



QUALIFIED MARKETING INSIGHTS/RESEARCH  
VENDOR QUALIFICATION  
REQUEST FOR PROPOSALS

July 11, 2018

## **1. GENERAL INFORMATION**

Northstar New Jersey Lottery Group, LLC (“Northstar”), is issuing this Request for Proposals (“RFP”) inviting providers of a variety of marketing insights/research services to submit proposals in order to be placed on a list of Qualified Marketing Insights/Research Vendors (“Qualified Vendors List”) from which Northstar may order on an as needed basis, to support the New Jersey Lottery’s sales, marketing, research, 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 insights/research services expenditures. Northstar expects to obtain reliable, consistent, and quality marketing insights/research services at reasonable prices from any and all vendors on the Qualified Vendors List.

### **B. Timeline**

July 11, 2018	RFP Issued
August 3, 2018 at 5:00 p.m. ET	Deadline for Vendors to Electronically Submit RFP Related Questions
August 13, 2018	Answers to Vendor Questions Issued by Northstar
August 31, 2018 at 5:00 p.m. ET	Deadline for Vendors to Electronically Submit RFP Responses
September 14, 2018	Qualified Vendors List Published on Northstar’s Website
September 14, 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 August 3, 2018. Telephone inquiries will not be accepted under any circumstances.

Submit all questions by email to **NSNJProcurements@nsnj.com** with “Marketing Insights/Research 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.

Marketing Insights/Research Services	Provide some or all of the marketing insights/research services listed on the Schedule 1 to this RFP. <u>See</u> Schedule 1 – Marketing Insights/Research Services Worksheet.
Timing	Time requirements vary; Delivery typically required within 30 days of order.
Data Analysis	Ability to provide analysis of research data upon request.
Reports/Presentations	Ability to provide reports and/or presentations of research data upon request.
Sample	Ability to provide requested sample size for marketing insights/research services (approximately 500-1,500 individuals).
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 the proposed vendor’s resources and capabilities to provide some or all of the marketing insights/research services listed in Schedule**

**1 to this RFP. See Schedule 1- Marketing Insights/Research Services Worksheet.**

- C. Must submit a completed **Schedule 1 - Marketing Insights/Research Services Worksheet that includes estimated pricing.**
- D. Must demonstrate a willingness to enter into a legally binding contract by including a signed copy of **Appendix A - Standard Subcontract Provisions** with the interested vendor's written Proposal. A vendor selected for inclusion on the Qualified Vendors List will receive a fully executed Appendix A countersigned by Northstar.
- E. Must sign and return a signed copy of **Appendix B - Non-Disclosure Agreement ("NDA")**. A vendor selected for inclusion on the Qualified Vendors List will receive a fully executed Appendix B countersigned by Northstar.

**5. PROPOSAL CONTENTS**

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

(a) <b>Cover Letter:</b> A cover letter signed by a person authorized to agree to a contract on behalf of the interested vendor, listing the vendor's full legal name, address, telephone number, email address, and location(s) of the facility(ies) where any marketing insights/research services required by Northstar will be conducted. The cover letter must affirm that the interested vendor can meet or exceed the requirements specified in this RFP.
(b) <b>Resources and Capabilities:</b> Include in the written Proposal a list of the interested vendor's current marketing insights/research services processes and capabilities.
(c) <b>Project Oversight Resources and Capabilities:</b> Include in the written Proposal an overview of the interested vendor's internal resources and capabilities for order processing and project oversight as follows: <ul style="list-style-type: none"><li>• Guaranteed response time for marketing insights/research services project estimates</li><li>• Quality control processes</li><li>• Marketing insights/research services data analysis, reporting, and/or presentation delivery</li></ul>

(d) **Marketing Insights/Research Services Worksheet:** Include in the written Proposal a completed Schedule 1 – Marketing Insights/Research Services Worksheet.

- Vendors are encouraged to submit Proposals for some or all of Northstar’s marketing insights/research services needs. Northstar reserves the right to select separate vendors for each category of work.
- A Vendor that does not have the capability to provide marketing insights/research services listed on the Schedule 1- Marketing Insights/Research Services Worksheet should respond “N/A” for that research service in the Worksheet.
- No changes to the specifications (including services) listed on the Schedule 1- Marketing Insights/Research Services Worksheet are permitted. The services must be provided exactly as listed in the Worksheet without changes or substitutions in the processes.

(e) **Estimated Pricing:** Include in the completed Schedule 1 – Marketing Insights/Research Services Worksheet an estimate of the price(s) per sample size you would charge for the representative orders listed in the Worksheet. Pricing may be listed and identified 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 through the Vendor Qualification process described in this RFP. Estimated pricing will be used by the Evaluation Committee in reviewing an interested vendor’s proposal to determine whether an interested vendor offers prices that Northstar considers in its discretion to be reasonable.

(f) <b>Standard Subcontract Provisions:</b> 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) <b>Non-Disclosure Agreement:</b> Each written Proposal must include Appendix B – NDA – signed on behalf of the interested vendor by an individual authorized to sign on behalf of and legally bind the vendor.
(h) <b>Customer References:</b> 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 insights/research services 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 August 31, 2018:**

[NSNJProcurements@nsnj.com](mailto: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, 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, including the estimated pricing reflected on the Schedule 1 – Marketing Insights/Research Services Worksheet.

**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 INSIGHTS/RESEARCH SERVICES 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, (ii) a fully executed Appendix A, Standard Subcontract Provisions, counter-signed by Northstar, and (iii) a fully executed Appendix B, NDA, counter-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 provide marketing insights/ research 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 insights/research services 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.

**F. No Ordering from Unlisted Vendors: Exception**

During the two (2) year effective period of the Qualified Vendors List, Northstar will not order marketing insights/research services 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 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.