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TEXAS LOTTERY COMMISSION

Gary Grief, *Executive Director*

LaDonna Castañuela, *Charitable Bingo Operations Director*

SOLICITATION ANNOUNCEMENT

Date: July 13, 2022

Class/Item: 915-01

Proposal No.: 362-2023-0002

The Texas Lottery Commission is issuing this Request for Proposals (RFP) to obtain proposals from qualified vendors to provide advertising media services for the Texas Lottery with the objective of responsibly communicating information to all adult (ages 18+) Texans. The intent is to promote Texas Lottery® games and enhance awareness of the mission of the Texas Lottery to generate revenue for the State's designated beneficiaries including Texas public education and veterans. The Successful Proposer must be able to perform the functions of an advertising media planning and buying agency, including, but not limited to, planning, buying, and stewardship of broadcast, newspaper, digital, social, out-of-home media, and sponsorship activations.

To request a copy of the RFP, please fill out the information below and return to the email or fax number indicated. To ensure that you receive the RFP in a timely manner, please return this request **BY 4 P.M. on September 13, 2022**. Requests submitted after this date will be filled as received. Vendors are responsible for verifying timely receipt of this completed form.

This RFP will also be available for download on the Texas Lottery Commission's website at https://www.texaslottery.com/export/sites/lottery/About_Us/Doing_Business_with_TLC/Procurement/ and the Electronic State Business Daily at <http://www.txsmartbuy.com/sp>. It is the responsibility of interested vendors to regularly check the Texas Lottery website and the Electronic State Business Daily for updates.

Please note: The RFP will not be issued prior to the date listed above.

PLEASE PRINT THE FOLLOWING INFORMATION

Contact Person:	
Company Name:	
Company Address: <i>Do not include P. O. Box</i>	
City, State, Zip:	
Telephone No.:	
Email Address:	

Email completed form to: contracts@lottery.state.tx.us or fax to: Roxanne Koltermann, @ 512-344-5064.
Email is preferred.

P.O. Box 16630 • Austin, Texas 78761-6630

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