

## COMMISSION AGENDA ITEM

### Item 8(g) Quantasy & Associates, LLC Contract Extension



**Date:** January 22, 2026

**To:** California State Lottery Commission

**From:** Harjinder K. Shergill Chima - *HKC*  
Director

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**Subject:** **Item 8(g) – Quantasy & Associates, LLC  
Contract Extension**

### **ISSUE**

The California State Lottery (Lottery) seeks Commission approval for a contract extension for Quantasy & Associates, LLC for African American advertising and marketing services. The current contract is set to expire on January 31, 2026.

### **BACKGROUND**

In 2021, as a result of a formal solicitation, the California State Lottery Commission (Commission) awarded Quantasy a contract for African American advertising and marketing services with an initial term of five years and contract expenditure authority of \$15 million. The contract includes two one-year options to extend the term.

### **DISCUSSION**

Quantasy is responsible for providing overall market analysis, strategy development and positioning of the Lottery brand and its products, programs and services within the African American Consumer Market. They work on Lottery's marketing and advertising initiatives in partnership with Lottery staff, the Lead Agency, and other partner agencies. Exercising the first one-year contract extension option will enable the Lottery to continue these essential marketing efforts without interruption

Additionally, the marketing contract procurement process is complex, lengthy, and places an extraordinary strain on staff resources. While the Lottery could go out to bid for these services, it is not necessary to expend these resources when there is an agency partner in place and an option to extend the contract.

Staff estimates that there is sufficient contract expenditure authority remaining to carry out marketing activities through the balance of the current term and during the extension.

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### **RECOMMENDATION**

Lottery staff recommends the Commission approve a one-year extension to the Quantasy contract for African American advertising and marketing services, extending the term through January 31, 2027.