

700 North Tenth Street
Sacramento, CA 95811
calottery.com



October 9, 2020

All Interested Parties and Prospective Bidders

RE: Request for Proposal #50140, Communications Effectiveness Tracking Study Services

The California State Lottery (Lottery) has issued Request for Proposal (RFP) #50140 to obtain the services of a contractor to provide Communications Effectiveness Tracking Study Services

The purpose of this solicitation document is to select a single research contractor to conduct the ongoing Communications Effectiveness Tracking Study Services for the Lottery (Tracking Study). The Tracking Study must accurately reflect all California adults and includes both Lottery players and non-Lottery players. Information to be measured includes, but is not limited to, game and advertising awareness, attitudes, playership and spending behavior, and demographics. Data and information from this study is provided to the Lottery Commission, the California legislature, and the news media in response to questions and inquiries from these bodies.

This RFP is open to all Proposers that, at the time of proposal submission, meet the following minimum Proposer qualifications:

1. Have a minimum of three continuous years of experience conducting market research surveys;
2. Have had two or more contracts for market research services during the past two years with a value in excess of \$100,000 per contract;
3. Have conducted at least ten market research projects in the past two years that involved; conducting telephone-based surveys and Internet-based surveys, multiple languages (specifically English and Spanish), and/or measured brand health and performance.
4. Meet the requirements specified in RFP #50140, section II.A, Mandatory Submittals; and
5. Be a legal business entity and licensed to do business in California.

To request a copy of the RFP please email Laura Lee Rogers at lrogers@calottery.com

All requests for clarification or questions pertaining to the RFP must be directed to Laura Lee Rogers at lrogers@calottery.com, and is the sole point of contact for this solicitation.

Sincerely,

Laura Lee Rogers, Procurement Specialist
Procurement Services and Support - Operations