



Proprietary information redacted.



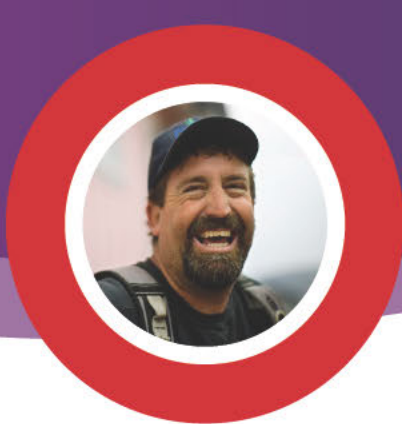


SECTION 5.11

RECOMMENDATIONS TIMELINE



Mitchell[®]
COMMUNICATIONS GROUP



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MINORITY-OWNED and FEMALE-OWNED BUSINESS PARTICIPATION



Mitchell[®]
COMMUNICATIONS GROUP



Women-Owned/Led Business Participation

Mitchell Communications Group was founded in 1995 by Elise Mitchell at her kitchen table in Fayetteville, Arkansas. Her commitment to fostering a positive workplace culture that attracts women and ethnically diverse team members has helped the firm grow from a sole proprietorship to a Top 35 agency today in the U.S., as ranked by *PRWeek* and a Top 10 fastest growing firm globally, as ranked by *The Holmes Report*. In both 2011 and 2012, the agency was also named a “50 Fastest Growing Women-Owned/Led Firm in North America” by Women Presidents Organization and American Express OPEN.

The agency has historically been a certified women-owned organization by WBENC (Women’s Business Enterprise National Council) until the sale of the company last year. A strong supporter of certification, the firm was given the 2009 Volunteer of the Year award by the Women’s Business Council of the Southwest for its work to promote women’s certification in Arkansas. The firm also received the 2010 Lillie Knox Growth Award from the Women’s Business Council of the Southwest for the firm’s continuing success as a women-owned business.

Today, the agency is still women-led by: Elise Mitchell, CEO, and Sarah Clark, president. We extend our commitment to women in leadership throughout the agency, as evidenced by:

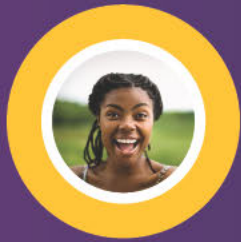
- More than 60 percent of the agency’s executive committee are women;
- Nearly 70 percent of the agency’s overall leadership team are women.

Mitchell is a strong advocate for women in business nationally. Currently we serve in leadership roles for prominent national women’s organizations including:

- Women Impacting Public Policy, national board of directors;
- Enterprising Women, national advisory board; and
- Women Presidents Organization, Platinum Group and national conference speaker.

We are also active in statewide and local organizations that develop women and promote diversity including:

- Dress for Success – We provide pro bono work for this non-profit, which promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life.



- Junior League of Northwest Arkansas – We have five Mitchell employees who have served as president of this regional organization, which promotes volunteerism and develops the potential of women leaders. The agency is an annual sponsor of JLNWA and provides pro bono leadership training for the board of directors.
- LEAD (Leading Employers Advancing Diversity and Inclusion) – We spearheaded the establishment of this organization in Northwest Arkansas three years ago and actively lead it today.
- Arkansas Women's Forum (IWF local chapter) – Member since 2005.

We are very proud of our long track record in women and diversity initiatives and have received numerous national and statewide recognitions for our achievements including:

- 2013 Diversity Champion award for the PR industry from the national Council of PR Firms;
- 2012 Enterprising Women of the Year award from *Enterprising Women* magazine;
- 2012 Influential Women in Business, *Talk Business Quarterly*;
- 2011 Outstanding Entrepreneur, National Association for Female Executives;
- 2009 Arkansas' 20 Most Powerful Women, *AY Magazine*.





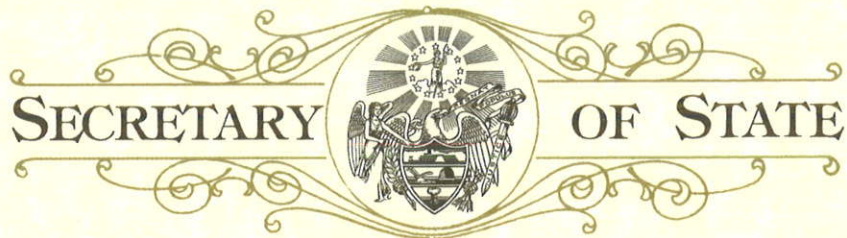


APPENDIX



Mitchell[®]
COMMUNICATIONS GROUP

STATE OF ARKANSAS



Mark Martin

ARKANSAS SECRETARY OF STATE

To All to Whom These Presents Shall Come, Greetings:

I, Mark Martin, Arkansas Secretary of State of Arkansas, do hereby certify that the following and hereto attached instrument of writing is a true and perfect copy of

Application for Registration of Limited Liability Company

of

MITCHELL COMMUNICATIONS GROUP LLC

filed in this office January 10, 2013 to be a Foreign Limited Liability Company formed under the laws of the State of DELAWARE in the Country of United States.

I further certify that said Foreign Limited Liability Company, having complied with all statutory requirements in the State of Arkansas, is qualified to transact business in this State.

In Testimony Whereof, I have hereunto set my hand and affixed my official Seal. Done at my office in the City of Little Rock, this 10th day of January, 2013.



Mark Martin

Arkansas Secretary of State



MITCHELL COMMUNICATIONS GROUP, INC.

Financial Statements

December 30, 2012

(With Independent Auditors' Report Thereon)

This report is for the limited and exclusive use of the Arkansas Lottery Commission. Portions have been redacted for proprietary and confidentiality reasons.



KPMG LLP
345 Park Avenue
New York, NY 10154

Independent Auditors' Report

The Board of Directors
Mitchell Communications Group, Inc.:

Report on the Financial Statements

We have audited the accompanying financial statements of Mitchell Communications Group, Inc. (the Company), which comprise the balance sheet as of December 30, 2012, and the related statements of income, stockholder's equity, and cash flows for the period of January 1, 2012 through December 30, 2012, and the related notes to the financial statements.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with U.S. generally accepted accounting principles; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

Auditors' Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditors' judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements referred to above present fairly in all material respects, the financial position of Mitchell Communications Group, Inc. as of December 30, 2012, and the results of its operations and cash flows for the period of January 1, 2012 through December 30, 2012 in accordance with U.S. generally accepted accounting principles.

KPMG LLP

May 20, 2013

KPMG LLP is a Delaware limited liability partnership,
the U.S. member firm of KPMG International Cooperative
("KPMG International"), a Swiss entity.


MITCHELL COMMUNICATIONS GROUP, INC.

Balance Sheet

December 30, 2012

(In U.S. dollars)

Proprietary information redacted.



This report is for the limited and exclusive

MITCHELL COMMUNICATIONS GROUP, INC.

Statement of Stockholder's Equity

Period January 1, 2012 through December 30, 2012

(In U.S. dollars)

Proprietary information redacted.



This report is for the limited and exclusive use of the Arkansas Lottery Commission. Portions have been


MITCHELL COMMUNICATIONS GROUP, INC.

Statement of Cash Flows

Period January 1, 2012 through December 30, 2012

(In U.S. dollars)

Proprietary information redacted.




This report is for the limited and exclusive use

MITCHELL COMMUNICATIONS GROUP, INC.

Notes to Financial Statements

December 30, 2012

Proprietary information redacted.



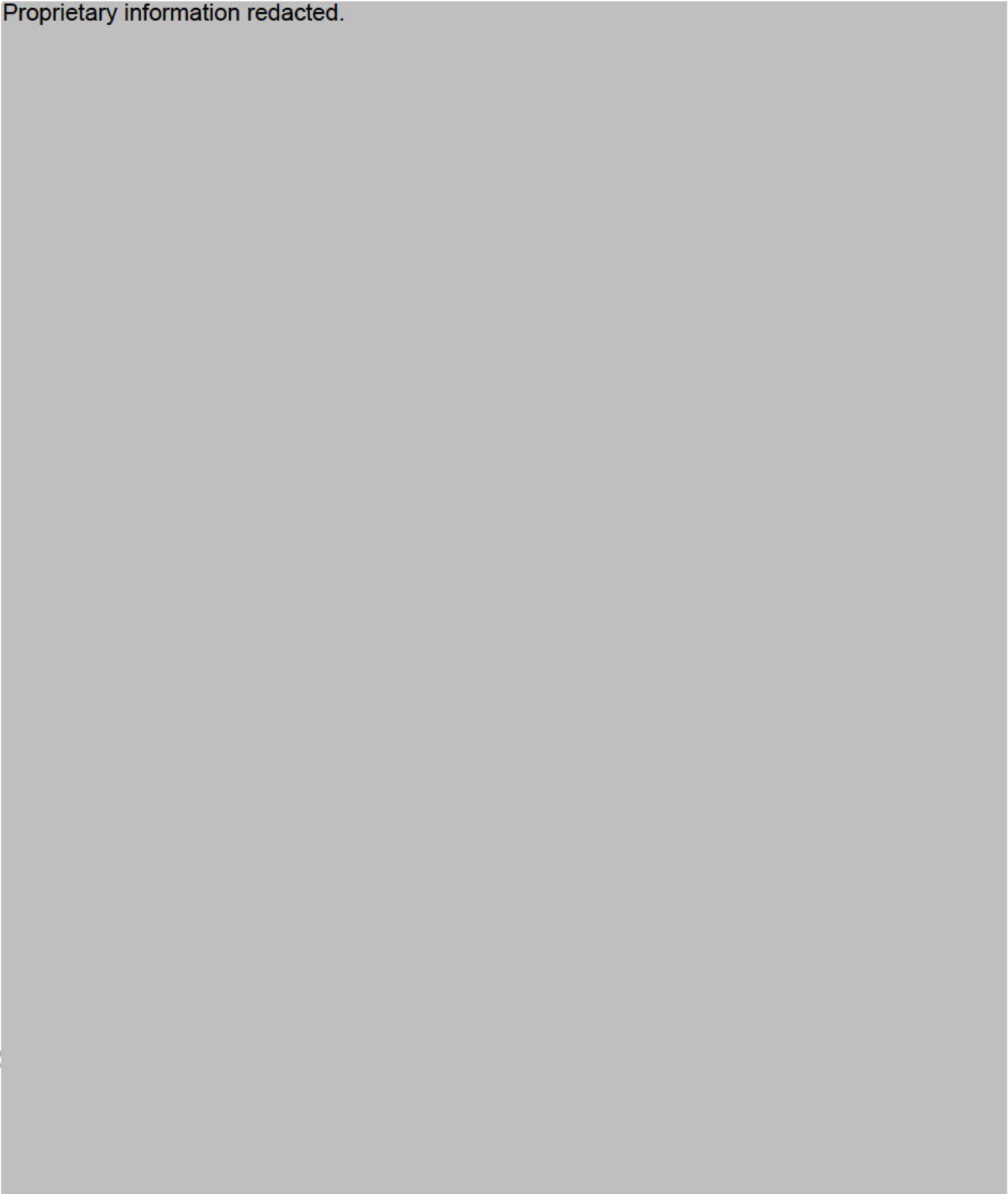
This report

MITCHELL COMMUNICATIONS GROUP, INC.

Notes to Financial Statements

December 30, 2012

Proprietary information redacted.



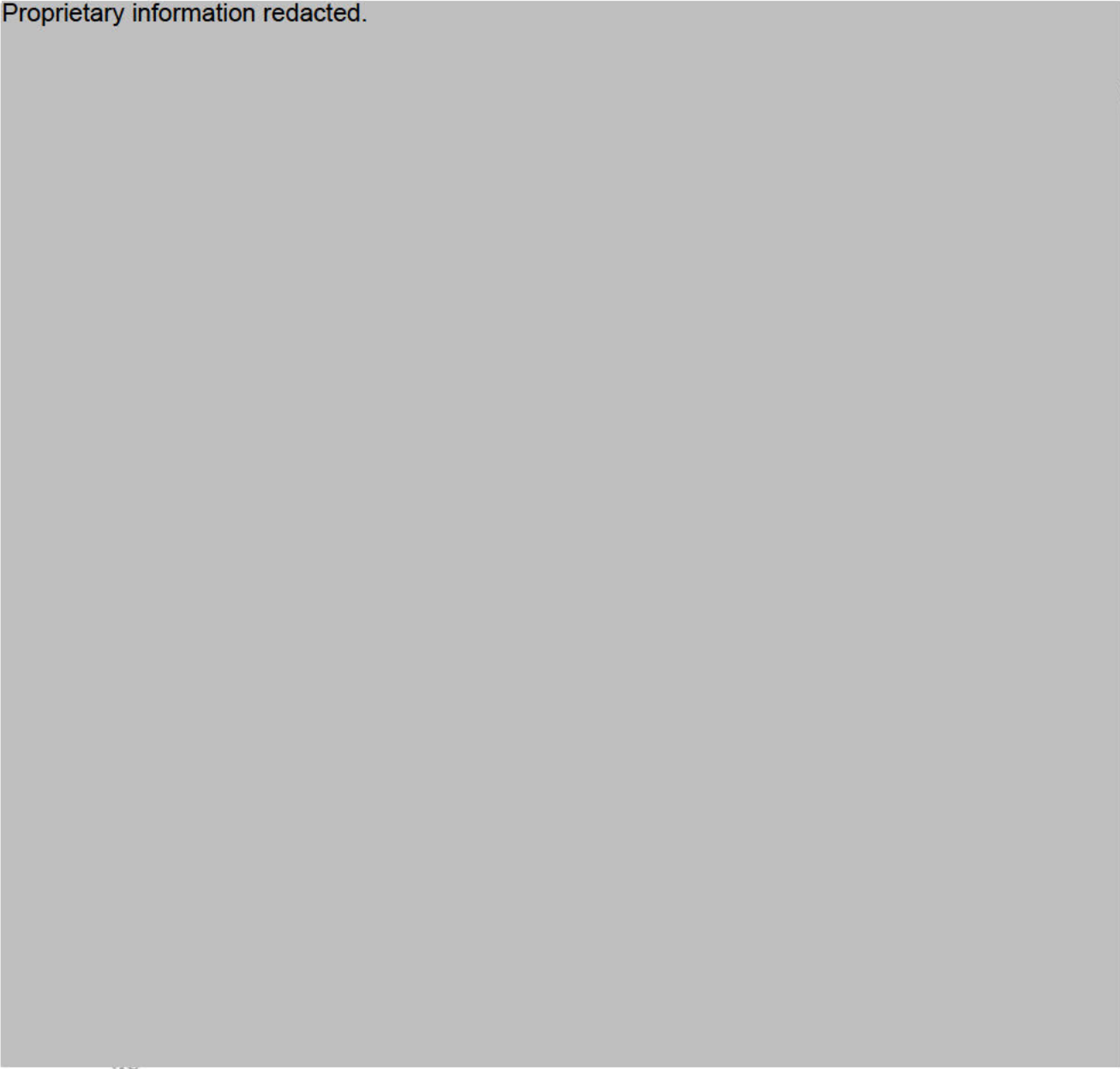
This report is for the

MITCHELL COMMUNICATIONS GROUP, INC.

Notes to Financial Statements

December 30, 2012

Proprietary information redacted.




This report is for the limited

MITCHELL COMMUNICATIONS GROUP, INC.

Notes to Financial Statements

December 30, 2012

Proprietary information redacted.



Proprietary information redacted.




This report

MITCHELL COMMUNICATIONS GROUP, INC.

Notes to Financial Statements

December 30, 2012

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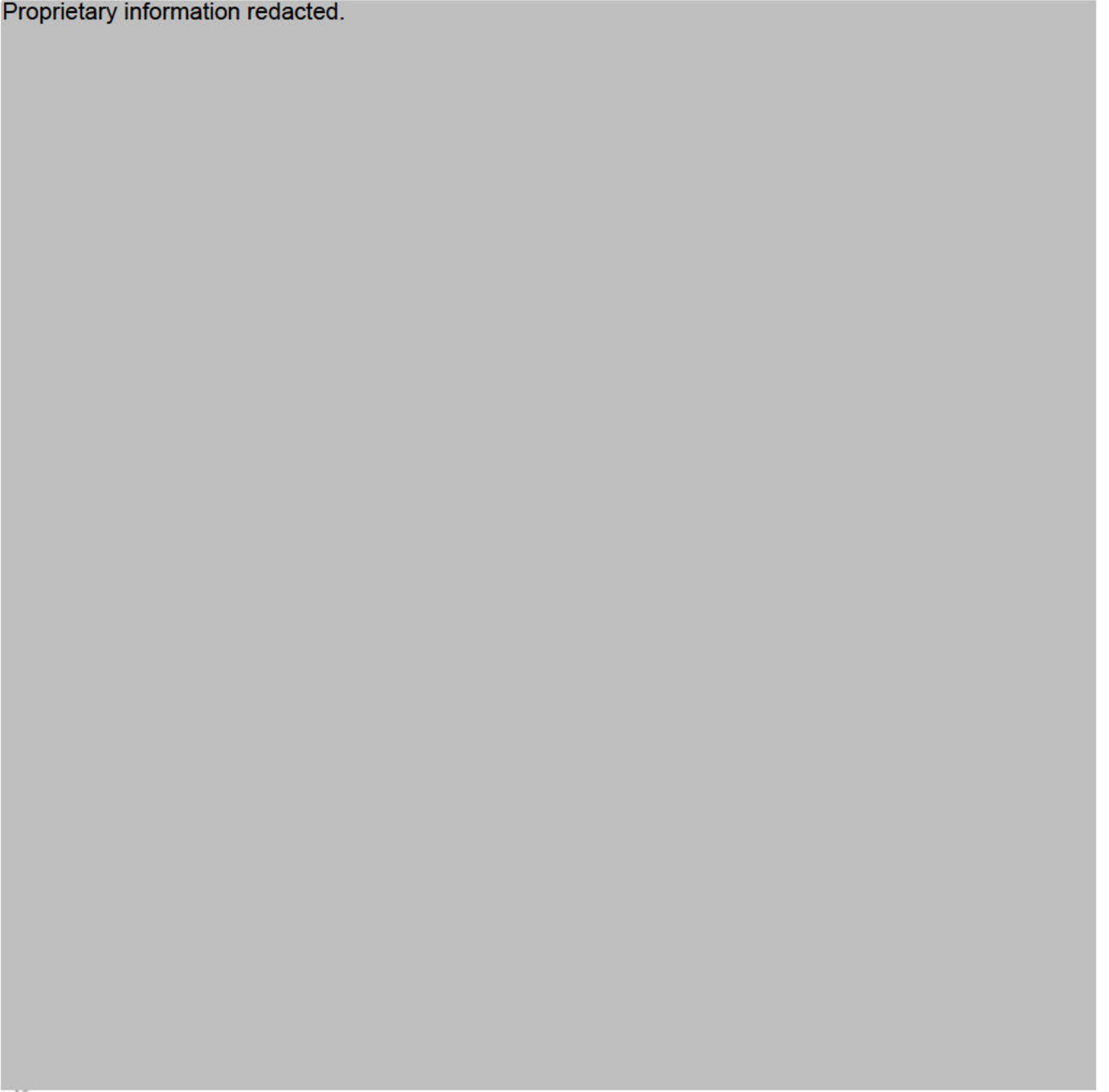


MITCHELL COMMUNICATIONS GROUP, INC.

Notes to Financial Statements

December 30, 2012

Proprietary information redacted.



This report is

MITCHELL COMMUNICATIONS GROUP, INC.

Notes to Financial Statements

December 30, 2012

Proprietary information redacted.




This report

J.P.Morgan

JPMorgan Chase Bank, N.A.
383 Madison Avenue
New York, New York 10179

June 2, 2014

Proprietary information redacted.



Very truly yours,

JPMORGAN CHASE BANK, N.A.

By 
Name: Jun Ohara
Title: Executive Director

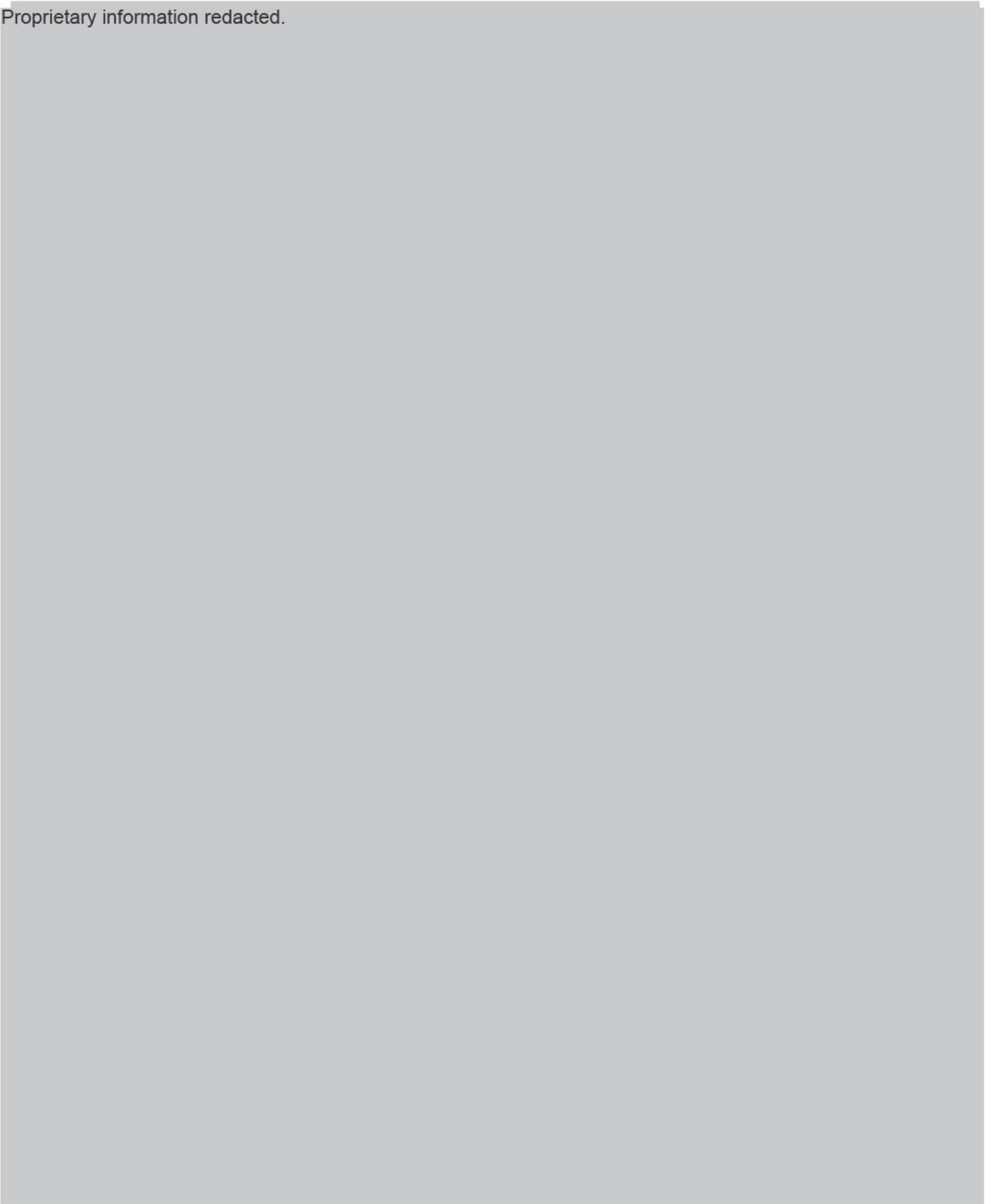


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Contact



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Contact

☎ 479.443.4673

✉ Proprietary information





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Proprietary information redacted.

Contact

 479-443-4673

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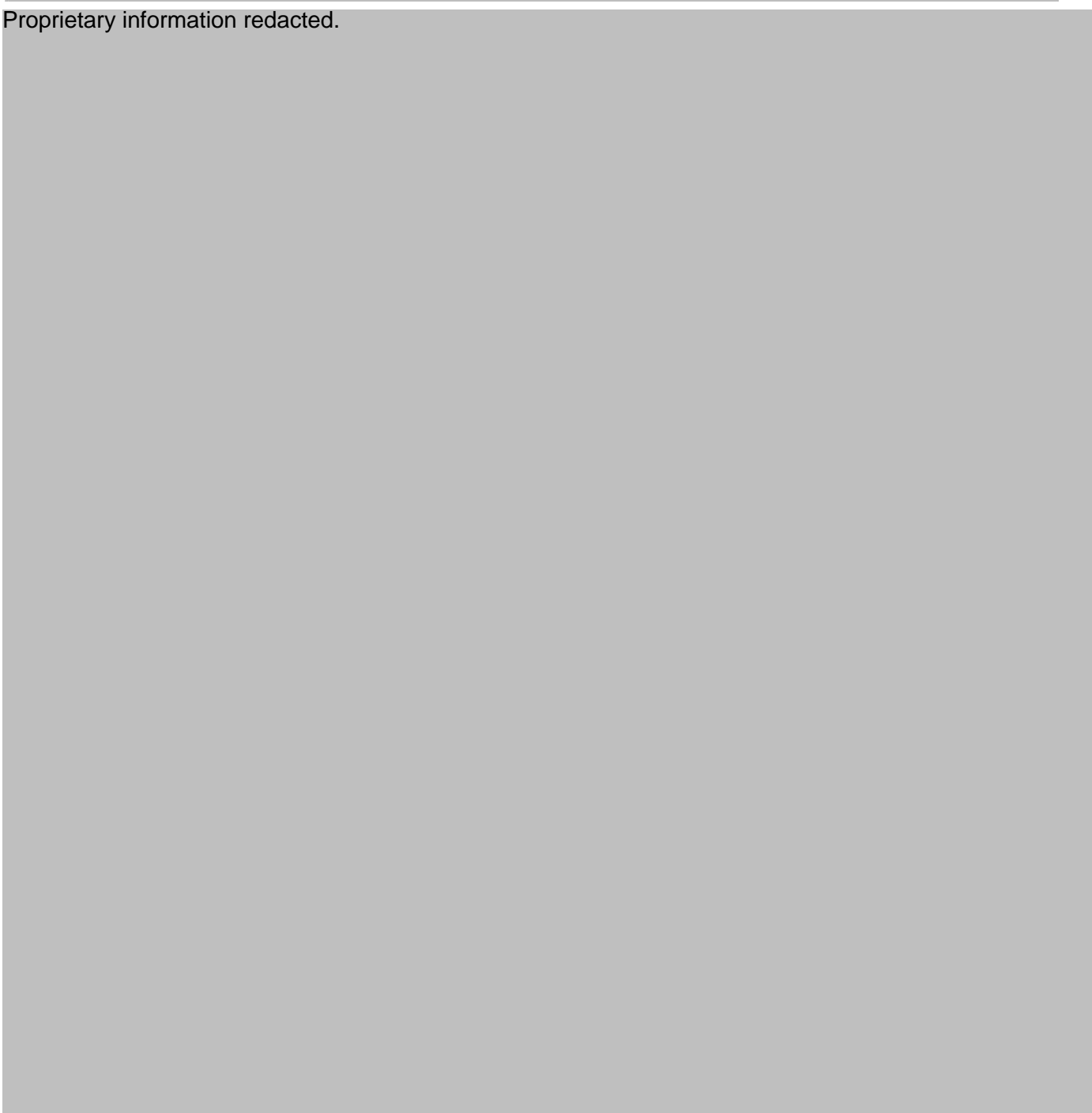


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Contact

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Contact



479.443.4673

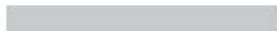
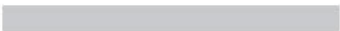
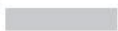


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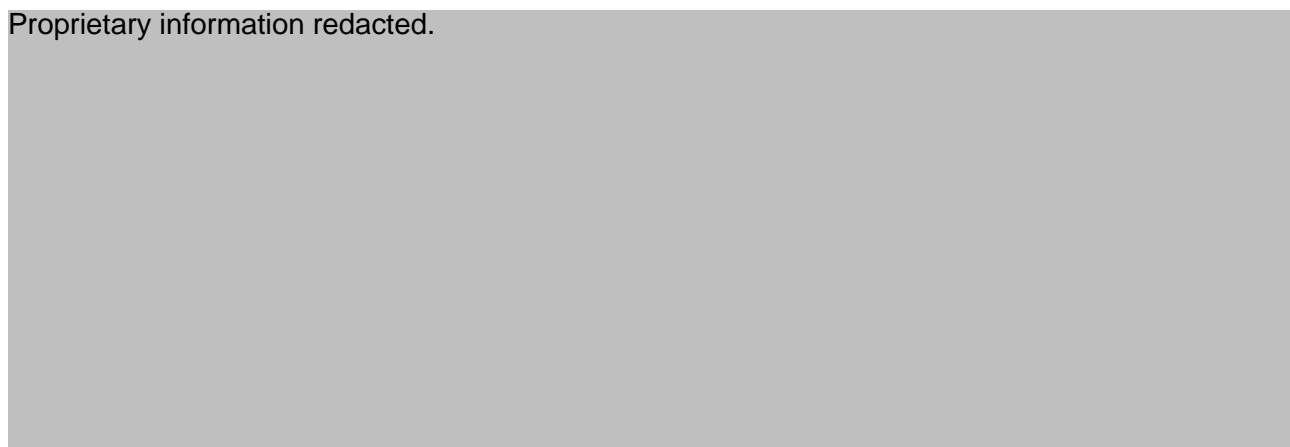


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Mitchell[®]
COMMUNICATIONS GROUP

Mitchell Communications Group
Fayetteville | Chicago | New York
479.443.4673

ARKANSAS LOTTERY COMMISSION

EVALUATION SUMMARY

Evaluation Summary

Contract: Supplemental Advertising, Marketing and Media Services

Date RFQ Issued: May 21, 2014

Date Notice of Intent to Award Issued: June 26, 2014

Names and addresses of all bidders:

Martin-Wilbourn Partners
100 Morgan Keegan Drive, Suite 305
Little Rock, AR 72204

Mangan Holcomb Partners
2300 Cottondale Lane, Suite 300
Little Rock, AR 72202

Mitchell Communications Group
2 North College Avenue
Fayetteville, AR 72701

Hunter Gray Associates
217 West 2nd Street
Little Rock, AR 72201

Successful Vendors: Mitchell Communications Group & Mangan Holcomb Partners

Evaluation scores for all bidders:

Martin-Wilbourn Partners received 63.625 evaluation points
Mangan Holcomb Partners received 90.875 evaluation points
Mitchell Communications Group received 89.625 evaluation points
Hunter Gray Associates received 81.500 evaluation points

A spreadsheet of the scores is attached hereto as Exhibit "A."

Description of why this contract was awarded to two Vendors:

The proposals of four bidders were reviewed by four evaluators on an individual basis and in a group setting over the course of two weeks. In accordance with Section 6.0 of the Request for Qualifications for Supplemental Advertising, Marketing and Media Services ("RFQ"), three finalist bidders were allowed to make a one hour presentation in front of the evaluation committee. At the conclusion of the individual evaluations and the one hour presentations, the evaluators individually scored the proposals based on the criteria set forth in Section 6.0 of the Supplemental Advertising, Marketing and Media RFQ. The scores were the product of the extensive evaluation process. Once the scores were tabulated, it was determined that Mitchell Communications Group and Mangan Holcomb Partners both received cumulative scores exceeding the 85 points required to receive a recommendation to award the project. As a result, the evaluators' recommendation to the Arkansas Lottery Commission was to award the contract to both agencies. The Arkansas Lottery Commission concurred and voted to award the contracts as recommended.

Copies of the original cost schedules submitted by the two Vendors in their RFQ proposals are attached hereto as Exhibit "B". Copies of the final cost schedules negotiated by the ALC and each agency are attached hereto as Exhibit "C".

RFQ #140001

Phase Two Evaluation Scores

Item	Criteria	Total Weight	Hunter Gray Associates, Inc. (Avg.)	Mangan Holcomb Partners (Avg.)	Mitchell Communications Group (Avg.)	Martin-Wilbourn Partners (Avg.)
1	Section 5 Excluding Section 5.10 (B-E)	25.000	20.625	24.500	24.375	20.750
2	Section 5.10(B) General Qualifications	10.000	8.750	9.625	9.500	8.500
3	Section 5.10(C) Creative, Production & Branding Campaign Qualifications	20.000	18.125	19.500	19.250	16.500
4	Section 5.10(D) Anniversary Promotion Qualifications	5.000	4.375	4.750	4.375	3.500
5	Section 5.10(E) Market Specific Strategies Qualifications	5.000	4.000	4.750	4.500	3.250
6	Section 5.11 Plan for Creative, Production & Branding Campaign	10.000	8.750	9.000	9.250	6.625
7	Section 5.11 Plan for Anniversary Promotion	5.000	4.375	4.750	4.375	2.250
8	Section 5.11 Plan for Market Specific Strategies	5.000	4.250	4.375	4.750	2.250
9	Minority-Owned and Female-Owned Business Participation	5.000	0.000	0.000	0.000	0.000
	Overall Score	90.000	73.250	81.250	80.375	63.625

	Presentation	10.000	8.250	9.625	9.250	N/A
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	Total	100.000	81.500	90.875	89.625	63.625
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ATTACHMENT B

COST SCHEDULE

DO NOT modify this format.

Vendors shall provide a credit, charge a fee, provide without charge (\$0), or does not offer (N/A) the following services:

Service	Currently Pay TCG	Vendor's Commission Percentage of Net Media Cost
Media Placement	5% of net media cost	5% of net media cost
Advertising & Marketing Services		Vendor's Hourly Charge
Creative Director	\$220 hourly charge	\$220
Art Director	\$170 hourly charge	\$170
Copy Writer	\$100 hourly charge	\$100
Account Supervisor	\$120 hourly charge	\$120
Account Manager/Coordinator	\$70 hourly charge	\$70
Staff Accountant	\$50 hourly charge	\$50
Promotional Specialist	\$100 hourly charge	\$100
Promotional Staff	\$25 hourly charge	\$25
Graphic Designer	\$105 hourly charge	\$105
Public Relations Director	\$195 hourly charge	\$195
Public Relations Coordinator	\$150 hourly charge	\$150
Production Director	\$195 hourly charge	\$195

ATTACHMENT C

Supplemental Pricing Information (Additional Vendor Categories)

DO NOT modify this format.

Vendor's information provided on this page will NOT BE USED FOR SCORING and NO EVALUATION POINTS will be awarded for ATTACHMENT C. The additional pricing information will be used to set a cap for any supplemental services offered, if the vendor is ultimately selected as the contractor. ALC will negotiate all supplemental pricing prior to the RFP being awarded to the successful contractor.

Type of Advertising & Marketing Services (Job Title)	Hourly Charge	Description of Service Offered (You may attach additional page if needed for explanation.)
Strategic Planning	\$ <u>212</u> hourly charge	Planning, consultation
Creative Concept	\$ <u>220</u> hourly charge	Development of overall campaign concepts
Copywriting	\$ <u>100</u> hourly charge	Development of advertising copy
Art Direction	\$ <u>170</u> hourly charge	Development of campaign design
Television/Radio Direction	\$ <u>185</u> hourly charge	Oversight of television and radio creative
Print production	\$ <u>195</u> hourly charge	Oversight of printing and other materials
Broadcast Production	\$ <u>195</u> hourly charge	Oversight or television/radio production details
Creative Layout/Design	\$ <u>170</u> hourly charge	Creation of design work and layouts
Account Supervision	\$ <u>120</u> hourly charge	Senior-level account oversight
Account Service	\$ <u>70</u> hourly charge	Day-to-day account management
Public Relations Planning	\$ <u>195</u> hourly charge	Development of public relations plans



ATTACHMENT B

COST SCHEDULE

DO NOT modify this format.

Vendors shall provide a credit, charge a fee, provide without charge (\$0), or does not offer (N/A) the following services:

Service	Currently Pay TCG	Vendor's Commission Percentage of Net Media Cost
Media Placement	5% of net media cost	5% of net media cost
Advertising & Marketing Services		Vendor's Hourly Charge
Creative Director	\$220 hourly charge	\$185
Art Director	\$170 hourly charge	\$185
Copy Writer	\$100 hourly charge	\$100 junior copywriter (advertising & social content) \$160 senior copywriter (editorial content)
Account Supervisor	\$120 hourly charge	\$120 (advertising & marketing services) \$160 (strategic communications - see supplemental)
Account Manager/Coordinator	\$70 hourly charge	\$95*
Staff Accountant	\$50 hourly charge	\$50
Promotional Specialist	\$100 hourly charge	\$135
Promotional Staff	\$25 hourly charge	\$25 - \$50**
Graphic Designer	\$105 hourly charge	\$135 junior graphic designer \$160 graphic designer
Public Relations Director	\$195 hourly charge	\$185 hourly charge
Public Relations Coordinator	\$150 hourly charge	\$135 hourly charge
Production Director	\$195 hourly charge	\$185 hourly charge

*Rate is based on the assumption that this is an administrative function.

**Dependent upon the type of service required and if outside support is required.

NOTE: Mitchell Communications Group is accustomed to working within a specific budget for all client projects. To that end, we will ensure that any and all ALC assignments will be completed at or below the budget assigned at the start of the project, regardless of the number of hours required to complete the project.

Sarah Clark, President
Mitchell Communications Group



ATTACHMENT C

Supplemental Pricing Information (Additional Vendor Categories)

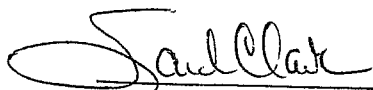
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Vendor's information provided on this page will **NOT BE USED FOR SCORING** and **NO EVALUATION POINTS** will be awarded for **ATTACHMENT C**. The additional pricing information will be used to set a cap for any supplemental services offered, if the vendor is ultimately selected as the contractor. ALC will negotiate all supplemental pricing prior to the RFP being awarded to the successful contractor.

Type of Advertising & Marketing Services (Job Title)	Hourly Charge	Description of Service Offered (You may attach additional page if needed for explanation.)
CEO	\$185	Provides strategic input and oversight of all accounts
Agency President	\$185	Provides strategic input and oversight of all accounts
Senior Vice President	\$185	Responsible for account oversight and strategic leadership
Chief Creative Officer	\$185	Serves as the executive-level leader for the creative team. Responsible for setting the standard for quality work, client interaction and overall creative process. Works with members of the agency design, copywriting, video, technology and online development teams, including those responsible for branding, marketing, strategic communications, media outreach and message development. Assists with new business activities, forecasting and budgeting for the team. This role involves high-level client interaction and presentation of the agency's creative work.
Vice President	\$185	Directs team(s), provides subject matter expertise as appropriate to further inform strategy or tactical execution. VP – Creative Services: Works closely with the CCO to manage the creative team. Serves as a critical role in overseeing quality of work, developing and implementing creative strategy, providing creative leadership and counsel to team members, and partnering with key stakeholders within the agency. This role involves client interaction and presentation of the agency's creative work.
Sr. Director, Digital & Social Media	\$185	<ul style="list-style-type: none"> Day-to-day lead for development of websites, mobile apps, display ads, and all social media platforms Direct lead with internal teams Work closely with Account Lead on strategy and execution of product and digital publishing

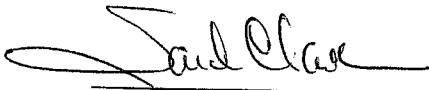
Sarah Clark, President
Mitchell Communications Group

		<ul style="list-style-type: none"> • Develop brand strategy decks • Build and communicate overarching program goals, including all content strategies, tech solutions, design requirements, editorial calendars and page analytics internal teams and key stakeholders
Director	\$160	<p>Ongoing leadership and direct team support :</p> <p>Creative Director: Responsible for interpreting the communication goals and objectives of creative assignments and delivering creative concepts to finished products as approved by the client. The Creative Director is responsible for creation and execution to finished product of client approved work on approved deadline and delivery schedules. Directs all copy and art team members within the agency team. This role involves client interaction and presentation of the agency's creative work.</p>
Supervisor	\$160	Campaign activation elements
Production Supervisor	\$160	<p>Responsible for scheduling in-house video and commercial production teams and pre-production meetings. Manages budgets, timelines and all production needs for commercial shoots and radio production. As part of the creative team, Production Supervisor collaborates with all members of the creative process and works directly with the Associate Creative Director.</p>
Editor(s)	\$160	<p>Primarily responsible for the storage, review and compilation of digital video footage. Editors work closely with Producers and Motion Designers to understand the scope of work captured and the final deliverable requested by the client. While specializing in video editing, editors can assist with operating cameras or developing basic motion graphics, as needed.</p>
Motion Designer(s)	\$160	<p>Responsible for bringing a project to life starting with just graphics and images. Well-versed in AfterEffects, an industry-leading 3D software program, Motion Designers use this skill to animate videos for all agency clients. Works closely with Producers and Editors to understand the requests of the project and incorporate motion design seamlessly into videos. While specializing in motion design, they will also be asked to perform basic video editing duties from time to time.</p>



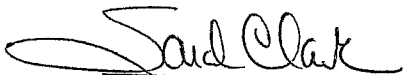
Sarah Clark, President
Mitchell Communications Group

Digital Account Manager	\$160	<ul style="list-style-type: none"> • Fully understand all aspects of the client's account • Be able to formulate an overall digital strategy against goals • Identify best techniques and tools to support campaigns • Work closely with all specialist teams within the agency and vendors • Manage the day to day digital activities directly with the client
Technology Director	\$160	Creates user-information solutions by developing, implementing, and maintaining online applications, software support, online hosting and agency infrastructure; leading team of support technicians, developers and vendors. Works closely with Art Director on website and mobile app assignments. This role also involves client interaction and presentation of the agency's creative work.
Senior Public Affairs Manager	\$160	Provides support for overall reputation management efforts and guide public affairs strategy and tactics.
Associate Creative Director	\$160	Responsible for leading the creative execution of video commercial and photography work. Manages the technical production team members. Leads, initiates and inspires creative ideas, making sure the creative work reflects and drives the strategic direction across multiple projects. Directs and leads productions both on-location and in-studio. This role involves client interaction and presentation of the agency's creative work.
Producer	\$160	Responsible for the execution of a video or commercial on-location and in the pre-production process. Handles logistics leading up to a shoot and coordinates the details, schedules and content needed while on a set. Produces documents such as scripts, call sheets, shot lists, and helps run production meetings. Directs and leads productions both on-location and in-studio. Producers have experience in video and photography production such as editing, animation, camera operation, writing or similar area of expertise.
Graphic Designer	\$160	Responsible for creating graphics and images to visually represent ideas and messages using a combination of typography, visual arts, animation and page layout techniques to produce a final result.



Sarah Clark, President
Mitchell Communications Group

Print Production Coordinator	\$135	Responsible for coordinating production of all printed materials for the agency and its clients. Communicates with vendors, initiates requests for bids manages budgets and timelines, and handles communications between client service teams Art Directors and vendors.
Digital Account Coordinator	\$135	<ul style="list-style-type: none"> • Proofread and copy edit social content • Social Media Proficiency/platforms • Knowledge of project management and design software for nimble content creation and publishing • SEO basics w/ content • Interpret data to adjust program offerings
Coordinator	\$135	Administrative and reporting assistance



Sarah Clark, President
Mitchell Communications Group

NEGOTIATED COST SCHEDULE
Mangan Holcomb Partners

Service	Original Cost Schedule	Negotiated Cost Schedule
Media Placement	5% of net media cost	5% of net media Cost
Advertising & Marketing Services	Vendor's Hourly Charge	Vendor's Hourly Charge
Creative Director	\$220.00 hourly charge	\$185.00 hourly charge
Art Director	\$170.00 hourly charge	\$170.00 hourly charge
Copy Writer	\$100.00 hourly charge	\$100.00 hourly charge
Account Supervisor	\$120.00 hourly charge	\$120.00 hourly charge
Account Manager	\$70.00 hourly charge	\$70.00 hourly charge
Staff Accountant	\$50.00 hourly charge	\$50.00 hourly charge
Promotional Specialist	\$100.00 hourly charge	\$100.00 hourly charge
Promotional Staff	\$25.00 hourly charge	\$25.00 hourly charge
Graphic Designer	\$105.00 hourly charge	\$105.00 hourly charge
Public Relations Director	\$195.00 hourly charge	\$185.00 hourly charge
Public Relations Coordinator	\$150.00 hourly charge	\$135.00 hourly charge
Production Director	\$195.00 hourly charge	\$185.00 hourly charge

NEGOTIATED COST SCHEDULE
Mitchell Communications Group

Service	Original Cost Schedule	Negotiated Cost Schedule
Media Placement	5% of net media cost	5% of net media Cost
Advertising & Marketing Services	Vendor's Hourly Charge	Vendor's Hourly Charge
Creative Director	\$185.00 hourly charge	\$185.00 hourly charge
Art Director	\$185.00 hourly charge	\$170.00 hourly charge
Copy Writer	\$100.00 hourly charge	\$100.00 hourly charge
Account Supervisor	\$120.00 hourly charge	\$120.00 hourly charge
Account Manager	\$95.00 hourly charge	\$70.00 hourly charge
Staff Accountant	\$50.00 hourly charge	\$50.00 hourly charge
Promotional Specialist	\$135.00 hourly charge	\$100.00 hourly charge
Promotional Staff	\$25.00 hourly charge	\$25.00 hourly charge
Graphic Designer	\$135.00 hourly charge	\$105.00 hourly charge
Public Relations Director	\$185.00 hourly charge	\$185.00 hourly charge
Public Relations Coordinator	\$135.00 hourly charge	\$135.00 hourly charge
Production Director	\$185.00 hourly charge	\$185.00 hourly charge

ARKANSAS LOTTERY COMMISSION

INTENT TO AWARD

**MANGAN HOLCOMB PARTNERS
MITCHELL COMMUNICATIONS GROUP**



**STATE OF ARKANSAS
ARKANSAS LOTTERY COMMISSION**

Post Office Box 3238
Little Rock, Arkansas 72203-3238
Phone: (501) 683-2000
Fax: (501) 683-1878
<http://myarkansaslottery.com>

INTENT TO AWARD

Bid Number: ALC-RFQ-140001

Bid Opening Date: June 5, 2014

Services: Supplemental Advertising, Marketing and Media Services

Projected Total Value: Five percent (5%) of net media cost

Creative Director	\$185.00 per hour
Art Director	\$170.00 per hour
Copy Writer	\$100.00 per hour
Account Supervisor	\$120.00 per hour
Account Manager	\$70.00 per hour
Staff Accountant	\$50.00 per hour
Promotional Specialist	\$100.00 per hour
Promotional Staff	\$25.00 per hour
Graphic Designer	\$105.00 per hour
Public Relations Director	\$185.00 per hour
Public Relations Coordinator	\$135.00 per hour
Production Director	\$185.00 per hour

Posting Date: June 26, 2014

Vendor: Mangan Holcomb Partners

Contact: Jean C. Block, (501) 683-1893, jean.block@arkansas.gov



**STATE OF ARKANSAS
ARKANSAS LOTTERY COMMISSION**

Post Office Box 3238
Little Rock, Arkansas 72203-3238
Phone: (501) 683-2000
Fax: (501) 683-1878
<http://myarkansaslottery.com>

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