.15 of the RFP.

The Evaluation Committee was appointed by Gary Grief, Executive Director, on June 10, 2022. Ryan Mindell chaired the Evaluation Committee, which included the following Committee members: Heidi Moreno, Ray Page, Ed Rogers, and Nelda Trevino. On September 19, 2022, Ed Rogers was removed due to scheduling conflicts, and Robert Tirloni was appointed as a replacement.

On September 27, a Pre-Proposal conference was held via TEAMS (teleconference platform). Thirteen prospective proposers attended the conference.

The RFP provided an opportunity for prospective proposers to submit written questions. Questions were received from eight prospective proposers. The Commission responded to the questions in writing and posted the responses on the Texas Lottery Commission website and the Electronic State Business Daily on October 12.

Proposals were due by 4 p.m., November 1, 2022. The Commission received seven timely submitted Proposals from the following firms:

- Aletheia Marketing & Media, LLC
- Atkins International, LLC dba The Atkins Group
- Buntin Group, Inc.
- GDC Marketing & Ideation (F. Guerra DeBerry)
- LatinWorks Marketing, LLC dba THIRD EAR
- One PytchBlack, LLC
- Sensis, Inc.

Contracts staff reviewed the Proposals for compliance and completeness. Copies of the Proposals were then distributed to each member of the Evaluation Committee for their independent review. Contracts staff maintained the original Proposals.

## **II.**

### **SUMMARY OF THE EVALUATION PROCESS**

1. Prior to issuance of the RFP, each member of the Evaluation Committee reviewed the “Request for Proposal (RFP) Guidelines for Evaluation Committee Members.”
2. Prior to issuance of the RFP, each Committee member signed a Non-Disclosure and Conflict of Interest Statement.
3. The agency’s HUB Coordinator reviewed the Proposers HUB Subcontracting Plan (HSP). The HUB Coordinator determined that additional information was required from two Proposers. Contracts staff emailed the clarification letters. The responses were received and included in the review by the HUB Coordinator. The HUB Coordinator determined that all Proposers demonstrated the required good faith effort. Contracts staff informed the Evaluation Committee of these findings.
4. The Office of the Controller (OC) reviewed the financial soundness of the Proposers. The OC determined that additional information was required from four Proposers. Contracts staff emailed the clarification letters requesting the necessary information. PytchBlack opted to withdraw its proposal. Therefore, it was not evaluated. The OC determined that the remaining Proposers met the minimum requirements for financial soundness. Contracts staff reported the results to the Evaluation Committee.
5. After completion of the review in paragraphs 3 and 4 above, the following Proposals were evaluated by the Evaluation Committee:
  - Aletheia Marketing & Media, LLC
  - Atkins International, LLC dba The Atkins Group
  - Buntin Group, Inc.
  - GDC Marketing & Ideation (F. Guerra DeBerry)
  - LatinWorks Marketing, LLC dba THIRD EAR
  - Sensis, Inc.
6. The Evaluation Committee met and agreed to use the canceled RFP references received. Since the reference questionnaire was so recent, Contracts staff distributed the same reference questions to those references that did not respond previously. Contracts staff distributed the responses to the Evaluation Committee for its consideration and review.
7. Contracts staff also searched the Comptroller of Public Accounts database for vendor performance reports and did not find any negative reports for the Proposers.
8. The Evaluation Committee met as a group via TEAMS on several occasions between December 14, 2022, and February 16, 2023, to thoroughly review and discuss the Proposals.
9. Between January 31 through February 2, 2023, pursuant to RFP Section 2.16, each Proposer made an oral presentation of its Proposal to the Evaluation Committee via TEAMS.

10. On February 16, at a 9:00 a.m. meeting, each member of the Evaluation Committee independently scored the technical portion of the Proposals using the scoring matrix published in the RFP. Scoring sheets were turned in to Contracts staff electronically. Contracts staff and the assigned attorney reviewed each score sheet for completeness. Following the technical scoring, Contracts staff opened and shared the cost proposals via TEAMS with the Evaluation Committee. The meeting was then adjourned. Contracts staff completed the Cost Proposal tabulation spreadsheet to determine the cost points for each of the Proposers. It was reviewed for accuracy by both the Contracts staff and the assigned attorney. Contracts staff then added the cost points to all scoring sheets for the Proposers.
11. The Evaluation Committee members re-convened at 2:15 p.m. on February 16. The Evaluation Committee received the computation of cost in the cost points spreadsheet. Contracts staff distributed a worksheet showing the analysis and compilation of the cost points. The electronic score sheets were then returned to the Committee members, and each Evaluation Committee member verified that the scores for the cost portion were added to the technical score to determine the final score for the Proposers. Each Committee member signed and submitted individual scoring sheets to Contracts staff via DocuSign. The scoring summary matrix was compiled by Contracts staff and distributed to the Evaluation Committee. The individual scoring sheets, together with the scoring summary sheet prepared by Contracts staff, are attached. Below are the final results for each Proposer out of a possible 1000 points:
- LatinWorks Marketing, LLC dba THIRD EAR = 882
  - Atkins International, LLC dba The Atkins Group = 822
  - GDC Marketing & Ideation (F. Guerra DeBerry) = 766
  - Sensis, Inc. = 739
  - Buntin Group, Inc. = 718
  - Aletheia Marketing & Media, LLC = 676

### **III.**


#### **RECOMMENDATION**

Based upon the foregoing, the undersigned members of the Evaluation Committee recommend that the Commission name LatinWorks Marketing, LLC dba THIRD EAR the Apparent Successful Proposer, and enter into contract negotiations with this company. In accordance with Texas Lottery Commission Rule 16 TAC §401.101(f)(4), if a contract cannot be negotiated with the Apparent Successful Proposer on terms the agency determines reasonable, then negotiations with that Proposer will be terminated, and negotiations will be undertaken with the next highest scored Proposer. If no contract is executed, the agency may cancel the solicitation.

## EVALUATION COMMITTEE REPORT AGREEMENT

The undersigned members of the Evaluation Committee have worked diligently to conduct and document a fair and impartial evaluation for the procurement of Advertising Media Services, and have been actively involved in the process summarized in this final report. The undersigned members of the Evaluation Committee support the findings and recommendations contained herein.

Ryan Mindell, Evaluation Committee Chair 

Heidi Moreno, Evaluation Committee Member 

Ray Page, Evaluation Committee Member 

Robert Tirloni, Evaluation Committee Member 

Nelda Trevino, Evaluation Committee Member 

## **BEST VALUE VERIFICATION**

In accordance with Tex. Govt. Code §2155.0755, I have reviewed the best value standard utilized for the procurement of Advertising Media Services and acknowledge that the agency has complied with the agency's purchasing and contract management manuals and the Comptroller's Procurement and Contract Management Guide in this purchase.

In accordance with Tex. Govt. Code §2261.255, my signature below acknowledges that the solicitation and purchasing methods and contractor selection process for the procurement of Advertising Media Services comply with state law and agency policy.

*Juanita Rylee*

Signature

Juanita Rylee

Printed Name

Contracts and Procurement Manager

Title

3/2/2023

Date

In accordance with Tex. Govt. Code §2261.0525, my signature below acknowledges that the agency assessed each vendor's response to the solicitation using the evaluation criteria published in the solicitation and the final calculation of scoring of responses was accurate.

*Juanita Rylee*

Signature

Juanita Rylee

Printed Name

Contracts and Procurement Manager

Contracts & Procurement Manager

3/2/2023

Date

**Advertising Media Services RFP 362-2023-0002****Proposer: Third Ear**

	<b>Total Possible Points</b>	<b>% of Total</b>	<b>1 RM</b>	<b>2 HM</b>	<b>3 RP</b>	<b>4 RT</b>	<b>5 NT</b>	<b>Total</b>	<b>Average</b>
The Proposer's price to provide the goods or services	100	10%	64	64	64	64	64	<b>320</b>	64
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>64</b>	<b>320</b>	64
The probable quality of the offered goods and/or services.	500	50%	440	460	490	475	450	<b>2315</b>	463
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80	75	95	80	95	<b>425</b>	<b>85</b>
The qualifications of the Proposer's personnel.	150	15%	110	135	145	100	145	<b>635</b>	<b>127</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	130	140	150	150	145	<b>715</b>	<b>143</b>
The financial status of the Proposer.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>760</b>	<b>810</b>	<b>880</b>	<b>805</b>	<b>835</b>	<b>4090</b>	<b>818</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>824</b>	<b>874</b>	<b>944</b>	<b>869</b>	<b>899</b>		<b>882</b>

**Advertising Media Services RFP 362-2023-0002****Proposer: Atkins Group**

	<b>Total Possible Points</b>	<b>% of Total</b>	<b>1 RM</b>	<b>2 HM</b>	<b>3 RP</b>	<b>4 RT</b>	<b>5 NT</b>	<b>Total</b>	<b>Average</b>
The Proposer's price to provide the goods or services	100	10%	70	70	70	70	70	<b>350</b>	70
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>70</b>	<b>350</b>	70
The probable quality of the offered goods and/or services.	500	50%	400	425	450	400	425	<b>2100</b>	420
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:									
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80	85	85	80	80	<b>410</b>	<b>82</b>
The qualifications of the Proposer's personnel.	150	15%	100	135	100	100	140	<b>575</b>	<b>115</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	120	140	125	150	140	<b>675</b>	<b>135</b>
The financial status of the Proposer.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>700</b>	<b>785</b>	<b>760</b>	<b>730</b>	<b>785</b>	<b>3760</b>	<b>752</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>770</b>	<b>855</b>	<b>830</b>	<b>800</b>	<b>855</b>		<b>822</b>



**Advertising Media Services RFP 362-2023-0002****Proposer: GDC Marketing**

	<b>Total Possible Points</b>	<b>% of Total</b>	<b>1 RM</b>	<b>2 HM</b>	<b>3 RP</b>	<b>4 RT</b>	<b>5 NT</b>	<b>Total</b>	<b>Average</b>
The Proposer's price to provide the goods or services	100	10%	58	58	58	58	58	<b>290</b>	58
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>290</b>	58
The probable quality of the offered goods and/or services.	500	50%	360	375	375	400	415	<b>1925</b>	385
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:									
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	70	80	75	80	70	<b>375</b>	<b>75</b>
The qualifications of the Proposer's personnel.	150	15%	120	130	120	100	130	<b>600</b>	<b>120</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	120	125	115	150	130	<b>640</b>	<b>128</b>
The financial status of the Proposer.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>670</b>	<b>710</b>	<b>685</b>	<b>730</b>	<b>745</b>	<b>3540</b>	<b>708</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>728</b>	<b>768</b>	<b>743</b>	<b>788</b>	<b>803</b>		<b>766</b>

**Advertising Media Services RFP 362-2023-0002****Proposer: Sensis**

	<b>Total Possible Points</b>	<b>% of Total</b>	<b>1 RM</b>	<b>2 HM</b>	<b>3 RP</b>	<b>4 RT</b>	<b>5 NT</b>	<b>Total</b>	<b>Average</b>
The Proposer's price to provide the goods or services	100	10%	100	100	100	100	100	<b>500</b>	100
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>500</b>	100
The probable quality of the offered goods and/or services.	500	50%	290	325	325	300	400	<b>1640</b>	328
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering: The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.									
	100	10%	70	75	65	80	70	<b>360</b>	<b>72</b>
The qualifications of the Proposer's personnel.	150	15%	120	130	115	100	130	<b>595</b>	<b>119</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	100	125	100	150	125	<b>600</b>	<b>120</b>
The financial status of the Proposer.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>580</b>	<b>655</b>	<b>605</b>	<b>630</b>	<b>725</b>	<b>3195</b>	<b>639</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>680</b>	<b>755</b>	<b>705</b>	<b>730</b>	<b>825</b>		<b>739</b>

**Advertising Media Services RFP 362-2023-0002****Proposer: Buntin Group**

	<b>Total Possible Points</b>	<b>% of Total</b>	<b>1 RM</b>	<b>2 HM</b>	<b>3 RP</b>	<b>4 RT</b>	<b>5 NT</b>	<b>Total</b>	<b>Average</b>
The Proposer's price to provide the goods or services	100	10%	88	88	88	88	88	<b>440</b>	88
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>88</b>	<b>440</b>	88
The probable quality of the offered goods and/or services.	500	50%	280	305	300	300	390	<b>1575</b>	315
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:									
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80	80	70	80	70	<b>380</b>	<b>76</b>
The qualifications of the Proposer's personnel.	150	15%	110	130	90	100	130	<b>560</b>	<b>112</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	130	130	100	150	125	<b>635</b>	<b>127</b>
The financial status of the Proposer.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>600</b>	<b>645</b>	<b>560</b>	<b>630</b>	<b>715</b>	<b>3150</b>	<b>630</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>688</b>	<b>733</b>	<b>648</b>	<b>718</b>	<b>803</b>		<b>718</b>

**Advertising Media Services RFP 362-2023-0002****Proposer: Aletheia**

	<b>Total Possible Points</b>	<b>% of Total</b>	<b>1 RM</b>	<b>2 HM</b>	<b>3 RP</b>	<b>4 RT</b>	<b>5 NT</b>	<b>Total</b>	<b>Average</b>
The Proposer's price to provide the goods or services	100	10%	58	58	58	58	58	<b>290</b>	58
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>290</b>	58
The probable quality of the offered goods and/or services.	500	50%	260	315	325	300	395	<b>1595</b>	319
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:									
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	60	75	75	80	70	<b>360</b>	<b>72</b>
The qualifications of the Proposer's personnel.	150	15%	100	125	90	100	130	<b>545</b>	<b>109</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	100	115	100	150	125	<b>590</b>	<b>118</b>
The financial status of the Proposer.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass	Pass	Pass	Pass	Pass		
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>520</b>	<b>630</b>	<b>590</b>	<b>630</b>	<b>720</b>	<b>3090</b>	<b>618</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>578</b>	<b>688</b>	<b>648</b>	<b>688</b>	<b>778</b>		<b>676</b>

**PROPOSER NAME\_ : Aletheia**

<b>Advertising Media Services RFP</b>	<b>Possible Points</b>	<b>% of Total</b>	<b>Points</b>
The Proposer's price to provide the goods or services.	100	10%	<b>58</b>
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	<b>260</b>
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	<b>60</b>
The qualifications of the Proposer's personnel.	150	15%	<b>100</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	<b>100</b>
The financial status of the Proposer.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>520</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>578</b>

**Evaluator Name Ryan Mindell**Signature **Date 2/16/2023**

**PROPOSER NAME\_ : Aletheia**

<b>Advertising Media Services RFP</b>	<b>Possible Points</b>	<b>% of Total</b>	<b>Points</b>
The Proposer's price to provide the goods or services.	100	10%	<b>58</b>
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	<b>315</b>
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	<b>75</b>
The qualifications of the Proposer's personnel.	150	15%	<b>125</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	<b>115</b>
The financial status of the Proposer.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>630</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>688</b>

**Evaluator Name Heidi Moreno****Signature** *Heidi Moreno***Date 2.16.23**

**PROPOSER NAME\_ : Aletheia**

<b>Advertising Media Services RFP</b>	<b>Possible Points</b>	<b>% of Total</b>	<b>Points</b>
The Proposer's price to provide the goods or services.	100	10%	<b>58</b>
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	<b>325</b>
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	<b>75</b>
The qualifications of the Proposer's personnel.	150	15%	<b>90</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	<b>100</b>
The financial status of the Proposer.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>590</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>648</b>

**Evaluator Name: Raymond C. Page****Signature** *Raymond C. Page***Date: 2/16/2023**

**PROPOSER NAME\_ : Aletheia**

<b>Advertising Media Services RFP</b>	<b>Possible Points</b>	<b>% of Total</b>	<b>Points</b>
The Proposer's price to provide the goods or services.	100	10%	<b>58</b>
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	<b>300</b>
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	<b>80</b>
The qualifications of the Proposer's personnel.	150	15%	<b>100</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	<b>150</b>
The financial status of the Proposer.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>630</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>688</b>

**Evaluator Name Robert Tirloni****Signature** **Date** 2/16/2023



**PROPOSER NAME\_ : Aletheia**

<b>Advertising Media Services RFP</b>	<b>Possible Points</b>	<b>% of Total</b>	<b>Points</b>
The Proposer's price to provide the goods or services.	100	10%	<b>58</b>
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	<b>395</b>
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	<b>70</b>
The qualifications of the Proposer's personnel.	150	15%	<b>130</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	<b>125</b>
The financial status of the Proposer.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	<b>n/a</b>	<b>Pass</b>
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>720</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>778</b>

**Evaluator Name Nelda Trevino****Signature** *Nelda Trevino***Date** 2/16/2023

PROPOSER NAME\_ : Atkins International, LLC

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	70
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>70</b>
The probable quality of the offered goods and/or services.	500	50%	400
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	15%	100
The experience of the Proposer in providing the requested goods or services.	150	15%	120
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>700</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>770</b>

Evaluator Name Ryan Mindell

Signature 

Date 2/16/2023

PROPOSER NAME\_ : Atkins International, LLC

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	70
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>70</b>
The probable quality of the offered goods and/or services.	500	50%	425
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	85
The qualifications of the Proposer's personnel.	150	15%	135
The experience of the Proposer in providing the requested goods or services.	150	15%	140
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>785</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>855</b>

Evaluator Name Heidi Moreno

Signature

*Heidi Moreno*

Date 2.16.23

PROPOSER NAME\_ : Atkins International, LLC

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	70
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>70</b>
The probable quality of the offered goods and/or services.	500	50%	450
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	85
The qualifications of the Proposer's personnel.	150	15%	100
The experience of the Proposer in providing the requested goods or services.	150	15%	125
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>760</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>830</b>

Evaluator Name: Raymond C. Page

Signature *Raymond C. Page*

Date: 2/16/2023

PROPOSER NAME : Atkins International, LLC

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	70
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>70</b>
The probable quality of the offered goods and/or services.	500	50%	400
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	15%	100
The experience of the Proposer in providing the requested goods or services.	150	15%	150
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>730</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>800</b>

Evaluator Name Robert Tirloni

Signature



Date

2/16/2023

PROPOSER NAME\_ : Atkins International, LLC

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	70
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>70</b>
The probable quality of the offered goods and/or services.	500	50%	425
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	15%	140
The experience of the Proposer in providing the requested goods or services.	150	15%	140
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>785</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>855</b>

Evaluator Name Nelda Trevino

Signature *Nelda Trevino*

Date

2/16/2023

PROPOSER NAME\_ : Buntin Group, Inc.

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	88
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>88</b>
The probable quality of the offered goods and/or services.	500	50%	280
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	150%	110
The experience of the Proposer in providing the requested goods or services.	150	15%	130
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>600</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>688</b>

Evaluator Name Ryan Mindell

Signature 

Date 2/16/2023

PROPOSER NAME\_ : Buntin Group, Inc.

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	88
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>88</b>
The probable quality of the offered goods and/or services.	500	50%	305
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	150%	130
The experience of the Proposer in providing the requested goods or services.	150	15%	130
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>645</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>733</b>

Evaluator Name Heidi Moreno

Signature

*Heidi Moreno*

Date 2.16.23



PROPOSER NAME\_ : Buntin Group, Inc.

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	88
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>88</b>
The probable quality of the offered goods and/or services.	500	50%	300
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	70
The qualifications of the Proposer's personnel.	150	150%	90
The experience of the Proposer in providing the requested goods or services.	150	15%	100
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>560</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>648</b>

Evaluator Name: Raymond C. Page

Signature *Raymond C. Page*

Date: 2/16/2023

PROPOSER NAME\_ : Buntin Group, Inc.

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	88
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>88</b>
The probable quality of the offered goods and/or services.	500	50%	300
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	150%	100
The experience of the Proposer in providing the requested goods or services.	150	15%	150
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>630</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>718</b>

Evaluator Name Robert Tirloni

Signature 

Date 2/16/2023

PROPOSER NAME\_ : Buntin Group, Inc.

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	88
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>88</b>
The probable quality of the offered goods and/or services.	500	50%	390
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	70
The qualifications of the Proposer's personnel.	150	150%	130
The experience of the Proposer in providing the requested goods or services.	150	15%	125
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>715</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>803</b>

Evaluator Name Nelda Trevino

Signature *Nelda Trevino*

Date 2/16/2023

PROPOSER NAME : GDC Marketing &amp; Ideation

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	58
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	360
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	70
The qualifications of the Proposer's personnel.	150	15%	120
The experience of the Proposer in providing the requested goods or services.	150	15%	120
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>670</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>728</b>

Evaluator Name Ryan Mindell

Signature 

Date 2/16/2023

PROPOSER NAME : GDC Marketing &amp; Ideation

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	58
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	375
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	15%	130
The experience of the Proposer in providing the requested goods or services.	150	15%	125
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>710</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>768</b>

Evaluator Name Heidi Moreno

Signature *Heidi Moreno*

Date 2.16.23

PROPOSER NAME : GDC Marketing &amp; Ideation

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	58
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	375
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	75
The qualifications of the Proposer's personnel.	150	15%	120
The experience of the Proposer in providing the requested goods or services.	150	15%	115
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>685</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>743</b>

Evaluator Name: Raymond C. Page

Signature *Raymond C. Page*

Date: 2/16/2023

PROPOSER NAME : GDC Marketing &amp; Ideation

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	58
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	400
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	15%	100
The experience of the Proposer in providing the requested goods or services.	150	15%	150
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>730</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>788</b>

Evaluator Name Robert Tirloni

Signature 

Date 2/16/2023

PROPOSER NAME : GDC Marketing &amp; Ideation

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	58
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>58</b>
The probable quality of the offered goods and/or services.	500	50%	415
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	70
The qualifications of the Proposer's personnel.	150	15%	130
The experience of the Proposer in providing the requested goods or services.	150	15%	130
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>745</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>803</b>

Evaluator Name Nelda Trevino

Signature *Nelda Trevino*

Date 2/16/2023



PROPOSER NAME: Sensis

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	100
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>100</b>
The probable quality of the offered goods and/or services.	500	50%	290
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	70
The qualifications of the Proposer's personnel.	150	15%	120
The experience of the Proposer in providing the requested goods or services.	150	15%	100
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>580</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>680</b>

Evaluator Name Ryan Mindell

Signature 

Date 2/16/2023

PROPOSER NAME: Sensis

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	100
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>100</b>
The probable quality of the offered goods and/or services.	500	50%	325
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	75
The qualifications of the Proposer's personnel.	150	15%	130
The experience of the Proposer in providing the requested goods or services.	150	15%	125
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>655</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>755</b>

Evaluator Name Heidi Moreno

Signature *Heidi Moreno*

Date 2.16.23

PROPOSER NAME: Sensis

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	100
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>100</b>
The probable quality of the offered goods and/or services.	500	50%	325
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	65
The qualifications of the Proposer's personnel.	150	15%	115
The experience of the Proposer in providing the requested goods or services.	150	15%	100
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>605</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>705</b>

Evaluator Name: Raymond C. Page

Signature *Raymond C. Page*

Date: 2/16/2023

PROPOSER NAME: Sensis

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	100
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>100</b>
The probable quality of the offered goods and/or services.	500	50%	300
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	15%	100
The experience of the Proposer in providing the requested goods or services.	150	15%	150
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>630</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>730</b>

Evaluator Name Robert Tirloni

Signature 

Date 2/16/2023

PROPOSER NAME: Sensis

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer’s price to provide the goods or services.	100	10%	100
Cost Proposal Subtotal	100	10%	100
The probable quality of the offered goods and/or services.	500	50%	400
The agency’s evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer’s past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	70
The qualifications of the Proposer’s personnel.	150	15%	130
The experience of the Proposer in providing the requested goods or services.	150	15%	125
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
Technical Proposal Subtotal	900	90%	725
TOTAL	1000	100%	825

Evaluator Name Nelda Trevino

Signature *Nelda Trevino*

Date 2/16/2023

PROPOSER NAME: Third Ear

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	<b>64</b>
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>64</b>
The probable quality of the offered goods and/or services.	500	50%	<b>440</b>
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	<b>80</b>
The qualifications of the Proposer's personnel.	150	15%	<b>110</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	<b>130</b>
The financial status of the Proposer.	Pass/Fail	n/a	<b>Pass</b>
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	<b>Pass</b>
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>760</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>824</b>

Evaluator Name Ryan Mindell

Signature 

Date 2/16/2023

PROPOSER NAME: Third Ear

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	<b>64</b>
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>64</b>
The probable quality of the offered goods and/or services.	500	50%	<b>460</b>
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	<b>75</b>
The qualifications of the Proposer's personnel.	150	15%	<b>135</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	<b>140</b>
The financial status of the Proposer.	Pass/Fail	n/a	<b>Pass</b>
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	<b>Pass</b>
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>810</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>874</b>

Evaluator Name Heidi Moreno

Signature

*Heidi Moreno*

Date 2.16.23

PROPOSER NAME: Third Ear

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	<b>64</b>
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>64</b>
The probable quality of the offered goods and/or services.	500	50%	<b>490</b>
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	<b>95</b>
The qualifications of the Proposer's personnel.	150	15%	<b>145</b>
The experience of the Proposer in providing the requested goods or services.	150	15%	<b>150</b>
The financial status of the Proposer.	Pass/Fail	n/a	<b>Pass</b>
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	<b>Pass</b>
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>880</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>944</b>

Evaluator Name: Raymond C. Page

Signature *Raymond C. Page*

Date: 2/16/2023



PROPOSER NAME: Third Ear

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	64
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>64</b>
The probable quality of the offered goods and/or services.	500	50%	475
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	80
The qualifications of the Proposer's personnel.	150	15%	100
The experience of the Proposer in providing the requested goods or services.	150	15%	150
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>805</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>869</b>

Evaluator Name Robert Tirloni

Signature 

Date 2/16/2023

PROPOSER NAME: Third Ear

Advertising Media Services RFP	Possible Points	% of Total	Points
The Proposer's price to provide the goods or services.	100	10%	64
<b>Cost Proposal Subtotal</b>	<b>100</b>	<b>10%</b>	<b>64</b>
The probable quality of the offered goods and/or services.	500	50%	450
The agency's evaluation of the likelihood of the Proposal to produce the desired outcome for the agency, considering:			
The quality of the Proposer's past performance in contracting with the Texas Lottery Commission, with other state entities, or with private sector entities.	100	10%	95
The qualifications of the Proposer's personnel.	150	15%	145
The experience of the Proposer in providing the requested goods or services.	150	15%	145
The financial status of the Proposer.	Pass/Fail	n/a	Pass
Whether the Proposer performed the good faith effort required by the HUB subcontracting plan.	Pass/Fail	n/a	Pass
<b>Technical Proposal Subtotal</b>	<b>900</b>	<b>90%</b>	<b>835</b>
<b>TOTAL</b>	<b>1000</b>	<b>100%</b>	<b>899</b>

Evaluator Name Nelda Trevino

Signature *Nelda Trevino*

Date 2/16/2023

# EXHIBIT A

## HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>Aletheia Marketing &amp; Media LLC</b>

- I. Did Bidder/Proposer complete and sign the HSP form? Yes ☒ No ☐
- II. Does Bidder/Proposer intend to subcontract? Yes ☒ No ☐
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
- ☐ Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
- ☒ Option 2 - Meet or exceed the HUB contract goal?
- ☐ Option 3 - Perform HUB Outreach?

### A. Bidder/Proposer Does Not Intend to Subcontract

**Did Bidder/Proposer:** Provide an explanation of how they will perform the entire contract with the use of their own equipment, supplies, materials and/or employees? Yes ☐ No ☐ N/A ☒

### B. Bidder/Proposer Intends to Subcontract

**Option 1: Bidder/Proposer will utilize 100% HUB subcontractors. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify all selected HUB certified subcontractors in Section A-2 of Attachment A? Yes ☐ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐

<b>Comments:</b>

**Option 2: Bidder/Proposer will meet or exceed the HUB contract goal. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☒ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☒ No ☐
- III. Identify all selected subcontractors in Section A-2 of Attachment A? Yes ☒ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☒ No ☐
- V. Demonstrate that the aggregate HUB subcontracting percentage (for HUBs utilized by the Bidder/Proposer for five years or less) meets or exceeds the HUB contract goal? Yes ☒ No ☐

<b>Comments:</b>

## EXHIBIT A

### HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>Aletheia Marketing &amp; Media LLC</b>

**Option 3: Bidder/Proposer performed HUB outreach. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment B for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify that they would utilize their protégé as a subcontractor and include a valid mentor/protégé agreement? Yes ☐ No ☐
- IV. Identify at least three HUB vendors contacted for each subcontracting opportunity? Yes ☐ No ☐
- V. Send notices to HUBs no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VI. Identify at least two minority/women trade organizations or business development centers contacted for each subcontracting opportunity? Yes ☐ No ☐
- VII. Send notices to organizations no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VIII. Provide copies of all notices, fax confirmations, e-mails, etc., to demonstrate that notices were sent to both HUBs and organizations? Yes ☐ No ☐
- IX. Identify all selected subcontractors in Section B-4 of Attachment B? Yes ☐ No ☐
- X. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- XI. Provide justification for the selection of any non-HUB subcontractors? Yes ☐ No ☐ N/A ☐

**Comments:**

The Texas Lottery Commission HUB Coordinator having reviewed the HSP documents for this Bidder or Proposer, recommends, based on HSP requirements, that this HSP is:

Acceptable ☒ Unacceptable ☐

Eric Williams  
HUB and Compliance Coordinator

Eric Williams  
Signature

12/01/2022  
Date

Juanita Rylee  
Contracts and Procurement Manager

Juanita Rylee  
Signature

12/01/2022  
Date

# EXHIBIT A

## HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>Atkins International, LLC DBA The Atkins Group</b>

- I. Did Bidder/Proposer complete and sign the HSP form? Yes ☒ No ☐
- II. Does Bidder/Proposer intend to subcontract? Yes ☒ No ☐
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
- ☒ Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
- ☐ Option 2 - Meet or exceed the HUB contract goal?
- ☐ Option 3 - Perform HUB Outreach?

### A. Bidder/Proposer Does Not Intend to Subcontract

**Did Bidder/Proposer:** Provide an explanation of how they will perform the entire contract with the use of their own equipment, supplies, materials and/or employees? Yes ☐ No ☐ N/A ☒

### B. Bidder/Proposer Intends to Subcontract

**Option 1: Bidder/Proposer will utilize 100% HUB subcontractors. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☒ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☒ No ☐
- III. Identify all selected HUB certified subcontractors in Section A-2 of Attachment A? Yes ☒ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☒ No ☐

**Comments:**

**Option 2: Bidder/Proposer will meet or exceed the HUB contract goal. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify all selected subcontractors in Section A-2 of Attachment A? Yes ☐ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- V. Demonstrate that the aggregate HUB subcontracting percentage (for HUBs utilized by the Bidder/Proposer for five years or less) meets or exceeds the HUB contract goal? Yes ☐ No ☐

**Comments:**

## EXHIBIT A HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>Atkins International, LLC DBA The Atkins Group</b>

**Option 3: Bidder/Proposer performed HUB outreach. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment B for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify that they would utilize their protégé as a subcontractor and include a valid mentor/protégé agreement? Yes ☐ No ☐
- IV. Identify at least three HUB vendors contacted for each subcontracting opportunity? Yes ☐ No ☐
- V. Send notices to HUBs no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VI. Identify at least two minority/women trade organizations or business development centers contacted for each subcontracting opportunity? Yes ☐ No ☐
- VII. Send notices to organizations no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VIII. Provide copies of all notices, fax confirmations, e-mails, etc., to demonstrate that notices were sent to both HUBs and organizations? Yes ☐ No ☐
- IX. Identify all selected subcontractors in Section B-4 of Attachment B? Yes ☐ No ☐
- X. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- XI. Provide justification for the selection of any non-HUB subcontractors? Yes ☐ No ☐ N/A ☐

**Comments:**

The Texas Lottery Commission HUB Coordinator having reviewed the HSP documents for this Bidder or Proposer, recommends, based on HSP requirements, that this HSP is:

Acceptable ☒ Unacceptable ☐

Eric Williams  
HUB and Compliance Coordinator

Eric Williams  
Signature

12/01/2022  
Date

Juanita Rylee  
Contracts and Procurement Manager

Juanita Rylee  
Signature

12/01/2022  
Date

# EXHIBIT A

## HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>The Buntin Group, Inc.</b>

- I. Did Bidder/Proposer complete and sign the HSP form? Yes ☒ No ☐
- II. Does Bidder/Proposer intend to subcontract? Yes ☒ No ☐
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
- ☒ Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
- ☐ Option 2 - Meet or exceed the HUB contract goal?
- ☐ Option 3 - Perform HUB Outreach?

### A. Bidder/Proposer Does Not Intend to Subcontract

**Did Bidder/Proposer:** Provide an explanation of how they will perform the entire contract with the use of their own equipment, supplies, materials and/or employees? Yes ☐ No ☐ N/A ☒

### B. Bidder/Proposer Intends to Subcontract

**Option 1: Bidder/Proposer will utilize 100% HUB subcontractors. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☒ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☒ No ☐
- III. Identify all selected HUB certified subcontractors in Section A-2 of Attachment A? Yes ☒ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☒ No ☐

**Comments:**

**Option 2: Bidder/Proposer will meet or exceed the HUB contract goal. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify all selected subcontractors in Section A-2 of Attachment A? Yes ☐ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- V. Demonstrate that the aggregate HUB subcontracting percentage (for HUBs utilized by the Bidder/Proposer for five years or less) meets or exceeds the HUB contract goal? Yes ☐ No ☐

**Comments:**

## EXHIBIT A

### HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>The Buntin Group, Inc.</b>

**Option 3: Bidder/Proposer performed HUB outreach. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment B for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify that they would utilize their protégé as a subcontractor and include a valid mentor/protégé agreement? Yes ☐ No ☐
- IV. Identify at least three HUB vendors contacted for each subcontracting opportunity? Yes ☐ No ☐
- V. Send notices to HUBs no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VI. Identify at least two minority/women trade organizations or business development centers contacted for each subcontracting opportunity? Yes ☐ No ☐
- VII. Send notices to organizations no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VIII. Provide copies of all notices, fax confirmations, e-mails, etc., to demonstrate that notices were sent to both HUBs and organizations? Yes ☐ No ☐
- IX. Identify all selected subcontractors in Section B-4 of Attachment B? Yes ☐ No ☐
- X. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- XI. Provide justification for the selection of any non-HUB subcontractors? Yes ☐ No ☐ N/A ☐

**Comments:**

The Texas Lottery Commission HUB Coordinator having reviewed the HSP documents for this Bidder or Proposer, recommends, based on HSP requirements, that this HSP is:

Acceptable ☒ Unacceptable ☐

Eric Williams  
HUB and Compliance Coordinator

*Eric Williams*  
Signature

12/01/2022  
Date

Juanita Rylee  
Contracts and Procurement Manager

*Juanita Rylee*  
Signature

12/01/2022  
Date



# EXHIBIT A

## HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>F. Guerra DeBerry, LLC</b>

- I. Did Bidder/Proposer complete and sign the HSP form? Yes ☒ No ☐
- II. Does Bidder/Proposer intend to subcontract? Yes ☒ No ☐
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
- ☐ Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
- ☒ Option 2 - Meet or exceed the HUB contract goal?
- ☐ Option 3 - Perform HUB Outreach?

### A. Bidder/Proposer Does Not Intend to Subcontract

**Did Bidder/Proposer:** Provide an explanation of how they will perform the entire contract with the use of their own equipment, supplies, materials and/or employees? Yes ☐ No ☐ N/A ☒

### B. Bidder/Proposer Intends to Subcontract

**Option 1: Bidder/Proposer will utilize 100% HUB subcontractors. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify all selected HUB certified subcontractors in Section A-2 of Attachment A? Yes ☐ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐

**Comments:**

**Option 2: Bidder/Proposer will meet or exceed the HUB contract goal. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☒ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☒ No ☐
- III. Identify all selected subcontractors in Section A-2 of Attachment A? Yes ☒ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☒ No ☐
- V. Demonstrate that the aggregate HUB subcontracting percentage (for HUBs utilized by the Bidder/Proposer for five years or less) meets or exceeds the HUB contract goal? Yes ☒ No ☐

**Comments:**

## EXHIBIT A

# HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>F. Guerra DeBerry, LLC</b>

### Option 3: Bidder/Proposer performed HUB outreach. Did Bidder/Proposer:

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment B for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify that they would utilize their protégé as a subcontractor and include a valid mentor/protégé agreement? Yes ☐ No ☐
- IV. Identify at least three HUB vendors contacted for each subcontracting opportunity? Yes ☐ No ☐
- V. Send notices to HUBs no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VI. Identify at least two minority/women trade organizations or business development centers contacted for each subcontracting opportunity? Yes ☐ No ☐
- VII. Send notices to organizations no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VIII. Provide copies of all notices, fax confirmations, e-mails, etc., to demonstrate that notices were sent to both HUBs and organizations? Yes ☐ No ☐
- IX. Identify all selected subcontractors in Section B-4 of Attachment B? Yes ☐ No ☐
- X. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- XI. Provide justification for the selection of any non-HUB subcontractors? Yes ☐ No ☐ N/A ☐

### Comments:

The Texas Lottery Commission HUB Coordinator having reviewed the HSP documents for this Bidder or Proposer, recommends, based on HSP requirements, that this HSP is:

Acceptable ☒ Unacceptable ☐

Eric Williams  
HUB and Compliance Coordinator

Eric Williams  
Signature

12/01/2022  
Date

Juanita Rylee  
Contracts and Procurement Manager

Juanita Rylee  
Signature

12/01/2022  
Date

# EXHIBIT A

## HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>LatinWorks Marketing, LLC D/B/A ThirdEar</b>

- I. Did Bidder/Proposer complete and sign the HSP form? Yes ☒ No ☐
- II. Does Bidder/Proposer intend to subcontract? Yes ☒ No ☐
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
- ☐ Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
- ☒ Option 2 - Meet or exceed the HUB contract goal?
- ☐ Option 3 - Perform HUB Outreach?

### A. Bidder/Proposer Does Not Intend to Subcontract

**Did Bidder/Proposer:** Provide an explanation of how they will perform the entire contract with the use of their own equipment, supplies, materials and/or employees? Yes ☐ No ☐ N/A ☒

### B. Bidder/Proposer Intends to Subcontract

**Option 1: Bidder/Proposer will utilize 100% HUB subcontractors. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify all selected HUB certified subcontractors in Section A-2 of Attachment A? Yes ☐ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐

<b>Comments:</b>

**Option 2: Bidder/Proposer will meet or exceed the HUB contract goal. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☒ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☒ No ☐
- III. Identify all selected subcontractors in Section A-2 of Attachment A? Yes ☒ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☒ No ☐
- V. Demonstrate that the aggregate HUB subcontracting percentage (for HUBs utilized by the Bidder/Proposer for five years or less) meets or exceeds the HUB contract goal? Yes ☒ No ☐

<b>Comments:</b>

## EXHIBIT A

### HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>LatinWorks Marketing, LLC D/B/A ThirdEar</b>

**Option 3: Bidder/Proposer performed HUB outreach. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment B for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify that they would utilize their protégé as a subcontractor and include a valid mentor/protégé agreement? Yes ☐ No ☐
- IV. Identify at least three HUB vendors contacted for each subcontracting opportunity? Yes ☐ No ☐
- V. Send notices to HUBs no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VI. Identify at least two minority/women trade organizations or business development centers contacted for each subcontracting opportunity? Yes ☐ No ☐
- VII. Send notices to organizations no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VIII. Provide copies of all notices, fax confirmations, e-mails, etc., to demonstrate that notices were sent to both HUBs and organizations? Yes ☐ No ☐
- IX. Identify all selected subcontractors in Section B-4 of Attachment B? Yes ☐ No ☐
- X. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- XI. Provide justification for the selection of any non-HUB subcontractors? Yes ☐ No ☐ N/A ☐

**Comments:**

The Texas Lottery Commission HUB Coordinator having reviewed the HSP documents for this Bidder or Proposer, recommends, based on HSP requirements, that this HSP is:

Acceptable ☒ Unacceptable ☐

Eric Williams  
HUB and Compliance Coordinator

Eric Williams  
Signature

12/01/2022  
Date

Juanita Rylee  
Contracts and Procurement Manager

Juanita Rylee  
Signature

12/01/2022  
Date

# EXHIBIT A

## HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>One PytchBlack, LLC, DBA PytchBlack</b>

- I. Did Bidder/Proposer complete and sign the HSP form? Yes ☒ No ☐
- II. Does Bidder/Proposer intend to subcontract? Yes ☐ No ☒
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
- ☐ Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
- ☐ Option 2 - Meet or exceed the HUB contract goal?
- ☐ Option 3 - Perform HUB Outreach?

### A. Bidder/Proposer Does Not Intend to Subcontract

**Did Bidder/Proposer:** Provide an explanation of how they will perform the entire contract with the use of their own equipment, supplies, materials and/or employees? Yes ☒ No ☐ N/A ☐

### B. Bidder/Proposer Intends to Subcontract

**Option 1: Bidder/Proposer will utilize 100% HUB subcontractors. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify all selected HUB certified subcontractors in Section A-2 of Attachment A? Yes ☐ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐

<b>Comments:</b>

**Option 2: Bidder/Proposer will meet or exceed the HUB contract goal. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify all selected subcontractors in Section A-2 of Attachment A? Yes ☐ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- V. Demonstrate that the aggregate HUB subcontracting percentage (for HUBs utilized by the Bidder/Proposer for five years or less) meets or exceeds the HUB contract goal? Yes ☐ No ☐

<b>Comments:</b>

## EXHIBIT A

### HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>One PytchBlack, LLC, DBA PytchBlack</b>

**Option 3: Bidder/Proposer performed HUB outreach. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment B for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify that they would utilize their protégé as a subcontractor and include a valid mentor/protégé agreement? Yes ☐ No ☐
- IV. Identify at least three HUB vendors contacted for each subcontracting opportunity? Yes ☐ No ☐
- V. Send notices to HUBs no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VI. Identify at least two minority/women trade organizations or business development centers contacted for each subcontracting opportunity? Yes ☐ No ☐
- VII. Send notices to organizations no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VIII. Provide copies of all notices, fax confirmations, e-mails, etc., to demonstrate that notices were sent to both HUBs and organizations? Yes ☐ No ☐
- IX. Identify all selected subcontractors in Section B-4 of Attachment B? Yes ☐ No ☐
- X. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- XI. Provide justification for the selection of any non-HUB subcontractors? Yes ☐ No ☐ N/A ☐

**Comments:**

The Texas Lottery Commission HUB Coordinator having reviewed the HSP documents for this Bidder or Proposer, recommends, based on HSP requirements, that this HSP is:

Acceptable ☒ Unacceptable ☐

Eric Williams  
HUB and Compliance Coordinator

Eric Williams  
Signature

12/01/2022  
Date

Juanita Rylee  
Contracts and Procurement Manager

Juanita Rylee  
Signature

12/01/2022  
Date

# EXHIBIT A

## HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>Sensis</b>

- I. Did Bidder/Proposer complete and sign the HSP form? Yes ☒ No ☐
- II. Does Bidder/Proposer intend to subcontract? Yes ☒ No ☐
- III. If Bidder/Proposer intends to subcontract, did Bidder/Proposer use:
- ☒ Option 1 – Select one or more HUBs for 100% of identified subcontracting opportunities?
- ☐ Option 2 - Meet or exceed the HUB contract goal?
- ☐ Option 3 - Perform HUB Outreach?

### A. Bidder/Proposer Does Not Intend to Subcontract

**Did Bidder/Proposer:** Provide an explanation of how they will perform the entire contract with the use of their own equipment, supplies, materials and/or employees? Yes ☐ No ☐ N/A ☒

### B. Bidder/Proposer Intends to Subcontract

**Option 1: Bidder/Proposer will utilize 100% HUB subcontractors. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☒ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☒ No ☐
- III. Identify all selected HUB certified subcontractors in Section A-2 of Attachment A? Yes ☒ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☒ No ☐

<b>Comments:</b>

**Option 2: Bidder/Proposer will meet or exceed the HUB contract goal. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment A for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify all selected subcontractors in Section A-2 of Attachment A? Yes ☐ No ☐
- IV. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- V. Demonstrate that the aggregate HUB subcontracting percentage (for HUBs utilized by the Bidder/Proposer for five years or less) meets or exceeds the HUB contract goal? Yes ☐ No ☐

<b>Comments:</b>

## EXHIBIT A

### HUB SUBCONTRACTING PLAN (HSP) EVALUATION FORM

<b>Solicitation Name/Number:</b>	<b>Advertising Media Services RFP / 362-2023-0002</b>
<b>Bidder/Proposer's Name:</b>	<b>Sensis</b>

**Option 3: Bidder/Proposer performed HUB outreach. Did Bidder/Proposer:**

- I. Identify subcontracting opportunities in Section 2? Yes ☐ No ☐
- II. Provide a copy of Attachment B for each identified subcontracting opportunity? Yes ☐ No ☐
- III. Identify that they would utilize their protégé as a subcontractor and include a valid mentor/protégé agreement? Yes ☐ No ☐
- IV. Identify at least three HUB vendors contacted for each subcontracting opportunity? Yes ☐ No ☐
- V. Send notices to HUBs no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VI. Identify at least two minority/women trade organizations or business development centers contacted for each subcontracting opportunity? Yes ☐ No ☐
- VII. Send notices to organizations no later than seven working days prior to the submission of their bid/proposal? Yes ☐ No ☐
- VIII. Provide copies of all notices, fax confirmations, e-mails, etc., to demonstrate that notices were sent to both HUBs and organizations? Yes ☐ No ☐
- IX. Identify all selected subcontractors in Section B-4 of Attachment B? Yes ☐ No ☐
- X. Provide the approximate dollar amount and expected contract percentage? Yes ☐ No ☐
- XI. Provide justification for the selection of any non-HUB subcontractors? Yes ☐ No ☐ N/A ☐

**Comments:**

The Texas Lottery Commission HUB Coordinator having reviewed the HSP documents for this Bidder or Proposer, recommends, based on HSP requirements, that this HSP is:

Acceptable ☒ Unacceptable ☐

Eric Williams  
HUB and Compliance Coordinator

Eric Williams  
Signature

12/01/2022  
Date

Juanita Rylee  
Contracts and Procurement Manager

Juanita Rylee  
Signature

12/01/2022  
Date





# INTEROFFICE MEMO

*Gary Grief, Executive Director*

*LaDonna Castañuela, Charitable Bingo Operations Director*

**To:** Roxanne Koltermann  
Contracts Coordinator

**Thru:** Annika Guarnero  
Financial Operations Manager *AG*

**From:** Michelle Glass *mg*

**Date:** December 7, 2022

**Re:** Financial Soundness Review for Advertising Media Services RFP

Please find below the summary of the Office of the Controller's Financial Soundness Review for Advertising Media Services RFP

Financial Soundness Review for Advertising Media Services RFP	PASS/FAIL
Aletheia Marketing & Media, LLC	Pass
The Atkins Group	Pass
Buntin Group	Pass
GDC Marketing & Ideation (GDC)	Pass
PythBlack	Withdrawn
Sensis	Pass
LatinWorks Marketing LLC dba Third Ear	Pass