State of Maine
RFP / Proposal Master Score Sheet

Instructions: Complete the Master Score Sheet below providing all of the requested information for each bidder that submitted a proposal in response to the RFP. This document is to be included in the Selection Package submitted to the Division of Procurement Services for review/approval.

<table>
<thead>
<tr>
<th>Evaluation Item</th>
<th>Blaze Partners</th>
<th>Fuseideas</th>
<th>TSG/NL Partners</th>
</tr>
</thead>
<tbody>
<tr>
<td>Section I: Organization Qualifications and Experience</td>
<td>45</td>
<td>39</td>
<td>40</td>
</tr>
<tr>
<td>Section II: Proposed Services</td>
<td>30</td>
<td>26</td>
<td>27</td>
</tr>
<tr>
<td>Section III: Cost Proposal</td>
<td>25</td>
<td>16.66</td>
<td>21.55</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>100</strong></td>
<td><strong>81.66</strong></td>
<td><strong>88.55</strong></td>
</tr>
</tbody>
</table>
Award Justification Statement
RFP# 202002024
Advertising and Public Relations Services

I. Summary
Four proposals were received for the Advertising and Public Relations Services RFP. One of the four was deemed non-compliant with the RFP criteria requirements through the evaluation process. This bidder was not scored and was not invited to provide an oral presentation. The remaining submissions were evaluated, invited to conduct oral presentations and then scored by the evaluation team. The evaluation team consisted of four members with 3 members from BABLO and one member from an outside state agency. After the evaluation and scoring was completed, Fusesideas offered the best value for the State of Maine.

II. Evaluation Process
The evaluation team consisted of 4 members; Gregg Mineo, Director, BABLO; Michael Boardman, Deputy Director, Lottery Operations; Gilbert Bilodeau, Service Center Director, DAFS; Lisa Rodrigue, Marketing, Lottery Operations. The evaluation team held an initial meeting to discuss the proposal evaluation process and criteria. Team members independently reviewed each bidder’s proposal prior to discussing as a team. The team met on April 15, 16 and 27, 2020 to review the submitted proposals and to complete the team consensus evaluation notes. After reviewing the team consensus notes, three of the four bidders were invited to present to the evaluation committee on May 14, 2020 via Zoom Meeting. After the bidders completed their oral presentations the evaluation team met on May 15, 2020 to conduct the scoring process.

III. Qualifications & Experience
Fusesideas has been in business for over 14 years and has past and current lottery experience with 6 different state lotteries. They are well established and financially stable company with a diverse client list and experienced working with a multitude of Government agencies. Fusesideas is a full-service agency with in house capabilities which include account management, media planning and buying, creative advertising and production, event planning, public relations, social media, interactive and digital. They have experience with multiple lottery game launches and promotions which include planning and executing lottery anniversary events and special events. Creative samples provided showed high quality TV production with a variety of live action and animation spots that communicated strong messaging that was clear and concise to communicate the stated objectives to the audience. The account lead is a Senior Vice President with over 30 years’ experience in the industry and the overall experience of account team members covers all aspects of the lottery’ requirements.

Rev. 7/11/2019
IV. Proposed Services
The overall content of proposed services from Fuseideas was most aligned with the lottery’s objectives. The minimum specifications requirements of the RFP were met and, in many areas exceeded. In addition, the recent acquisition of an experiential marketing company will help enhance the lottery’s engagement with players. The proposed public relations plan includes a commitment to enhancing lottery awareness while promoting the benefits the lottery provides to the State of Maine. Experience through in-house media planning and buying strategies illustrate cost efficiencies while still maintaining maximum visibility and is aligned with proposed quarterly message plans which correlate to game launches and promotions.

V. Cost Proposal
Fuseideas received 21.55 points from the total of 25 points available for the submitted cost proposal.

VI. Conclusion
The overall presentation and layout of Fuseideas proposal was very professional and followed the RFP precisely. The style of the proposal was well written, informative, easy to understand and indicates an understanding of effective and strong communication skills. The proposal demonstrated their understanding of the lottery’s goals and objectives and exceeded the required criteria as indicated in the RFP. Upon completion of the review process, Fuseideas overall experience, professionalism, proposed services and recommendations are most aligned with the Lottery’s needs and provides the best value to the State of Maine.
Steve,

Please see the attached notification for RFP #202002024.

Thank you for submitting your proposal and for your participation in this process. We appreciate your effort and your interest in working with the Maine Lottery.

Regards,

Lisa Rodrigue
Maine Lottery
207-287-6757
June 4, 2020

Steve Mason
Fuseideas
34A Exchange Street
Portland, ME  04101

SUBJECT: Notice of Conditional Contract Award under RFP # 202002024,
Advertising and Public Relations Services

Dear Steve:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administration and Financial Services for Advertising and Public Relations Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Fuseideas

The bidder listed above received the evaluation team's highest rankings. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).
This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

[Signature]

Gregg Mineo
Director
Bureau of Alcoholic Beverages and Lottery Operations
STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).
Chris,

Please see the attached notification for RFP #202002024.

Thank you for submitting your proposal and for your participation in this process. We appreciate your effort and your interest in working with the Maine Lottery.

Regards,

Lisa Rodrigue  
Maine Lottery  
207-287-6757
June 4, 2020

Chris Marine  
Dirigo Collective & Words from the Woods  
81 Bridge Street  
Suite 301  
Yarmouth, ME  04096

SUBJECT: Notice of Conditional Contract Award under RFP # 202002024, Advertising and Public Relations Services

Dear Chris:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administration and Financial Services for Advertising and Public Relations Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

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This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

[Signature]

Gregg Mineo
Director
Bureau of Alcoholic Beverages
and Lottery Operations
STATEMENT OF APPEAL RIGHTS

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Jim,

Please see the attached notification for RFP #202002024.

Thank you for submitting your proposal and for your participation in this process.
We appreciate your effort and your interest in working with the Maine Lottery.

Regards,

Lisa Rodrigue
Maine Lottery
207-287-6757
June 4, 2020

Jim Hauptman
Blaze Partners
106 Lafayette Street
Suite 1B
Yarmouth, ME 04096

SUBJECT: Notice of Conditional Contract Award under RFP # 202002024,
Advertising and Public Relations Services

Dear Jim:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administration and Financial Services for Advertising and Public Relations Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Fuseideas

The bidder listed above received the evaluation team’s highest rankings. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

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This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

[Signature]

Gregg Mineo  
Director  
Bureau of Alcoholic Beverages and Lottery Operations
STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).
Russ,

Please see the attached notification for RFP #202002024.

Thank you for submitting your proposal and for your participation in this process. We appreciate your effort and your interest in working with the Maine Lottery.

Regards,

Lisa Rodrigue
Maine Lottery
207-287-6757
June 4, 2020

Russ Leonard
The Summit Group
1231 Shore Road
Cape Elizabeth, ME 04107

SUBJECT: Notice of Conditional Contract Award under RFP # 202002024, Advertising and Public Relations Services

Dear Russ:

This letter is in regard to the subject Request for Proposals (RFP), issued by the State of Maine Department of Administration and Financial Services for Advertising and Public Relations Services. The Department has evaluated the proposals received using the evaluation criteria identified in the RFP, and the Department is hereby announcing its conditional contract award to the following bidder:

- Fuseideas

The bidder listed above received the evaluation team’s highest rankings. The Department will be contacting the aforementioned bidder soon to negotiate a contract. As provided in the RFP, the Notice of Conditional Contract Award is subject to execution of a written contract and, as a result, this Notice does NOT constitute the formation of a contract between the Department and the apparent successful vendor. The vendor shall not acquire any legal or equitable rights relative to the contract services until a contract containing terms and conditions acceptable to the Department is executed. The Department further reserves the right to cancel this Notice of Conditional Contract Award at any time prior to the execution of a written contract.

As stated in the RFP, following announcement of this award decision, all submissions in response to the RFP are considered public records available for public inspection pursuant to the State of Maine Freedom of Access Act (FOAA). 1 M.R.S. §§ 401 et seq.; 5 M.R.S. § 1825-B (6).
This award decision is conditioned upon final approval by the State Procurement Review Committee and the successful negotiation of a contract. A Statement of Appeal Rights has been provided with this letter; see below.

Thank you for your interest in doing business with the State of Maine.

Sincerely,

[Signature]

Gregg Mineo  
Director  
Bureau of Alcoholic Beverages and Lottery Operations
STATEMENT OF APPEAL RIGHTS

Any person aggrieved by an award decision may request an appeal hearing. The request must be made to the Director of the Bureau of General Services, in writing, within 15 days of notification of the contract award as provided in 5 M.R.S. § 1825-E (2) and the Rules of the Department of Administrative and Financial Services, Bureau of General Services, Division of Purchases, Chapter 120, § (2) (2).
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Blaze
DATE: April 15, 2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team's consensus evaluations, and this form is not meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

DEPARTMENT NAME: Department of Administration and Financial Services
NAME OF RFP COORDINATOR: Lisa Rodrigue
NAMES OF EVALUATORS: Gregg Mineo, Michael Boardman, Bert Bilodeau

SUMMARY PAGE

<table>
<thead>
<tr>
<th>Section</th>
<th>Max Points</th>
<th>Points Awarded</th>
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<tbody>
<tr>
<td>Section I. Organization Qualifications and Experience</td>
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<td>Section III: Cost Proposal</td>
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</tr>
<tr>
<td>TOTAL POINTS</td>
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<td>81.66</td>
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STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Blaze
DATE: April 15, 2020

******************************************************************************

EVALUATION OF SECTION I
Organization Qualifications and Experience

Total Points Available: 45    Score: 39

******************************************************************************

Evaluation Team Comments:

 Appendix A and B completed, signed and submitted.

I. Organization Qualifications and Experience
A. Overview of Organization
   • 5 years in business
   • 4 references provided
   • Located within 100 miles of Lottery office
   • Lean staff to keep overhead low
   • Variety of Maine clients
   • No contracts terminated

B. Bidder Experience and History
   • Experience with Maine businesses
   • Limited gaming experience
   • Diverse client base
   • Provided 4 case studies with good overall descriptions

C. Strategic Approach
   • Provided 3 case study samples with results provide on some but not all of case studies
   • Target-centric approach to balance media buying efficiency
   • Used Google trends to determine time periods

D. Creative Samples
   • Provided samples as requested
   • Good production value
   • Versatility with animation spot
   • Radio informational but not engaging
   • Print ad concise with messaging
   • Creative messaging on Direct Mail on point

E. Staffing
   • Need clarification on percentage of time dedicated to client
   • Account lead is partner in agency
   • Senior Client Strategist and Client Strategist new to agency
   • Overall variety of experience
   • Wide array of marketing experience
   • Provided description and overview of all employees
   • Provided employee resumes

Rev. 1/3/2020
F. Subcontractors
   • Numerous
   • Good mix of expertise

G. Organizational Chart
   • Provided

H. Litigation
   • None

I. Financial Viability
   • Stable and Growing

J. Licensure/Certification
   • None

K. Certificate of Insurance
   • Provided
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Blaze
DATE: April 15, 2020

*****************************************************************************
EVALUATION OF SECTION II
Proosed Services

Total Points Available: 30  Score: 26

*****************************************************************************
Evaluation Team Comments:

I. Proposed Services
   A. Services to be Provided
      • Good use of phased approach for developing strategies and campaigns
      • Comprehensive and thoughtful overall approach
      • Comprehensive approach on how to grow the business
      • Demonstrates the able to provide services requested
      • Use of research and analytics
      • Proposing use of streaming services
      • On-line survey provided diligent approach

   B. Minimum Specifications Requirements
      • Met the minimum Specifications requirements

   C. Oral Presentations
      • Oral presentation was made by Bidder as requested. Team members were introduced and bidder provided information supporting their written proposal.
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Blaze
DATE: April 15, 2020

*****************************************************************************

EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid

Total Points Available: 25 Scoring: 16.66

*****************************************************************************

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<tr>
<th>Lowest submitted Cost Proposal</th>
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<th>Cost Proposal being scored</th>
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<th>Score Weight</th>
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Evaluation Team Comments:
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Dirigo
DATE: April 17, 2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team's consensus evaluations, and this form is not meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

DEPARTMENT NAME: Department of Administration and Financial Services
NAME OF RFP COORDINATOR: Lisa Rodrigue
NAMES OF EVALUATORS: Gregg Minec, Michael Boardman, Bert Bliodeau

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Rev. 1/3/2020
STATE OF MAINE  
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024  
RFP TITLE: Advertising and Public Relations Services  
BIDDER: Dirigo  
DATE: April 17, 2020

******************************************************************************

EVALUATION OF SECTION I  
Organization Qualifications and Experience

Total Points Available: 45   
Score: _____

******************************************************************************

Evaluation Team Comments:

The proposal submitted by Dirigo Collective and Words From The Woods did not meet the minimum specification requirements as presented in the RFP.

The following items were not supplied as required:

- Financials, not submitted;
- Organizational Chart, not submitted;
- Percentage of time to be dedicated on client account not included;
- Resumes; only links were provided, LinkedIn require accounts to access the documents;
- No Marketing Plan as requested;
- Litigations or account termination, no response;
- Minimum press release required was not met

Overall the proposal was not complete and did not comply with all the procedural requirements associated with the RFP.
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Dirigo
DATE: April 17, 2020

*******************************************************************************

EVALUATION OF SECTION II
Proposed Services

Total Points Available: 30
Score: _____

*******************************************************************************

Evaluation Team Comments:
EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid

Total Points Available: 25
Score: ____

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<tr>
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Evaluation Team Comments:
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Fuseideas
DATE: April 15, 2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team’s consensus evaluations, and this form is not meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

DEPARTMENT NAME: Department of Administration and Financial Services
NAME OF RFP COORDINATOR: Lisa Rodrigue
NAMES OF EVALUATORS: Gregg Mineo, Michael Boardman, Bert Bilodeau

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TOTAL POINTS (Max: 100 Points) 88.55
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Fuseideas
DATE: April 15, 2020

******************************************************************************

EVALUATION OF SECTION I
Organization Qualifications and Experience

Total Points Available: 45  Score: 40

******************************************************************************

Evaluation Team Comments:

Appendix A and B completed, signed and submitted

- Organization Qualifications and Experience
  A. Overview of Organization
     - Over 14 years in business
     - Provided 3 references
     - Office located in state within 100 mile of Lottery office
     - Good cross section of past and present clients
     - Full-service agency
     - No terminations
  B. Bidder Experience and History
     - Past and current experience with 6 Lottery clients
     - Experience with multi Government agencies
     - Diverse cliental list
     - Multiple game launches and promotions for Lottery clients
     - Experience in event planning with Delaware music festival
     - Planned and executed Lottery anniversary events with the Maine and Vermont Lottery
     - Account Management seems to be a hallmark of the bidders’ business market
     - Good use of showing the tools used
     - In house capabilities include media planning and buying; advertising, creative, and production; experiential marketing; social media; analytics and data; interactive and digital
  C. Strategic Approach
     - Provided multiple and diverse examples
     - Creative approached tailored to meet each campaigns’ measurable objectives
     - Used custom analytics to determine appropriate media to goals
     - Worked with clients to develop objectives and KPI’s
  D. Creative Samples
     - Supplied samples as requested
     - Vast display across various clients and projects
     - Production planning and execution shown in examples
     - Good cross section among various industries
     - Informative as well as promotional
     - Production quality
     - Versatility with animation and live production
     - POS clear and concise to communicate objectives
     - Easy for consumer to comprehend
     - Marketing plan example showed high quality production
  E. Staffing
     - Provided detailed description of account team
     - Account lead SVP over 25 years’ experience and 35% of time dedicated to account

Rev. 1/3/2020  2
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Fuseideas
DATE: April 15, 2020

- Creative Director 25 years' experience
- Inhouse media planning and buying

F. Subcontractors
   - Research company if needed or requested

G. Organizational Chart
   - Provided

H. Litigation
   - None

I. Financial Viability
   - Strong and stable
   - Well established company

J. Licensure/Certification
   - None

K. Certificate of Insurance
   - Provided
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Fuseideas
DATE: April 15, 2020

******************************************************************************

EVALUATION OF SECTION II
Proposed Services

Total Points Available: 30  Score: 27

******************************************************************************

Evaluation Team Comments:

I. Proposed Services
   A. Services to be Provided
   • Proposal includes public and media relations plan that will include recommendations for experiential marketing
   • Proposed quarterly messaging plans correlating to game launches and promotions
   • Media buying strategies cost efficient while maintaining maximum visibility
   • Public relations plan includes a commitment to promote the lottery in a more positive light and promoting the benefits of what the lottery provides
   • Acquired an experiential marketing company which will help enhance the Lottery’s engagement with players
   • The proposed Account Executive is a proven leader in the industry with over 30 years’ experience
   • Style of the way proposal was written was informative, easy to understand and indicates a strong understanding of effective and strong communication skills
   • Overall content of proposed services is aligned with the lottery’s objectives

   B. Minimum Specifications Requirements
   • Met the minimum specifications requirements
   • The overall presentation and layout of the proposal was professional and followed the RFP precisely

   C. Oral Presentations
   • Oral presentation was made by Bidder as requested. Team members were introduced and bidder provided information supporting their written proposal.
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: Fuseideas
DATE: April 15, 2020

******************************************************************************

EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid

Total Points Available: 25  Score: 21.55

******************************************************************************

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Evaluation Team Comments:
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: NL/The Summit Group
DATE: April 27, 2020

Instructions: The purpose of this form is to record all evaluation notes and scoring that is obtained through consensus discussions among the full evaluation team for this Request for Proposals (RFP) process. The RFP Coordinator or Lead Evaluator should complete this form and maintain the only copy. This form should reflect the full team's consensus evaluations, and this form is not meant to take the place of individual evaluation notes, which are still required from each member of the evaluation team. A separate form is available for individual evaluation notes. Please submit a copy of this document to the Division of Procurement Services as part of your contract award selection documents.

DEPARTMENT NAME: Department of Administration and Financial Services
NAME OF RFP COORDINATOR: Lisa Rodrigue
NAMES OF EVALUATORS: Gregg Mineo, Michael Boardman, Bert Bildeau

SUMMARY PAGE

<table>
<thead>
<tr>
<th>Numerical Score</th>
<th>Points Awarded</th>
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<tbody>
<tr>
<td>Section I: Organization Qualifications and Experience</td>
<td>(Max: 45 Points) 24</td>
</tr>
<tr>
<td>Section II: Proposed Services</td>
<td>(Max: 30 Points) 15</td>
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<tr>
<td>Section III: Cost Proposal</td>
<td>(Max: 25 Points) 25</td>
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<tr>
<td>TOTAL POINTS</td>
<td>(Max: 100 Points) 64</td>
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STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: NL/The Summit Group
DATE: April 27, 2020

EVALUATION OF SECTION I
Organization Qualifications and Experience

Total Points Available: 45  Score: 24

Evaluation Team Comments:

Appendix A and B completed, signed and submitted.

I. Organization Qualifications and Experience
   A. Overview of Organization
   B. Partnership of 3 companies
      • TSG/NL worked together for the past year
      • References submitted from both in-state and out-of-state clients
      • Maine office located within 100 miles of Lottery
   C. Bidder Experience and History
      • NL 20 years past lottery experience
      • Limited current client base
      • NL 32 years in business, TSG 32 years in business, Broadreach 23 years in business
      • Experience in lottery events, concerts and other event planning
      • Past experience with government agencies
      • Worked with lotteries to develop game campaigns and logos
   D. Strategic Approach
      • Provided 5 case study examples
      • Provided a cross-section of different clients
   E. Creative Samples
      • Provided samples as requested
      • TV production for MBHS spot unrealistic and forced
      • Costa Vida spot well executed, and messaging seemed on point
      • Ogden marketing plan well detailed
      • TV creative samples provided lacking in diversity (live action vs animation)
   F. Staffing
      • Provided descriptions of account team
      • Account lead is the President of NL with over 30 years’ experience
      • Dedicating 55% of his time to the account seems surprising
      • Account Assistant dedicating 50% time to account
   G. Subcontractors
      • None listed
   H. Organizational Chart
      • Provided
   I. Litigation
      • One listed, in negotiations
J. Financial Viability
   • Financials not provided

K. Licensure/Certification
   • Google
   • Hubspot
   • Centro DSP

L. Certificate of Insurance
   • Provided
EVALUATION OF SECTION II
Proposed Services

Total Points Available: 30  Score: 15

Evaluation Team Comments:

I. Proposed Services
   A. Services to be Provided
      • Seems formulaic
      • Lacking in overall description on development explanations
      • Proposed annual creative 3-5 year brand strategy plan
      • Strategic recommendations included TV, radio, OTT, streaming audio as priorities

   B. Minimum Specifications Requirements
      • Did not supply financials
      • The proposal did not respond to the RFP in a linear fashion

   C. Oral Presentations
      • Oral presentation was made by Bidder as requested. Team members were introduced and bidder provided information supporting their written proposal. Creative director was present but did not participate in the presentation.
STATE OF MAINE
TEAM CONSENSUS EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER: NL/The Summit Group
DATE: April 27, 2020

******************************************************************************

EVALUATION OF SECTION III
Cost Proposal
Price: Comparison with Lowest Bid

Total Points Available: 25  Score: 25

******************************************************************************

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<tr>
<th>Lowest submitted Cost Proposal</th>
<th>+</th>
<th>Cost Proposal being scored</th>
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<td>=</td>
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</table>

Evaluation Team Comments:
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Dirigo
DATE: April 13, 2020
EVALUATOR NAME: Gilbert M. Bilodeau
EVALUATOR DEPARTMENT: Administrative and Financial Services

***********************************************************************************

Individual Evaluator Comments:  Black text not easy to read, generic

Overview of the Organization
Less than 2 years experience in Portland ME. Breweries, Food, some entertainment

DIRECTIONS COLLECTIVE - CAMPOURTH (3 years)
Previous agency for Maine Spirits

Bidder Experience and History
A few spelling errors. PR, Web based adv. Social media
Event planning for Union, ME spirits etc.

Strategic Approach
Would need to better understand lottery

Creative Samples
Nice spots, professional

Staffing
STRAT DIRECTOR

Subcontractors
TIMBER FRAME

Organizational Chart

Litigation

Financial Viability

Licensure/Certification

Certificate of Insurance

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Fusedideas
DATE: April 13, 2020
EVALUATOR NAME: Gilbert M. Bilodeau
EVALUATOR DEPARTMENT: Administrative and Financial Services

---------------------------------------------------------------------------------------------------

Individual Evaluator Comments:

Overview of the Organization
Current provider for ME Lottery since 2015
Serves 5 state lotteries in New England; record sales

14 years in business
Portland office

Bidder Experience and History
Diverse client base, 14 years, lottery agencies, cities, airports
Cloud-based system, easy access, relationship mgmt, world-class
Weekly reports, nice examples of reports, calendars

Strategic Approach
Innovative ad campaigns; utilizes SEO trafficking
Research-based media buys, social media metrics, objectives.

Creative Samples
Production planning & execution
Work with entertainment industry
Promotions & informing
Nationwide experience

Nice assortment, well done.

Staffing
Each has 8+ years, mgmt has 30+
Good assortment of experience

Subcontractors
Pan Atlantic Research for mailing 30 years

Organizational Chart
✓

Litigation
NONE

Financial Viability
RE ↑ 17 over 18 V $1.8m profit↑ $1.3m profit
V $1.6m RE good

Licenses/Certification - NA

Certificate of Insurance ✓

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Proposal Services—well thought through.
Demonstrates a deep understanding of industry, specific Maine needs.
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: NL/Summit group
DATE: April 13, 2020
EVALUATOR NAME: Gilbert M. Bilodeau
EVALUATOR DEPARTMENT: Administrative and Financial Services

**********************************************************************************************

Individual Evaluator Comments:

Overview of the Organization

Reference for in state, only state
Maine M-1, the 100 mile area
3 companies

Bidder Experience and History

32 years in Business, past experience with lottery, 20 years
Governor's agency, lottery events and planning.

Strategic Approach

5 case studies

Creative Samples

TV product promo a bit unrealistic

Staffing

Manager 30+ years

Subcontractors

None

Organizational Chart

Provided

Litigation

One pending

Financial Viability

Not provided

Licensure/Certification

Hubspot, Google

Certificate of Insurance

✓

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Blaze
DATE: April 13, 2020
EVALUATOR NAME: Glibert M. Blodeau
EVALUATOR DEPARTMENT: Administrative and Financial Services

Indivdual Evaluator Comments:

Overview of the Organization
formed in 2015 — take of time w/times in mind variety of Maine fed, MAINE SPIRITS SINCE 2018 — two years — familiarity

Bidder Experience and History
LB BEAN, WOOLRICH, OTHER MEC COMPANIES
ENTERTAINMENT, RETAIL AND GOVT

Strategic Approach
LUMINOUS, LIGHT HEARTED CONTENT
ATTRACTION, SAMPLES, LAYOUT

Creative Samples
Well done commercials, TV and radio spots

Staffing
Partner worked at LBB as creative director, SR STRATEGIST w/20 years.

Subcontractors
PR, DESIGNER 15+ YEARS
ANN + CO. START PLANNING

Organizational Chart

Litigation

Financial Viability
Profitability & sales increased sub. in 2019


Licensure/Certification

Certificate of Insurance

Well laid out proposal attractive, demonstrates about $ as the cost required.
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Fuse Ideas
DATE: April 7, 2020
EVALUATOR NAME: Gregg Mineo
EVALUATOR DEPARTMENT: BABLO

******************************************************************************

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

******************************************************************************

Individual Evaluator Comments:

Overview of the Organization

- Extensive experience in working with other lotteries. P
- Over 14 years of experience in the consumer goods sector. P
- Good cross-section of past and present clients. P
- Full-service agency; works in all facets of the industry.

Bidder Experience

- Strategic Planning – certainly stated strongly, showing strength and capability.
- Road to Performance – The five ‘i’s is a good approach and well-conceived. P
- Account Management – seems to be a hallmark of the bidder’s business model. Good use of showing the tools used.
- Creative Development – strong showing in this category. P
- Media Planning and Buying – good use of credits (20%). Is this done in-house? Q
- Production Planning and Execution – very strong display of past successes. P
- Public Relations – out-sourced; seems like a capable area of their work.
- Web-based programs – good work here.
- Social Media Platform – insightful and good display of adaptable approach. P
- Event Marketing – Excellent performance in this area. P
- Demographic targeting – very good showing in this area as well; they seem to get it. CEO has experience and a reputation as a speaker in the field. P
- Very impressive experience and capabilities in gaming and entertainment arena.
- Extensive experience in working with government agencies. P

Strategic Approach

- Good examples of employing a strategic approach in the lottery industry, e.g. Maine's Fast Play games and Connecticut’s Win for Life. P
- Very good examples of a strategic approach to other projects that center around people.

Creative Examples

- Vast display of very good work across many clients and projects. P

Staffing

- Steve is dedicating 35% of his time to the account. What is the share now? Q
- It seems “thin.” N
- Research firm is the only sub-contractor. Media buying? Q

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RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Fuse Ideas
DATE: April 7, 2020
EVALUATOR NAME: Gregg Mineo
EVALUATOR DEPARTMENT: BABLO

Proposed Services
- Comprehensive array of services offered. P
- How does this compare with what the client is currently receiving? Additions? Q
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Blaze
DATE: April 7, 2020
EVALUATOR NAME: Gregg Mineo
EVALUATOR DEPARTMENT: BABLO

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***************************************************************************

Individual Evaluator Comments:

Overview of Organization
- Heartfelt approach to who they are. No pretensions. P
- Good line up of clients and references.
- Low overhead. Lean staff. Would normally suggest a focused approach. P
- I like the words “holistic” and “collaborative.” I
- Full-service agency; seems to hit on all the expectations in the RFP.

Bidder Experience
- Entertainment, fast moving and government agencies; good approach to RFP’s ask.
- Good examples of project work that is results driven. P

Strategic Planning
- Tracking and reporting results; very important.
- Good comparison between Maine Spirits and Lottery; fast moving, fun, engaging. I
- Strong imagery in advertising and materials.
- Good use of social media trends. P
- Demographic and interest level targeting.
- Brought “fun” to MEMA and Maine Energy.
- Maine Outdoor Brands: advisory board to assist – good idea. I

Creative Samples
- Advertising and POS samples show energy; fun, engaging, crisp. P
- PR samples were good; overviews didn’t tell me enough, but overall, good work.
- Marketing plans and samples plans – good work.
- Showed outdoor samples; very good work.
- Very good work on social media platforms; shows they have understanding of the client’s needs and deliverables. P

Staffing
- Solid background for staff; good pedigree in local and regional advertising agencies.
- Lottery staffing – not sure how they did the percentages for time spent on account. Looks like it shows how much time each would spend on the account, NOT how much time each would dedicate to account out of total time spent at agency. Did we ask for this? Q/N
- Eight full time employees on staff! Lots of subcontractors. Unusual? Or just the new normal for advertising agencies?

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Blaze
DATE: April 7, 2020
EVALUATOR NAME: Gregg Mineo
EVALUATOR DEPARTMENT: BABLO

Subcontractors
- Good mix of expertise; MN & Co does their media buying and planning.
- Knack Factory – television, radio? Q

Section 1 – 7,8,9,10
- Meets the requirements; answered the questions. Certificate included.

Proposed Services
- Phased approach
- On-line survey; very good approach shows sincerity and diligent approach to the business. P/I
- Thoughtful approach to RFP; should indicate level of quality of work.
- Excellent approach to a new way of looking at the lottery business in Maine. P
- Interesting approach to “out of home.”
- Overall very comprehensive strategy to grow the business. They spent a lot of time on this. P/I
- I like how they end with how their people will make the difference; “your lottery team.”
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: NL
DATE: April 24, 2020
EVALUATOR NAME: Gregg Mineo
EVALUATOR DEPARTMENT: BABLO

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Overview of Organization
• Cooperative proposal from Summit, NL and Broadreach.
• Good references both in and out of state; one government reference.

Bidder Experience
• Decent overview on strategic planning; not a lot of detail.
• Account management showed more passion and experience.
• Good step by step approach to creative development.
• Media planning – good experience.
• Production planning – somewhat limited in detail.
• Fairly broad cross section of clients and initiatives on social media execution.
• Pretty extensive history of event planning.
• Looks like they do their own research in house – I would question the value of that.
• Wide experience working with governmental agencies.

Strategic Planning
• Good cross section of examples showing a measured approach to project work. Seemed to include the key factors and steps within strategic planning.

Creative Samples
• Showed a large number of creative samples that played a part in initiatives. Work and production quality seemed good, not great.

Staffing
• Seems like an inordinate amount of time for NL proposed to the lottery account. I would question the bidder on what else are they working on? What clients? And what exactly are the roles of TSG?
• No subcontractors? Who does their research? Media buying?

Litigation
• What is the nature and background on the pending litigation?

Certificates
• All requirements met.

Proposed Services
• Good account of their pre-planning rigor.

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: NL
DATE: April 24, 2020
EVALUATOR NAME: Gregg Mineo
EVALUATOR DEPARTMENT: BABLO

- Initial strategic recommendation appears to be complete, but not anything that goes beyond the basic steps agencies take.
- Included a brief approach to long term planning.
- Committed to achieving a minimum of 20% added value in media buying.
- Russ Leonard would be account supervisor.
- Office in Maine.
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Dirigo
DATE: April 7, 2020
EVALUATOR NAME: Gregg Mineo
EVALUATOR DEPARTMENT: BABLO

================================================================================

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

================================================================================

Individual Evaluator Comments:

Overview of Organization
• “Words from The Woods” and Dirigo cooperative proposal.
• Proud to working in Maine. P
• Interesting combination of two agencies, one centered more around strategy and the other around marketing. I/Q
• Low number of client references, but may be due to the newness of the agency.

Bidder Experience
• They ask their clients to “check us along the way.” Not sure what that means. Q
• No actual PR team; done through integrated approach. Would want to see examples of PR campaigns. Q
• Very little on event planning; seemed to default to not having enough information. N
• They keep using the title “Maine State Lotto.” Incorrect. N
• Many typos and syntax and grammar errors. N
• Seemed to take shots at incumbent agency, e.g. placement of spots on TV programs. N
• Experience working with governmental agencies. P
• Seems to be a full-service agency; on staff and through sub-contractors. P

Strategic Planning
• Relatively good mix of client work demonstrating proper strategic approach, in particular attention to objectives and follow-up with research. P
• Diverse blend of media vehicles with experience from other clients. P
• Bidder seems adept at utilizing social media as a viable platform.
• Does bidder perform public relations project in-house? Q
• Does bidder perform their own event marketing? Planning? Out-source? Q

Staffing
• The “dedicated team” mentioned; what is the share of mind for lottery account? Q

Services to Be Provided
• More of a menu on what they are prepared to provide; could have had more substance. N
• No suggestions on how the bidder would take on the work for Maine Lottery.

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: NL/TSG
DATE: April 23, 2020
EVALUATOR NAME: Lisa Rodrigue
EVALUATOR DEPARTMENT: BABLO

******************************************************************************************************************************************
Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

******************************************************************************************************************************************

Individual Evaluator Comments:

- Organization Qualifications and Experience
  1. Overview of Organization
     - Partnership of 3 companies
     - NL 32 yrs in business (with different leadership), TSG 32 yrs in business, Boardreach 23 yrs in business
     - NL – 2 references, TSG – 2 references, BR 1 reference
     - Maine office located within 100 miles of Lottery office
     - Two termination due to restructuring/reorganization
  2. Bidder Experience and History
     - NL 20 years past lottery experience
     - In-house capabilities with joint partnerships
     - Limited current client base
     - Past clients include retail, entertainment, consumer goods, government agencies, ME and VT Lotteries
     - Event planning and game launching
     - Experience with 18-35
  3. Strategic Approach
     - Provided 5 case study samples
     - Worked with client to achieve results
     -
  4. Creative Samples
     - Provided samples as requested
     - Some production value better than others
     - Provided descriptive marketing plan
     - No diversity in production i.e. animation
     - Samples provided heavy with one client (Subway)
  5. Staffing
     - Provided description of account teams
     - Lead account President with 30 years’ experience and 20 years past Lottery history with 55% of time dedicated to account
     - Account Assistant with past Lottery experience with 55% of time dedicated to account
     - Almost seems like there is too much time dedicated to account
     - In house media buying
     - Not sure how partnership works with one being located in UT

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: NL/TSG
DATE: April 23, 2020
EVALUATOR NAME: Lisa Rodrigue
EVALUATOR DEPARTMENT: BABLO

6. Subcontractors
   • None listed

7. Organizational Chart
   • Provided

8. Litigation
   • One listed, in negotiations

9. Financial Viability
   • See PDFs – Balance Sheet & Income Statements for 2017, 2018 and 2019 listed in proposal but was not supplied

10. Licensure/Certification
    • Google
    • Hubspot
    • Centro DSP

11. Certificate of Insurance
    • Provided

• Proposed Services
  1. Services to be Provided
     • Lacking in overall description on development explanations

2. Minimum Specifications Requirements
   • The proposal did not follow the RFP in a cohesive manner
   • Errors noted in presentation
   • Noted that financials were attached but were not included but 2 copies of Appendix A's were

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RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Fuseideas
DATE: April 13, 2020
EVALUATOR NAME: Lisa Rodrigue
EVALUATOR DEPARTMENT: BABLO

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      • 3 references provided
      • Over 14 years in business
      • Office located with 100 miles of Lottery office
      • In-house capabilities
         • Media Planning and buying
         • Insight & Strategy
         • Interactive & digital
         • Advertising, creative, Production
         • Social media
         • Analytic & Data
         • Experiential Marketing
      • No terminations
   2. Bidder Experience and History
      • Lottery experience with 6 different lottery accounts
      • Experience with multi Government Agencies
      • Diverse cliental list
   3. Strategic Approach
      • Provided 3 case studies, checked of most of the criteria
   4. Creative Samples:
      • Provided all samples requested
      • Versatility with animation, creation
   5. Staffing
      • Provided detailed explanations and resumes
      • Time allotted to client
   6. Subcontractors
      • Research company if needed
   7. Organizational Chart
      • Provided detailed chart
   8. Litigation
      • None
   9. Financial Viability
      • Viable well established company

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Fuseideas
DATE: April 13, 2020
EVALUATOR NAME: Lisa Rodrigue
EVALUATOR DEPARTMENT: BABLO

10. Licensure/Certification
   • None

11. Certificate of Insurance
   • Provided

II. Proposed Services
   1. Services to be Provided
      • Acquired experiential marketing company to help with Lottery event planning
      • Included PR and media plans
      • Included overall marketing, media and PR plans to help Lottery reach overall objectives

   2. Minimum Specifications Requirements
      • Met the minimum requirements
      • Followed the RFP to the point
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Blaze Partners
DATE: April 13, 2020
EVALUATOR NAME: Lisa Rodrigue
EVALUATOR DEPARTMENT: BABLO

*******************************************************************************

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department's RFP Coordinator or Lead Evaluator for this RFP.

*******************************************************************************

Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      • 4 references provided
      • 5 years in business
      • Lean agency
      • No terminations
   2. Bidder Experience and History
      • Showed experience in various categories
      • Low on retail/entertainment
      • Provided 4 case studies
   3. Strategic Approach
      • Provided 3 case studies, checked of most of the criteria
   4. Creative Samples
      • Provided all samples requested
   5. Staffing
      • Provided detailed explanations and resumes
      • Time allotted to client is confusing on a few
      • 2 strategic planning personal listed at 25%, does this include total of both same with creative team and media
   6. Subcontractors
      • Heavy on subcontractors
      • PR, two designers, Media planning and buying company, production company
   7. Organizational Chart
      • Provided
   8. Litigation
      • None
   9. Financial Viability
      • Provided, new growing company
   10. Licensure/Certification
       • None
   11. Certificate of Insurance
       • Provided

II. Proposed Services

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STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Blaze Partners
DATE: April 13, 2020
EVALUATOR NAME: Lisa Rodrigue
EVALUATOR DEPARTMENT: BABLO

1. Services to be Provided
   - Approach seems comprehensive
   - Data insights seem to be on track
   - Completed small market research to gain oversight from players and non-players
   - Took time to learn about the business
   - Mentions dreaming, hope? N
   - No mention on event planning N

2. Minimum Specifications Requirements
   - Provided minimum requirements
   - Good layout with samples
   - Easy to follow and read
   - Overall well put together
STATE OF MAINE  
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024  
RFP TITLE: Advertising and Public Relations Services  
BIDDER NAME: Dirigo  
DATE: April 13, 2020  
EVALUATOR NAME: Lisa Rodrigue  
EVALUATOR DEPARTMENT: BABLO

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Individual Evaluator Comments:

I. Organization Qualifications and Experience
   1. Overview of Organization
      • Under 2 years in business
      • References provided
      • 2 companies combining Words from the Woods/Dirigo Collective
   2. Bidder Experience and History
      • Team members worked at other companies but not collectively or with same agency for any length of time
      • Some casino experience and other Government agencies
   3. Strategic Approach
      • Little event planning
      • Variety of media to reach consumers
      • Proved case studies, results not available due to timing
   4. Creative Samples
      • Provided some but not all that was requested
      • Sterling Rope ads well produced, good quality
      • No Marketing Plan or media plan included
      • Only 1 press release when 2 were requested
   5. Staffing
      • Resumes not provided, links to LinkedIn, need an account to access
      • No percentage of time listed to account
   6. Subcontractors
      • Production Company

7. Organizational Chart
   • Not provided
8. Litigation
   • Not Provided
9. Financial Viability
   • Not Provided
10. Licensee Certification
    • Not Provided
11. Certificate of Insurance
    • Not Provided

Rev. 2/4/2020
RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Dirigo
DATE: April 13, 2020
EVALUATOR NAME: Lisa Rodrigue
EVALUATOR DEPARTMENT: BABLO

II. Proposed Services
   1. Services to be Provided
      • Work with lottery to form plan
      • No plan outlined within proposal
      •
   2. Minimum Specifications Requirements
      • Did not meet minimum requirements
      • Items missing that were requested
      • Did not follow layout of RFP
      • Not easy to follow, typos noticed

Rev. 2/4/2020
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: BLAZE
DATE: April 9, 2020
EVALUATOR NAME: Michael Boardman
EVALUATOR DEPARTMENT: DAFS

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================================================================================

Individual Evaluator Comments:

Section I Organization Qualifications and Experience
- Formed in 2015
- Yarmouth, ME
- Clients, L.L. Bean, Sea Bags, Maine Spirits, Planet Dog, Maine Law, Maine DECD.
- A lean agency to keep overhead low
- No contracts terminated
- Experienced in variety of marketing and advertising areas

Experience and History
- Limited gaming/entertainment experience. Cruisemaine.com, Aura,
- Spirits and Lottery “From the consumers perspective, they both represent fun and opportunity, so we’re well versed in understanding the mindset of these consumers in terms of psychographics and demographics”

Strategic Approach
- Did not provide requirements of objective, strategies, creative approach, media mix and results against the objective.
- Start with consumers, syndicated tools, talk with real people
- Media planning, use google trends to determine peak time periods. Look at where target consumes media. Target centric to balance efficiency.
- Video included TV and OTT

Creative Samples
- TV. Good production value. One animated
- Radio. Informational, not a great deal of theater of the mind
- POS. Standard POS materials, posters. No real call to action
- PR. Standard Releases. No press events shown
- Marketing plans. Looks like a media plan.
- Print Ad. Clear messaging, concise.

Rev. 2/4/2020
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: BLAZE
DATE: April 9, 2020
EVALUATOR NAME: Michael Boardman
EVALUATOR DEPARTMENT: DAFS

- Outdoor Campaign. Bus wrap in Portland, Door signage
- Brochure. Annual report only, no customer brochures
- Direct Mail. Creative and messaging on point
- Social Media. Standard

Staffing
- Account lead also partner in agency 20 years experience. 15% of time on account. Client Strategists 25%. Creative team 25%.
- Both Senior Client Strategist and Client Strategist new to the company.
- Overall wide array of marketing experience with a variety of disciplines.

Subcontractors
- Several listed. Unsure of their role.

Organizational Chart
- Provided

Section II Proposed services
- Using a phased in approach for developing strategies and campaigns.
- Heavy use of research and analytics to make decisions.
- Traditional TV/Radio along with streaming services such as hulu, Fox ABC
- Location based mobile marketing near retailer locations
- Waze direction app and Undertone makes choosing a ticket like a game.

Financials
- Finances improved over the past years.
- P&L satisfactory
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Dirigo Collective and Words from the Woods
DATE: April 16, 2020
EVALUATOR NAME: Michael Boardman
EVALUATOR DEPARTMENT: DAFS

Instructions: The purpose of this form is to record proposal review notes written by individual evaluators for this Request for Proposals (RFP) process. It is required that each individual evaluator make notes for each proposal that he or she reviews. No numerical scoring should take place on these notes, as that is performed only during team consensus evaluation meetings. A separate form is available for team consensus evaluation notes and scoring. Once complete, please submit a copy of this document to your Department’s RFP Coordinator or Lead Evaluator for this RFP.

Individual Evaluator Comments:

Section I Organization Qualifications and Experience
- Under 2 years in business. 4+ as LLC
- WFTW located in Portland.
- WFTW is focused on strategy
- Clients include Aroma Joes, MaineHealth, Sterling Rope, WEX, Maine Sports Commission
- Dirigo Collective located in Yarmouth, ME
- 3 years in business, rebranded with new name in 2018
- Clients, Allagash brewing, Shipyard, Sebago Brewing, CMP, Banks, etc.
- Focus on media buying

Experience and History
- This section does not seem to have any experience or history except that some team members worked on the casino referendum and on Oxford and Hollywood casinos. Worked with other Government agencies but no actual experience listed.

Strategic Approach
- Well executed from start to finish for each category. Demonstrated a proficiency in stating the objective and using insights to create strategy. Used a nice variety of media mix to reach consumers to achieve the objective. Unfortunately, results are mostly pending due to current campaigns. Overall well done.

Creative Samples
- Samples provided demonstrate capable of providing required media. Production value is mostly high quality and on point with objective. Only one press release submitted out of required 2.
- No sample of marketing plans or media plan.

Staffing

Rev. 2/4/2020
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Dirigo Collective and Words from the Woods
DATE: April 16, 2020
EVALUATOR NAME: Michael Boardman
EVALUATOR DEPARTMENT: DAFS

- List of names and positions but no percentage of time on the account listed. Unable to access resumes due to lack of access to LinkedIn.

Subcontractors
- One subcontractor listed for video production company. Timber + Frame Production Company has done work for US Fish and Wildlife Service, United Nations, New Balance, Dairy Queen.

Organizational Chart
- Non-Compliant

Litigation
- Not Mentioned

Financial Viability
- Non-Compliant

Licensure/Certification
- Not Mentioned

Certificate of Insurance
- Non-Compliant

Section II Proposed services
- Strategy consist of research and analytics along with work sessions with lottery team.
- Creative and production services consider who is watching, where and when. Develop appropriate for the audience. Video based on what we want our audience to do, think feel?
- Likely use CTV to reach targeted audience and increase reach in some areas. Hulu’s ad selector.
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Fuseideas
DATE: April 8, 2020
EVALUATOR NAME: Michael Boardman
EVALUATOR DEPARTMENT: DAFS

*******************************************************************************
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Individual Evaluator Comments:

Section I Organization Qualifications and Experience
- Founded in 2006
- Offices in Portland ME, Winchester MA, Buffalo NY, San Fran CA, Prague CZ
- 14 Years experience
- Clients include Boston Bruins, Vermont Lottery, San Fran Airport, ESPN, Timberland
- Experience in lottery having worked with multiple lotteries

Experience and History
- Clients include Maine office of Tourism, Bermuda Tourism, Maine Turnpike Authority, CT Lottery, MA Lottery, VT Lottery, RI Lottery.
- Multiple game launch and promotions for lottery clients.
- Non lottery client history with Adidas, NHL, Bose, Caymen Islands, Tourism Santa Fe.
- Experienced in event planning. Developed a music festival in Delaware. Planned and executed lottery events for two lotteries.
- Special abilities, recently acquired an experiential marketing company.
- Gaming experience with lotteries, entertainment with Disney, ESPN, HBO

Strategic Approach
- Key insights to develop strategy
- Work with client to develop objectives ad KPI’s
- Use custom analytics to determine appropriate media to achieve goals

Creative Samples
- High quality production for TV
- Variety of live and animation both done well
- POS clear and concise to communicate objectives
- One Marketing Plan for Rochester MN was well done. Other examples standard.
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202000244
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: Fuseideas
DATE: April 8, 2020
EVALUATOR NAME: Michael Boardman
EVALUATOR DEPARTMENT: DAFS

- Print ads simple messaging easy for consumer to understand

Staffing
- Account Lead SVP 25 Years experience. 35% of time. Project Manager 25%. Creative Director 20%. 20 years experience.
- Overall experienced covering all necessary disciplines.

Subcontractors
- Pan Atlantic Research. Research not required within RFP

Organizational Chart
- Provided

Litigation
- None

Financial Viability
- Satisfactory

Licensure/Certification
- None

Certificate of Insurance
- Submitted

Section II Proposed services
- Develop annual marketing plan with lottery personnel
- Working closely with clients to understand needs and develop appropriate media for campaigns.
- Always consider budget and maximize value.
- Increase social and digital media
- Suggest event marketing to reach new audiences

Rev. 2/4/2020
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: The Summit Group/NL Partners
DATE: April 23, 2020
EVALUATOR NAME: Michael Boardman
EVALUATOR DEPARTMENT: DAFS

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Individual Evaluator Comments:

Section I Organization Qualifications and Experience

- Partnership of three companies. The Summit Group, NL Partners, Broadreach PR.
- Appears that TSG and NL have only worked together for one year on local Subway account. Independently they have many years of experience.
- TSG has worked on national accounts, no lottery experience
- NL has lottery experience
- Broadreach doesn’t appear to be a partner but a subcontractor

Experience and History

- TSG experienced working with Microsoft, T-Mobile
- NL experienced with lottery, Maine Highway Safety, local subway, Aroma Joe’s
- Both have been in business over 30 years
- Both TSG and NL had Subway contract terminated due to restructuring
- Experienced in lottery events, concerts.
- Worked with lotteries to develop game launch campaigns and logos
- Has experience with all aspects of marketing.

Creative Samples

- TV production. MBHS spot unrealistic production. Costa Vida spot well done and messaging on point. No variety, all real action production.
- Radio a bit corny with movie announcer voice.
- POS is average.
- Press releases standard
- Ogden Marketing Plan well done.

Staffing

Rev. 2/4/2020
STATE OF MAINE
INDIVIDUAL EVALUATION NOTES

RFP #: 202002024
RFP TITLE: Advertising and Public Relations Services
BIDDER NAME: The Summit Group/NL Partners
DATE: April 23, 2020
EVALUATOR NAME: Michael Boardman
EVALUATOR DEPARTMENT: DAFS

- Account Lead President of NL Partners. Over 30 Years experience. 55% of time seems excessive, unrealistic and unnecessary. Asst. Account Exec 50% also seems unnecessary. Creative Director 35%.
- Overall experienced in marketing aspects but the amount of time being proposed is excessive.

Subcontractors
- None

Organizational Chart
- Provided

Litigation
- One currently in process, no outcome as of yet. In negotiations with complainant. Accused of Interference with FMLA and ERISA rights.

Financial Viability
- Did not submit required financial data

Licensure/Certification
- Google Partners Certified, Hubspot, Centro DSP (Demand Side Platform) Media buying digitally.

Certificate of Insurance
- Submitted

Section II Proposed services
- Seven step process in developing marketing plan
- Strategic recommendations include TV, Radio, OTT, streaming audio are top priority.
- Annual creative brand strategy to achieve three to five year sales goals.
- NL creative team to develop all creative materials. Only for Major product launches will TSG.
I, Gregory R Mineo, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administration and Financial Services, Bureau of Alcoholic Beverages and Lottery Operations. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

Neither I nor any member of my immediate family have a personal or financial interest, direct or indirect, in the bidders whose proposals I will be reviewing. "Interest" may include, but is not limited to: current or former ownership in the bidder's company; current or former Board membership; current or former employment with the bidder; current or former personal contractual relationship with the bidder (example: paid consultant); and/or current or former relationship to a bidder's official which could reasonably be construed to constitute a conflict of interest (personal relationships may be perceived by the public as a potential conflict of interest).

I have not advised, consulted with or assisted any bidder in the preparation of any proposal submitted in response to this RFP nor have I submitted a letter of support or similar endorsement.

I understand that the evaluation process is to be conducted in an impartial manner. In this regard, I hereby certify that, to the best of my knowledge, there are no circumstances that would reasonably support a good faith charge of bias. I further understand that in the event a good faith charge of bias is made, it will rest with me to decide whether I should be disqualified from participation in the evaluation process.

I agree to hold confidential all information related to the contents of Requests for Proposals presented during the review process until such time as the Department formally releases the funding decision notices for public distribution.

__________________________
Signature

__________________________
Date

April 6, 2020

Rev. 7/15/2019
AGREEMENT AND DISCLOSURE STATEMENT
RFP# 202002024
Advertising and Public Relations Services

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_________________________  4/6/2020
Signature                      Date

Rev. 7/15/2019
AGREEMENT AND DISCLOSURE STATEMENT
RFP# 202002024
Advertising and Public Relations Services

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 Signature:  
 Date: 4/6/2020

Rev. 7/15/2019
I, Lisa Rodrigue, accept the offer to become a member of the Request for Proposals (RFP) Evaluation Team for the State of Maine Department of Administration and Financial Services, Bureau of Alcoholic Beverages and Lottery Operations. I do hereby accept the terms set forth in this agreement AND hereby disclose any affiliation or relationship I may have in connection with a bidder who has submitted a proposal to this RFP.

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Signature:  [Signature]
Date:  4-6-2020

Rev. 7/15/2019