

Mary Ann Williamson  
Chairman

J. Winston Krause  
Commissioner

Cynthia Tauss Delgado  
Commissioner



# TEXAS LOTTERY COMMISSION

Gary Grief, *Executive Director*

Philip D. Sanderson, *Charitable Bingo Operations Director*

April 17, 2012

Jaime Gonzalez-Mir  
LatinWorks Marketing LLC  
206 E 9<sup>th</sup> Street  
13th Floor  
Austin, TX 78701

Via facsimile: 512.479.6024  
and email: [j.gonzalez-mir@latinworks.com](mailto:j.gonzalez-mir@latinworks.com)  
**TIME SENSITIVE**

RE: Request for Proposals (RFP) for Advertising Services, RFP #362-12-0002

Dear Mr. Gonzalez-Mir:

The Texas Lottery Commission (TLC) is reviewing the Proposal submitted by LatinWorks in response to the above-referenced RFP, and, pursuant to RFP Section 2.16.3, requests clarifications as set forth below.

1. Section 4.1.2 – For the table on Part 4 - Page 14, provide the total annual value of each contract, including all fees and pass-through costs (i.e., account fees, media planning/buying costs, production costs, etc.), and provide the begin and end dates for each engagement.
2. Section 4.2 – *Marshalls* is identified as a reference. Please provide the same contract information requested in Section 4.1.2 for *Marshalls*.
3. Part 6 - Page 59 – How is the media buying/planning structured? Is the media buyer buying for TLC across all DMA's OR buying for limited DMA's for multiple clients, including TLC? Will media planners also be performing the media buying function?
4. Part 6 - Page 4 – What is the estimated percentage of time that Chris Noble and Jaime Gonzalez-Mir will be dedicated to the TLC account?
5. Part 6 - Page 24 – Is Phillip Gant a LatinWorks employee? If no, please describe the relationship between Mr. Gant and LatinWorks.

Your complete response to all questions, including any additional information requested herein, must be provided to me no later than **2 p.m. CST on Thursday, April 19, 2012**. Your response may be submitted via facsimile to (512) 344-5444 or e-mail to

P.O. Box 16630 • Austin, Texas 78761-6630

Phone (512) 344-5000 • FAX (512) 478-3682 • Bingo FAX (512) 344-5142

[www.txlottery.org](http://www.txlottery.org) • [www.txbingo.org](http://www.txbingo.org)

angela.zgarba@lottery.state.tx.us. In accordance with Section 1.9 of the RFP, please mark any information considered confidential as such.

If you have any questions, you may contact me at (512) 344-5215. Thank you for your immediate attention to this matter.

Sincerely,



Angela Zgabay-Zgarba, CTPM, CTCM  
Contracts Administrator