

700 North Tenth Street
Sacramento, CA 95811
calottery.com



CALIFORNIA STATE LOTTERY
Request for Proposal #50180
Promotions and Retail Marketing Agency

The California State Lottery (Lottery) anticipates issuing Request for Proposal (RFP) #50180 during the third week of October to obtain the services of an agency to provide Promotions and Retail Marketing services.

The Lottery is inviting responses through a Request for Proposal (RFP) from qualified agencies to serve as the Promotions and Retail Marketing Agency responsible for the strategic planning, development, design, and implementation of the Lottery's promotions and retail marketing initiatives, campaigns, and programs to engage consumers and maximize product sales to increase our profits and contributions to California schools.

The Lottery is open to proposals from full-service agencies and will also consider proposals from partnerships and joint ventures that meet the minimum qualifications at the time proposals are due.

The RFP will be available to download on the Lottery website at www.calottery.com/vendor-opportunities as well as Fi\$Cal.

For questions regarding this Request for Proposal (RFP) #50180, please email Crystal Sung at csung@calottery.com. For all communications, subject line must include: RFP #50180 Promotions & Retail Marketing Agency.