



Notice of Intent to Award

Request for Proposal #50180

Promotions & Retail Marketing RFP

NOTICE IS HEREBY GIVEN, that subject to Lottery Commission approval, the California State Lottery intends to award the contract for Request for Proposal #50180, Promotions & Retail Marketing RFP, to the Proposer that provided the Best Value Proposal as follows:

Alcone Marketing Group TMA
4 Studebaker
Irvine, CA 92618

The intended contract award amount is \$106,848,026.00

Questions should be directed to:

Crystal Sung, Procurement Specialist
California State Lottery
700 North 10th Street
Sacramento, CA 95811
Email: solicitations@calottery.com

Date of Notice of Proposed Award: September 23, 2022