



*FOR IMMEDIATE RELEASE*

**Northstar New Jersey Lottery Group, LLC Invites Proposals  
for a Qualified Promotional Items Vendors List**

TRENTON (November 10, 2021) – Northstar New Jersey Lottery Group, LLC (“Northstar”) today announced a Request for Proposals (“RFP”), inviting providers of promotional items to submit proposals to be placed on a list of Qualified Promotional Items Vendors (“Qualified Vendors List”) from which Northstar may order promotional items on an as needed basis, to support the New Jersey Lottery’s sales, marketing, research, advertising, and promotional programs.

Northstar will evaluate the proposals received from providers that fully respond to the requirements and specifications set forth in the RFP. Firms that meet the RFP requirements will be placed on the Qualified Vendors List, which is intended to become the source of supply for the New Jersey Lottery’s promotional items needs for the next two (2) years. During that two (2) year period, and as set forth in the RFP, Northstar will request promotional items only from the Qualified Vendors List.

This is a limited opportunity. A promotional items provider that does not respond within the time and manner required by the RFP will not have another opportunity to be placed on the Qualified Vendors List until a new RFP is issued in 2023.

The RFP will be available at the Procurement tab on Northstar’s website, <http://www.northstarnewjerseylottery.com>, or by email from [NSNJprocurements@nsnj.com](mailto:NSNJprocurements@nsnj.com). Proposals submitted in response to this RFP are due by December 6, 2021 at 12:00 p.m. ET.

###