



# OLC Partnership Proposal Instructions

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## FOREWORD

Thank you for your interest in submitting a proposal to the Ohio Lottery. The Ohio Lottery is the official state lottery commission of Ohio and a consistent leader among state lotteries in the United States. The state agency offers gaming experiences in exchange for prizes and entertainment value to Ohioans ages 18+. 100% of the Ohio Lottery's profits go to K-12 education. The Ohio Lottery values its partnerships greatly and seeks partners who strive to create mutually beneficial experiences and engaging content. The Ohio Lottery values partnerships with organizations who share the same esteem for our core values: positivity, variety, entertainment, fun, education, citizenship, responsible gaming and honesty. The Ohio Lottery is seeking proposals that align the two brands in support of key objectives through a thoughtful integration of relevant and impactful components. During this process, prospective partners will work with Marcus Thomas LLC, the Ohio Lottery's operating agency responsible for partnership facilitation.

For questions regarding submission documents, Lottery objectives or the submission process contact Dave Evans, Account Supervisor at Marcus Thomas LLC ([devans@marcusthomasllc.com](mailto:devans@marcusthomasllc.com), 216-514-4567).

## TIMELINE

The Ohio Lottery is currently accepting proposals for partnerships that are to begin no earlier than August 1, 2019, with the majority of the activity occurring from August 1, 2019 to March 1, 2019. The tentative timeline is as follows:

- Early Proposal Due Date – 4/1/2019
  - > Potential partners who submit a proposal between now and this date will receive feedback on their proposal prior to the final due date
- Final Proposal Due Date – 4/15/2019
- Proposal Evaluation Period – 4/16/2019 – 5/12/2019
- Proposal Response Target – Late May 2019
- Partnership Start Date – 8/1/2019

## INSTRUCTIONS

Corresponding with this cover letter, you will need to fill out three additional forms completely and submit a JPEG of your logo to be considered for a partnership with the Ohio Lottery.

**Activation Submission Template:** This will take the form of your official proposal, as the Lottery can only evaluate proposals submitted through this form – no other proposal types will be accepted. Use this document to detail each activation element of the proposal. An “activation element” is defined as any promotional inventory or opportunity (aside from MyLotto Rewards® prizes), which should engage appropriate audiences, being offered to the Lottery. The following are some specific instructions regarding the form:

- All information contained within braces ( { } ) should be replaced with answers/specifics



- The prospective partner will identify whether they are proposing a partnership focused on *Enhanced Community and Togetherness* or *Entertainment, Joy and Happiness* and describe the specific focus within the selection. This selection should be based on which value(s) the prospective partner and Ohio Lottery most overlap. One of the two should be selected, with the non-selected option being deleted.
  - > Examples of *Enhanced Community and Togetherness* include, but are not limited to, a custom community outreach program, or a focus on InspiredOH – the Ohio Lottery’s content campaign
  - > Examples of *Entertainment, Joy and Happiness* partnerships include, but are not limited to, a focus on creating winning experiences, distributing promotional tickets, highlighting specific Ohio Lottery games or its MyLotto Rewards program
- Each section should be answered completely
- Within each activation section (e.g., Digital Activation), each specific element (e.g., ROS Banner Ads, Email Distribution, etc.) should be listed separately from the others and numbered accordingly
- The “SUMMARY” section of the submission template is reserved for returning Lottery partners. If you are a prospective partner submitting for the first time, please remove this section from the proposal. If you are submitting on behalf of a returning partner, please break out what has been removed and/or added to the previous agreement.
- All elements that are considered added-value should be noted as such upon submission of the proposal. Otherwise, the Lottery assumes that the potential removal of a specific element would coincide with a reduction in the overall investment.

**Partnership Application:** When filling out the application, view each section and consider whether you meet the qualifications for that given box. Some questions require further information based on your answer; if you need to provide more information, fill in the box or attach a document with the additional answers. The application should be filled out referencing the potential partner, not the representative.

**Prize Template:** Regardless of the focus of a given partnership, the Ohio Lottery would like to consider opportunities to offer members of its MyLotto Rewards club the chances at prizes and experiences from partners.

The Lottery seeks prizes in the form of unique experiences, event tickets and common-use items. When filling out this form, please provide:

- Description of each prize
- The quantity of each prize offered
- The date, if applicable, for each prize
- The price per item and total price
- The fulfillment method of the prize



OLC Partnership Proposal  
*{Potential Partner Name}*  
*Marcus Thomas LLC*  
*Date Range – {Start Date-End Date}*  
*Total Investment – {Partnership Activation Cost + Prize Cost}*  
*Partnership Activation Cost – {Cost}*  
*Prize Cost – {Cost}*

## **PARTNERSHIP DESIGNATION**

{Detail partnership designation of the Ohio Lottery; for example, would the Lottery be considered an official partner, a participating partner, etc.??}

## **SPONSORSHIP RIGHTS: Use of Marks**

**Use of Marks** – {Detail the extent of use of marks that the Ohio Lottery is being offered in accordance with this proposal; for example, does the Lottery have full use of marks or use of marks restricted to the MyLotto Rewards site, or is the Use of Marks not included, etc.??}

- {Additional details regarding use of marks, if applicable}
- {Additional details of review requirements for marketing that incorporate the marks, if applicable}

## **PARTNERSHIP ACTIVATION ELEMENTS: Enhanced Community and Togetherness (1 of 2)**

**Overall** – {Provide an overview of the focus of your proposal as it relates to the Lottery’s Enhanced Community and Togetherness partnership objective, plus detail specific supporting activation elements below.}

## **PARTNERSHIP ACTIVATION ELEMENTS: Entertainment, Joy and Happiness (2 of 2)**

**Overall** – {Provide an overview of the focus of your proposal as it relates to the Lottery’s Entertainment, Joy and Happiness partnership objective, plus detail specific supporting activation elements below.}

## **PARTNERSHIP ACTIVATION ELEMENTS: OBJECTIVE**

Marcus Thomas and the Ohio Lottery are evaluating and prioritizing return on investment/objective for its partnerships. This will help all involved parties be aware of the realized benefit and outcomes this partnership would generate. The ideal partner has a specific and focused objective shared between themselves and the Ohio Lottery – all activation elements listed below should be aimed at supporting the objective.

- 1) Beyond fulfillment of the proposed partnership activation elements, what outcomes do you expect to see from the proposed partnership arrangement? These should be specific and measurable outcomes. Please provide one objective that you feel is appropriate for your proposal.

{Answer here. Some examples might be: “X percent increase in positive sentiment,” “Collect ## new stories,” “Drive \$X or ## incremental sales (play) among attendees/among X geography,” or “Increase game awareness by delivering ## total media impressions to reach ## consumers at least ## times within ## months.”}

- 2) Considering the specific objective that you provided in response to question 1, please outline your recommendation for measuring performance.

{Answer here}

- 3) The Ohio Lottery is interested in well-integrated partnerships with a common purpose. In addition to encouraging partners to submit proposals that embrace this in their included activations, the Lottery would like to identify areas of common interest or opportunity. Please describe your organization’s objectives for the year and how you would like to see a partnership with the Ohio Lottery playing a role to achieve those.

{Answer here}

**PARTNERSHIP ACTIVATION ELEMENTS: On-Site Activation**

The expected attendance of {anticipated event} is {anticipated attendance}.

**1. {First on-site activation element} – {Description of first element}**

- {Additional details of first element}
- {Specs of first element}
- {Party responsible for production cost, if applicable: Lottery or partner}
- {Date range}
- {Guaranteed impressions}
- {Supported Lottery objective}

**2. {Second on-site activation element} – {Description of second element}**

- {Additional details of second element}
- {Specs of second element}
- {Party responsible for production cost, if applicable: Lottery or partner}
- {Date range}
- {Guaranteed impressions}
- {Supported Lottery objective}

**3. {Third on-site activation element} – {Description of third element}**

- {Additional details of third element}
- {Specs of third element}



- {Party responsible for production cost, if applicable: Lottery or partner}
- {Date range}
- {Guaranteed impressions}
- {Supported Lottery objective}

## **PARTNERSHIP ACTIVATION ELEMENTS: Broadcast Media**

### **1. {First broadcast element} – {Description of first element}**

- {Additional details of first element}
- {Specs of first element, including spot length}
- {Party responsible for production cost, if applicable: Lottery or partner}
- {Date range}
- {Rating points of broadcast program}
- {Number of spots}
- {Supported Lottery objective}

## **PARTNERSHIP ACTIVATION ELEMENTS: Digital Activation**

### **1. {First digital activation element: Partner website} – {Description of first element}**

- {Additional details of first element, including page where ad will appear}
- {Specs of first element}
- {Party responsible for production cost, if applicable: Lottery or partner}
- {Date range}
- {Guaranteed impressions}
- {Supported Lottery objective}

### **2. {Second digital activation element: Email distribution} – {Description of second element}**

- {Additional details of second element}
- {Specs/size of item included in eNewsletter}
- {Size of distribution list; open rate; click-through rate}
- {Supported Lottery objective}

### **3. {Third digital activation element: Social} – {Description of third element}**

- {Additional details of third element}
- {Social following size}
- {Party responsible for social creative}
- {Total number of posts included per platform: Twitter, Facebook, Instagram, etc.}
- {Supported Lottery objective}



## **PARTNERSHIP ACTIVATION ELEMENTS: Additional Offerings**

Note: Any elements included in a proposal that would be considered added-value should be noted as such. Otherwise, the Lottery assumes that the potential removal of a specific element would coincide with a reduction in the overall investment. Please delete these instructions upon submission. Additionally, any elements that are to be included in this proposal that do not fit into the other partnership activation categories can be placed here.

### **1. {First element} – {Description of first element}**

- {Additional details of first element, including page where ad will appear}
- {Specs of first element}
- {Party responsible for production cost, if applicable: Lottery or partner}
- {Date range}
- {Guaranteed impressions}
- {Supported Lottery objective}

### **2. Partners in Education**

- {The Partner} will donate six (6) autographed items in association with the Ohio Lottery Partners in Education program {two (2) each of three (3) items}. Autographed items are to be mailed to Allison Turner (c/o Ohio Lottery, 615 W. Superior Ave., Cleveland, OH 44113) by August 1, 2019. The shipment must include a sheet that says “Partners in Education”.
- The Lottery can use one (1) {Partner’s} mascot in {calendar year} to promote education and special recognitions, such as the School of the Year program.

## **SUMMARY**

{Please break out in this section what has been removed and/or added to the previous agreement if you are a returning partner.}



**SPONSORSHIP BENEFITS** – The Ohio Lottery reserves the right to make reasonable requests for tickets/parking to events. The Lottery shall use these tickets for purposes of monitoring advertising components, providing necessary promotional support permitted in this Exhibit A and sales agent incentive programs. **Please see Section 6 of the Terms regarding the appropriate personnel for ticket and/or parking pass issuance and the Lottery Inquiry and Confirmation Compliance.**

**Event Contact**

{Representative, Title}  
{Organization}  
{Address}  
{City, State, ZIP}  
{Phone Number}  
{Email Address}

**Agency Sponsorship Contact**

Dave Evans, Account Supervisor  
Marcus Thomas LLC  
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devans@marcusthomasllc.com

**Lottery Sponsorship Contact**

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