

**FIRST AMENDMENT TO**  
**AGREEMENT FOR CONTRACTUAL SERVICES FOR ADVERTISING,**  
**MARKETING, AND PUBLIC RELATIONS SERVICES**

THIS AGREEMENT, effective as of \_\_\_\_\_, 2019, by and between the Department of Finance and Administration Office of the Arkansas Lottery (“OAL” or “Lottery”), 124 W. Capitol Avenue, Suite 1400, Little Rock, AR 72201 and CJRW, 300 Main Street, Little Rock, AR 72201, witnesses that the Parties have made the agreements set forth below:

**RECITALS**

WHEREAS, the State of Arkansas has, pursuant to Arkansas law, established the Lottery and authorized the Director of the Lottery ("Director") to enter into contracts for advertising, marketing and public relations services; and

WHEREAS, the Lottery issued a Request for Qualifications (“RFQ”) for Proposals of Advertising, Marketing, and Public Relations Services, and whereas, upon evaluation of the proposals submitted in response to the RFQ, the Lottery determined that the CJRW proposal dated October 13, 2016, ("Proposal") met or exceeded each of the requirements of the RFQ and was a Successful Vendor pursuant to the Lottery's competitive proposal process; and

WHEREAS, based on in-depth evaluations of CJRW, the Lottery entered into a contractual services agreement with CJRW for Advertising, Marketing, and Public Relations Services; and

WHEREAS, the Parties now desire to amend the Agreement to enhance creative development;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

**AGREEMENTS**

1. The contract as it relates to “Exhibit C” of the original contract (CJRW Cost Schedule) shall be and hereby is amended to conform to the following terms, conditions and provisions:

Creative Development will be billed at a rate of \$115 per hour.

IN WITNESS WHEREOF, the Parties have executed this First Amendment to the Agreement For Contractual Services For Advertising, Marketing And Public Relations Services on this \_\_\_\_ day of \_\_\_\_\_, 2019.

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W. Bishop Woosley  
Director  
DFA-Office of the Arkansas Lottery

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Jill Joslin  
Senior Vice President  
CJRW