



STATE OF ARKANSAS  
**Department of Finance  
and Administration**

**OFFICE OF THE ARKANSAS LOTTERY**

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June 7, 2023

The Honorable Ronald Caldwell Co-Chair  
The Honorable Mindy McAlindon Co-Chair  
ALC-Lottery Oversight Subcommittee  
One Capital Mall, 5<sup>th</sup> Floor  
Little Rock, AR 72201

RE: OAL-CJRW Contract 4600052685

Dear Senator Caldwell and Representative McAlindon,

The Department of Finance and Administration Office of the Arkansas Lottery (OAL) respectfully requests the Arkansas Legislative Council Lottery Oversight Subcommittee (ALC-LOS) to include in its agenda review of the above-noted contract during the June Lottery Oversight Subcommittee meeting. The following provides the basis and background for the contract:

1. OAL contracted with CJRW to provide OAL with advertising, marketing, and public relations services commencing June 16, 2017, and with extensions the current contract expires on June 30, 2023. CJRW Term Contract No. 4600052685 was executed by the Parties on June 1 and 2, 2023, after going through the process of receiving Requests for Proposals, evaluations of potential vendors, and interviews of potential vendors, with the contract being awarded to CJRW following that process. The contract is one for advertising, marketing, and media buying services and is classified by service type as a professional consultant services contract. The contract has undergone the process of being reviewed by the State Office of Procurement and has been filed within AASIS.
2. The term of the contract will be for a period of three (3) years from July 1, 2023, through June 30, 2026, and with mutually agreeable extensions of up to two (2) years would ultimately expire on June 30, 2028.
3. The initial contract of three (3) years has a dollar amount of \$20,171,625.00, and the total dollar amount of the contract with the two (2) year extensions is \$33,619,375.00.

Please call me if you have any questions or need additional information.

Very Truly Yours,

J. Eric Hagler  
Executive Director, Office of the Arkansas Lottery

Cc: The Honorable Sarah Huckabee Sanders, Governor of Arkansas  
Mr. Larry Walther, Secretary of the Arkansas Department of Finance and Administration

SUMMARY SCHEDULE OF STATE AGENCY CONTRACTS  
 FOR ARKANSAS LEGISLATIVE COUNCIL REVIEW  
*In-State Contracts*

**1. Agency:** DFA - Management Services Division - Office of Ar **Contractor:** CRANFORD JOHNSON ROBINSON WOODS INC

**Location:** LITTLE ROCK **State:** AR

**Service Type:** Professional Consultant Services (PCS)

**Total Authorized:** \$0.00 **Org. Term:** 07/01/2023 06/30/2026 **Procurement:** RFP

**Total After Review:** \$20,171,625.00 **Funding:** State - 100%

**Total Projected:** \$33,619,375.00 **MOF:** **Contract Number:** 4600052685

<u>Org/Amt:</u>	<u>Amount</u>	<u>Paid To Date</u>	<u>Objective:</u>	<u>New Exp Date</u>
	20,171,625.00		LOTTERY ADVERTISING	