



**SOUTH CAROLINA EDUCATION LOTTERY  
1333 MAIN STREET, SUITE 400  
COLUMBIA, SOUTH CAROLINA 29201**

**Notice of Award  
Posting Date: March 30, 2018**

**Solicitation: 01122018AMPOS RFP**

**Description: Request for Proposals for Advertising Media Placement and Other Services (AMPOS)**

The South Carolina Education Lottery (SCEL), as a delegated authority of the State, intends to award contract(s) noted below. Unless otherwise suspended or cancelled, this document becomes the final Statement of Award, effective 08:00:00 EST, April 10, 2018. Unless otherwise provided in this solicitation, the final statement of award serves as acceptance of your offer.

Contractor should not perform work on or incur any costs associated with the contract prior to the effective date of the contract. Contractor should not perform any work prior to the receipt of a purchase order from the South Carolina Education Lottery. SCEL assumes no liability for any expenses incurred prior to the effective date of the contract and issuance of a purchase order.

Any actual bidder, offeror, contractor, or subcontractor who is aggrieved in connection with the intended award or award of a contract shall protest within ten (10) days of the date notification of award is posted in accordance with this code. A protest shall be in writing, shall set forth the grounds of the protest and the relief requested with enough particularity to give notice of the issues to be decided, and must be received by the appropriate Chief Procurement Officer within the time provided. [Section 11-35- 4210]

PROTEST - CPO ADDRESS - MMO: Any protest must be addressed to the Chief Procurement Officer, Materials Management Office and submitted in writing via:

(a) by email to [protest-mmo@mmo.sc.gov](mailto:protest-mmo@mmo.sc.gov);

(b) by facsimile at 803-737-0102; or

(c) by post or delivery to 1201 Main Street, Suite 601, Columbia, SC 29201.

Awarded To: Chernoff Newman, LLC  
1411 Gervais Street, 5<sup>th</sup> Floor  
Columbia, South Carolina 29201

**Total Potential Value: \$1,332,474\***

\*Note, the total potential value was estimated by applying a fixed commission rate of 2.65% to the average total value of SCEL's advertising media budget for FY14-FY17-- \$7,183,150-- (FY14-- \$7,142,000; FY 15--\$7,082,000; FY 16--\$7,294,800; and FY 17--\$7,213,800). This rate does not apply to OTHER MEDIA RELATED SERVICES in the solicitation which are required to be paid a fixed hourly rate of seventy-five dollars per hour (\$75.00/hr.). The potential value may be adjusted as needed, but shall not exceed 2.65% of the annual budget estimated for advertising media placement during the course of any fiscal year within the maximum contract period.

**Maximum Contract Period:** April 10, 2018 through April 09, 2025

**Initial Contract Period:** April 10, 2018 through April 09, 2023

<b>Item</b>	<b>Description</b>
00001	Provide advertising media placement services at a fixed commission rate of 2.65% of the value of advertising media being placed.

**Petrina F. Marsh, CPPB  
SCEL Procurement Officer**