



QUALIFIED MARKETING AND POINT OF SALE
EQUIPMENT AND ITEMS
VENDOR QUALIFICATION

REQUEST FOR PROPOSALS

March 20, 2018

1. GENERAL INFORMATION

Northstar New Jersey Lottery Group, LLC (“Northstar”), is issuing this Request for Proposals (“RFP”) inviting suppliers of a variety of marketing and point of sale equipment and items to submit proposals in order to be placed on a list of Qualified Marketing and Point of Sale Equipment and Items Vendors (“Qualified Vendors List”) from which Northstar may order on an as needed basis, to support the New Jersey Lottery’s sales, marketing, advertising and promotional programs.

An Evaluation Committee will review all vendor proposals in accordance with the requirements set forth in this RFP. Based on that evaluation, a Qualified Vendors List will be established. Qualified vendors will be considered qualified for a period of two (2) years from the date the Qualified Vendors List is published on Northstar’s website. Qualification and placement on the Qualified Vendors List is NOT a guarantee of future orders or any minimum volume of orders by Northstar.

2. RFP ADMINISTRATION

A. Goal

Northstar’s goal in issuing this RFP is to improve the efficiency and economy of marketing and point of sale equipment and items expenditures. Northstar expects to obtain reliable, consistent, and quality marketing and point of sale equipment and items at reasonable prices from any and all vendors on the Qualified Vendors List.

B. Timeline

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| March 20, 2018 | RFP Issued |
| April 9, 2018 at 5:00 p.m. ET | Deadline for Vendors to Electronically Submit RFP Related Questions |
| April 17, 2018 | Answers to Vendor Questions Issued by Northstar |
| April 20, 2018 at 5:00 p.m. ET | Deadline for Vendors to Electronically Submit RFP Responses |
| April 27, 2018 | Qualified Vendors List Published on Northstar’s Website |
| April 27, 2018 | Signed Contracts Emailed to All Qualified Vendors |

C. Contacts

If additional information is needed for a vendor to understand this RFP, only **written** questions submitted electronically by email will be accepted until 5:00 p.m. ET on April 9, 2018. Telephone inquiries will not be accepted under any circumstances.

Submit all questions by email to **NSNJProcurements@nsnj.com** with “Marketing and Point of Sale Equipment and Items RFP Questions” in the subject line. Vendor questions and Northstar’s answers to those questions may be shared with all interested vendors at the same time to ensure that all interested vendors have equal access to the same information.

To be considered for evaluation, a Proposal submitted in response to this RFP must include the information required by Sections 3, 4, and 5 of this RFP and must be received in the manner, date and time specified in Section 6 of this RFP.

3. GENERAL REQUIREMENTS

The following General Requirements are Pass/Fail standards. If an interested vendor cannot meet any General Requirement listed in this Section 3, that vendor may be disqualified from consideration under this RFP at the discretion of Northstar.

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| Marketing and Point of Sale Equipment and Items | Provide some or all of the marketing and point of sale equipment and items listed on the Schedule 1 to this RFP. <u>See</u> Schedule 1 – Marketing and Point of Sale Equipment and Items Worksheet. |
| Quality | Provide PDF Proofs and JPEG Images within three (3) business days of a request by Northstar and/or Production Samples within one (1) to three (3) weeks of a request by Northstar. |
| Order Turnaround | Delivery Time Requirements Vary; Delivery Typically are Required within 30 Days of Order Placement. Rush Order Capabilities are also Required. |
| Handling Orders | Electronic Quoting and Ordering Capabilities Required. Production Samples Delivered to: Senior Manager Sales Operations, Senior Manager Retail Experience and Events and Promotions Manager. |
| Reports | Provide Online Tracking and Delivery Confirmations. Provide Weekly Status and Delivery Reports. |
| Packing & Shipping | Ability to Satisfy the Packing and Shipping Requirements set forth in the Schedule 2 to this RFP. <u>See</u> Schedule 2 – Delivery Requirements and Guidelines. |

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| Electronic receipt of files | Required. |
| Invoicing | 2% 10 net 60. |

4. MINIMUM REQUIREMENTS

The following Minimum Requirements are Pass/Fail standards. If an interested vendor cannot meet any Minimum Requirement listed in this Section 4, that vendor may be disqualified from consideration under this RFP at the discretion of Northstar.

- A. Must be able to meet or exceed the General Requirements listed in Section 3, above.
- B. Must electronically submit a **written Proposal including a description of resources and capabilities to provide some or all of the marketing and point of sale equipment and items listed in Schedule 1 to this RFP. See Schedule 1- Marketing and Point of Sale Equipment and Items Worksheet.**
- C. Must submit a completed **Schedule 1 - Marketing and Point of Sale Equipment and Items Worksheet.**
- D. Must confirm the ability to satisfy the packing and shipping requirements described in Schedule 2 to this RFP. See Schedule 2- Delivery Requirements and Guidelines.
- E. Must demonstrate a willingness to enter into a legally binding contract by including a signed copy of **Appendix A - Standard Subcontract Provisions** in the written Proposal. A vendor selected for inclusion on the Qualified Vendors List will receive a fully executed Appendix A countersigned by Northstar.

5. PROPOSAL CONTENTS

To respond to this RFP, a vendor must submit a written Proposal divided into sections as described in the following table.

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| (a) Cover Letter: A cover letter signed by a person authorized to agree to a contract on behalf of the vendor, listing the vendor’s full legal name, address, telephone number, email address, and location(s) of the facility(ies) where any marketing and point of sale equipment and items required by Northstar will be made. Cover letter must affirm that the vendor can meet or exceed the requirements specified in this RFP. |
| (b) Resources and Capabilities: Include in the written Proposal a list of the vendor’s current marketing and point of sale equipment and items process capabilities. This may be in the form of an electronic catalog. |

(c) **Order Processing and Project Oversight Resources and Capabilities:** Include in the written Proposal an overview of the vendor's internal resources and capabilities for order processing and project oversight as follows:

- Guaranteed response time for estimates
- Order status tracking – Shipping reports and weekly updates
- Quality control processes
- Fulfillment services
- Delivery – On time and in full
- Ability to satisfy the packing and shipping requirements described in Schedule 2.

(d) **Marketing and Point of Sale Equipment and Items Worksheet:** Include in the written Proposal a completed Schedule 1 – Marketing and Point of Sale Equipment and Items Worksheet.

- Vendors are encouraged to submit Proposals for some or all of Northstar's marketing and point of sale equipment and items needs. Northstar reserves the right to select separate vendors for each category of work.
- A Vendor that does not sell or does not have the capability to provide an item or equipment listed on the Schedule 1- Marketing and Point of Sale Equipment and Items Worksheet should respond "N/A" for that equipment or item in the Worksheet.
- No changes to the specifications (including materials) listed on the Schedule 1- Marketing and Point of Sale Equipment and Items Worksheet are permitted. The materials and services must be provided exactly as listed in the Worksheet without changes or substitutions in the materials or processes.

(e) **Estimated Pricing:** Include in the completed Schedule 1 – Marketing and Point of Sale Equipment and Items Worksheet an estimate of the price(s) you would charge for the representative orders listed in the Worksheet. Pricing may be listed as a specific price, a minimum price, a maximum price, or a range of prices for each representative order. Estimated pricing will not be used as firm prices to be payable to Qualified Vendors selected as a result of the Vendor Qualification process described in this RFP, but will be used by the Evaluation Committee to determine whether a vendor offers prices Northstar considers in its discretion to be reasonable.

(f) **Standard Subcontract Provisions:** Each written Proposal must include Appendix A – Standard Subcontract Provisions – signed on behalf of the interested vendor, by an individual authorized to sign on behalf of and legally bind the vendor.

(g) **Customer References:** A list of the names, addresses, telephone numbers, and email addresses of at least three (3) current customers for which the interested vendor supplies satisfactory Marketing and Point of Sale Equipment and Items must be provided. If applicable, Northstar or the New Jersey Lottery may be listed as a customer reference.

6. **PROPOSAL SUBMISSION**

To be considered for evaluation a Proposal must be received electronically at the following email address not later than 5:00 p.m. ET on April 20, 2018:

NSNJProcurements@nsnj.com

Late Proposal

Any Proposal received after the date and time specified in this Section 6 may be rejected.

7. **PROPOSAL EVALUATION**

A. Evaluation Committee

Northstar will appoint an Evaluation Committee including members of Northstar's Legal, Sales, Marketing and Advertising Departments to evaluate the interested vendors' Proposals submitted in response to this RFP. The Evaluation Committee will evaluate each Proposal for compliance with the requirements specified in this RFP.

B. Proposal Review

The Evaluation Committee will base the evaluation of each interested vendor's Proposal on the requirements specified in this RFP and the interested vendor's responses to those requirements, as described in the vendor's written Proposal.

C. Proposal Clarification

During the review of Proposals, the Evaluation Committee may have question(s) about an interested vendor's Proposal. The Evaluation Committee may ask for clarification by written question(s) sent by email to a vendor.

An interested vendor is expected to answer the Evaluation Committee question(s) within 24 hours unless a vendor asks for, and the Evaluation Committee agrees to, additional time. Depending on the nature of the information, an interested vendor's answer(s) may be shared with other interested vendors and that information may be

incorporated into an order subsequently issued to a vendor listed on the Qualified Vendors List.

8. ESTABLISHMENT AND USE OF QUALIFIED MARKETING AND POINT OF SALE EQUIPMENT AND ITEMS VENDORS LIST

On or about the date specified in Section 2 of this RFP, Northstar will determine which vendor(s) meet the requirements to be placed on the Qualified Vendors List as specified in this RFP.

A. Notice to Vendors

Each interested vendor that Northstar determines meets the requirements to be placed on the Qualified Vendors List as specified in this RFP will receive (i) written notice that its name has been placed on the Qualified Vendors List and (ii) a fully executed Appendix A, Standard Subcontract Provisions, signed by Northstar.

B. Publication

The Qualified Vendors List will be published on the Procurement page of Northstar's website.

C. Effective Period of List

The Qualified Vendors List will remain in effect for a period of two (2) years from the date the Qualified Vendors List is published on Northstar's website, unless Northstar or the New Jersey Lottery determines that it is in the best interests of the New Jersey Lottery to either extend or terminate the two (2) year effective period of the Qualified Vendors List.

D. Removal from List

A vendor may be removed from the Qualified Vendors List by request if Northstar agrees to release the vendor, subject to reasonable conditions. Northstar may remove a vendor from the Qualified Vendors List if Northstar determines, in its discretion, that the vendor (i) is no longer capable or available to fulfill the requirements of an order, or (ii) no longer possesses the financial or technical ability or reputation required to be considered a responsible vendor qualified to supply equipment and/or services to the State of New Jersey.

E. Ordering from Any Qualified Vendor Permitted

During the two (2) year effective period of the Qualified Vendors List, Northstar may order marketing and point of sale equipment and items from any vendor listed on the Qualified Vendors List without requiring competitive quotes, bids, or offers from other vendors on the Qualified Vendors List. Northstar, however, reserves the right to seek competing quotes, bids, or offers if Northstar determines, in its discretion, that the response to an order by a vendor listed on the Qualified Vendor's List is unreasonable as to price, quality, quantity, or time and place of delivery.

Northstar reserves the right at any time during the two (2) year effective period of the Qualified Vendors List, to request and review production samples of marketing and point of sale equipment and items. Vendors shall provide the requested production samples within one (1) to three (3) weeks of Northstar's request.

F. No Ordering from Unlisted Vendors: Exception

During the two (2) year effective period of the Qualified Vendors List, Northstar will not order marketing and point of sale equipment and items from a vendor not listed on the Qualified Vendors List, unless Northstar reasonably determines, in its discretion, that no vendor listed on the Qualified Vendors List is capable or available to fulfill the particular requirements of the order.

9. NEWS RELEASE

A vendor that participates in the evaluation process described in this RFP shall not issue any written or oral communication to any news media representative regarding Northstar, the New Jersey Lottery, or this RFP unless such communication is expressly approved in advance by Northstar and/or the New Jersey Lottery.

10. DISCLAIMER

By issuing this RFP neither Northstar nor the New Jersey Lottery guarantees that any contract will be awarded or that any orders will be issued to any vendor listed on the Qualified Vendors List.