



REQUEST FOR INFORMATION
Issued by the New England Lotteries
March 26, 2013

INTRODUCTION

The New Hampshire Lottery Commission, the Vermont Lottery Commission, the Rhode Island Division of Lottery, the Massachusetts State Lottery Commission, the Connecticut Lottery Corporation and the Maine State Liquor and Lottery Commission (individually or collectively referred to as the “New England Lotteries”) are issuing this request for information (“RFI”) inviting interested parties to submit their capabilities and interests for the design, implementation and operation of a new lottery game (the “Project”). The New England Lotteries encourage submissions that extend beyond lottery game mechanics to strategic initiatives that drive measurable consumer growth. These submissions shall be referred to in this document as “Respondent Information Packages.”

The materials provided as a result of this RFI will not constitute any type of competitive process by the New England Lotteries but may be used in the development of a Request for Proposal (“RFP”), which may or may not be issued in the future.

In the event of a future RFP and subsequent award, the New England Lotteries intend that any proposed games shall be operational in the marketplace by January 1, 2015.

This RFI is not intended to conflict with or usurp any existing or future contractual relationships between the New England Lotteries and any vendor or contractor for any other form of gaming.

PURPOSE

The New England Lotteries have the following objectives in connection with this RFI:

- To enhance preparation of a competitive process for the design, implementation and operation of a new lottery game to be jointly administered by the New England Lotteries.
- To obtain information on the types, design and operation of lottery games that may be available, including, but in no way limited to, games that rely on the Internet or mobile devices for the sale or promotion of lottery products. Presently, no New England state is authorized to sell lottery tickets on the Internet. Reliance on and optimization of the brick and mortar retail environment remains a high priority for all states.
- To learn how interested parties might integrate their game designs into existing lottery games systems.
- To obtain industry information to facilitate the mission of each New England Lottery.
- To learn how interested parties might leverage the cooperative partnership among the New England Lotteries to deliver a new and innovative game to lottery consumers.
- To learn how interested parties envision the future retail environment and how that affects new lottery games.

RESPONDENTS

This RFI is addressed broadly to interested parties in the gaming and gambling industry. Interested parties who provide comprehensive services are invited to provide Respondent Information Packages. In addition, interested parties who provide components parts, licensing or only design components are also invited to provide information.

The New England Lotteries reserve any and all rights to solicit additional information and research relevant industry information, and/or discuss industry trends as they may determine is in their best interest.

This RFI in no way limits or precludes the issuance of any future RFI or any competitive process related to new lottery games. Further, the New England Lotteries reserve the right to withdraw this RFI at anytime, and they make no representation with respect to any potential future engagement.

RFI OBLIGATIONS

This RFI is a request for information and is not a solicitation to provide goods and services to the New England Lotteries. There will not be a contract awarded as a result of this RFI. Nothing in the Respondent Information Packages will be considered to be an offer or result in a binding obligation on the New England Lotteries to engage the Respondent(s) if the New England Lotteries subsequently determine to adopt or incorporate a Respondent's approach, process or recommendation as contained in the Respondent's Respondent Information Package. Nothing in this RFI shall limit or preclude the purchase of other services in connection with new lottery games.

RESPONSE FORMAT

Responses should consist of four (4) sections, as described below:

1. *Executive Summary:* Respondents shall provide a brief overview of their understanding of the Project, their capabilities in providing solutions to the Project, and their recommended approach for implementing the Project. Respondents shall describe their ideas, the appeal to consumers, and the expected outcome from introduction of their product to the marketplace.
2. *Consumer behavior:* Respondents shall describe their knowledge and insight into consumer behavior in the lottery/gambling industry and the basis for growth that will result from their proposal. Respondents shall describe the optimum retail environment for their products.
3. *Respondent's capabilities:* Respondents shall provide a brief synopsis of their company's history, experience in developing and maintaining successful new lottery games, and experience in serving the lottery or other gaming institutions for purposes similar to those outlined in this RFI. If the Respondent anticipates that sub-contractors will be used, include a brief description of the types of services a sub-contractor would provide.
4. *Proposed methodology and, if known, cost:* Respondents shall describe their proposed method to fulfill the requirements of such a Project. If the Respondent is aware of services that would be essential to implement such a program but believes such services may be considered outside the scope of the RFI, a description of all such services should be included. Also, if known to a Respondent, provide an estimate of the costs to implement the new lottery game, set forth by category (for example only, license fee, system costs, etc.).

The New England Lotteries invite Respondents to provide a Respondent Information Package contained within a 1" binder, including attachments and brochures not to exceed fifty (50) pages. Six (6) complete hard copies and six (6) electronic copies are requested. Media presentations, such as video files not exceeding fifteen (15) minutes in length, may also be submitted.

The New England Lotteries are not soliciting a formal proposal from any Respondent through this RFI. The RFI intentionally does not provide detailed specifications or state explicit requirements. The Respondent has many options regarding responses, and Respondent Information Packages will not be rejected.

COSTS ASSOCIATED WITH SUBMISSIONS

Neither the New England Lotteries nor any of their respective states shall be liable for any costs incurred by a Respondent in preparing or submitting a Respondent Information Package, including but not limited to preparation, copying, postage and delivery fees.

Each Respondent Information Package should be prepared simply and economically, providing a straightforward concise description of the Respondent's product and service offerings and abilities. Emphasis should be on completeness and clarity of content.

DISCLOSURE OF RESPONDENT INFORMATION PACKAGE CONTENTS

Respondent Information Packages should specifically and clearly indicate those pages a Respondent considers confidential, proprietary or a trade secret(s). A statement that an entire Respondent Information Package is confidential, propriety or a trade secret shall not be acceptable. The New England Lotteries will adhere to all applicable laws of the state where a request is made pertaining to disclosure or non-disclosure of confidential, proprietary or trade secret information.

MULTIPLE RESPONDENT INFORMATION PACKAGES NOT ALLOWED

An interested party must submit only a single Respondent Information Package. The Respondent may identify a wide range of solicited or unsolicited products, services, features, options and substitutions that the Respondent believes may be appealing and useful to the New England Lotteries for the design, implementation and operation of a new lottery game.

IMPACT ON ANY SUBSEQUENT RFP

Submission of a Respondent Information Package is not a prerequisite to receiving or responding to any future RFP or being awarded a contract under any such future RFP. Nonetheless, by submitting a Respondent Information Package in response to this RFI, Respondents may impact their ability to receive an RFP and participate in the new game bidding process; if the Respondent furnishes any statement, representation, warranty or certification in connection with this RFI that is materially false, such action may negatively impact its qualifications in any future RFP.

OWNERSHIP OF MATERIALS

Each Respondent Information Package shall belong exclusively, jointly and severally, to each of the New England Lotteries. Therefore, any and all documents and other materials submitted may be returned only at the option of the New England Lotteries. The New England Lotteries reserve the right to use any and all the information contained in the Respondent Information Package to the extent permitted by law, including, but not limited to, drafting an RFP relating to the operation of a new lottery game.

The Respondent will retain ownership of its intellectual property and tangible goods associated with the Respondent's presentation of its product and service capabilities.

RESPONDENT'S ETHICS AND INTEGRITY

Respondents are obligated to meet high standards of ethics and integrity:

- The Respondent and its employee shall not offer any gift, gratuity, favor, entertainment, loan or any other thing of material or monetary value to any New England Lotteries employee or New England Lotteries agent.
- The Respondent and its employees shall not disclose any business-sensitive or confidential information gained by virtue of this RFI to any third-party without the prior consent of the New England Lotteries.
- The Respondent and its employees shall take no action to create an unfair, unethical or illegal competitive marketplace for itself or others.

RESTRICTIONS ON COMMUNICATIONS WITH NEW ENGLAND LOTTERIES STAFF

The New England Lotteries are committed to a process that fosters fair and open competition and adheres to the highest standards of ethics.

The New England Lotteries are the sole point of contact with regard to all matters relating to this RFI. The New England Lotteries' contact person for this RFI is designated below. Please note that the New England Lotteries hereby reserves the right to clarify, modify, amend, alter or withdraw this RFI.

All communications concerning this RFI must be addressed to the lead Lottery Director for the New England Lotteries, Paul R. Sternburg, C/O Massachusetts State Lottery Commission, 60 Columbian Street, Braintree, Ma. 02184 or to Psternburg@Masslottery.com.

SCHEDULE

The following dates are set forth for information and planning purposes. The New England Lotteries reserve the right to change any of the dates. If changes are made, the information will be posted on the New England Lotteries website at NeLuckyforlife.com.

- *RFI Issued:* March 26, 2013
- *Question and Answer Period:* All questions must be directed to Psternburg@Masslottery.com by 5:30 p.m., April 8, 2013. Answers to all questions will be provided by 5:30 p.m., April 17, 2013. Questions and answers will be posted on the New England Lotteries website at NeLuckyforlife.com.
- *Submission Deadline:* Respondent Information Packages must be delivered by **5:30 p.m., May 22, 2013** to the New England Lotteries at the following address:

Paul R. Sternburg, Lead Director for the New England Lotteries
c/o Massachusetts State Lottery Commission
60 Columbian Street
Braintree, MA 02184