

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)

ACTIVATION SUBMISSION INSTRUCTIONS

Thank you for your interest in submitting a proposal. When preparing your partner proposal, use the Activation Submission Template 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 Lottery is seeking proposals that align the two brands in support of key objectives (both Ohio Lottery’s and our partner’s) through a thoughtful integration of relevant and impactful components.

For more detailed instructions, please review the submission cover letter. Direct any questions regarding this document, Lottery objectives or the submission process to Dave Evans, Senior Account Executive, at Marcus Thomas (devans@marcusthomasllc.com, 216.514.4567).

PARTNERSHIP DESIGNATION

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

PARTNER METRICS

1. Audience size
 - (Number of customers, event attendees, etc.)
2. Affiliates
 - (List of affiliates)
 - (Resulting exposure)
3. Audience demographics
 - (Psychographics)
 - (Lottery behaviors)
 - (Receptivity to sponsors and partners)
 - (Additional demographics, if available)

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 are the Use of Marks not included, etc.?)

- (Additional details regarding use of marks)
- (Additional details of review requirements for marketing that incorporate the marks)

PARTNERSHIP ACTIVATION ELEMENTS: Enhanced Community and Togetherness*

*List all elements separately, numbered.

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: On-Site Activation*

*List all elements separately, numbered.

The expected attendance of this event (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)
- (Estimated or 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)
- (Estimated or 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)
- (Estimated or guaranteed impressions)
- (Supported Lottery objective)

PARTNERSHIP ACTIVATION ELEMENTS: Broadcast Media*

*List all elements separately, numbered.

- 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*

*List all elements separately, numbered.

- 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)
 - (Estimated or 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: Entertainment, Joy and Happiness

*List all elements separately, numbered.

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: On-Site Activation*

*List all elements separately, numbered.

The expected attendance of this event (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)
- (Estimated or 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)
- (Estimated or 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)
- (Estimated or guaranteed impressions)
- (Supported Lottery objective)

PARTNERSHIP ACTIVATION ELEMENTS: Broadcast Media*

*List all elements separately, numbered.

- 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*

*List all elements separately, numbered.

- 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)
 - (Estimated or 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: Miscellaneous*

*List all elements separately, numbered.

1. (First miscellaneous 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)
- (Estimated or guaranteed impressions)
- (Supported Lottery objective)

PARTNERSHIP ACTIVATION ELEMENTS: Added-Value*

*List all elements separately, numbered.

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.

1. (First added-value 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)
- (Estimated or 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 Dave Evans (c/o Marcus Thomas LLC, 4781 Richmond Rd., Cleveland, OH 44128 by July 1, 2018.
- The Lottery can use one (1) (Partners)' mascot in (calendar year) to promote education and special recognitions, such as the School of the Year program.

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.

- 1) Beyond fulfillment of the proposed activities, what outcomes do you expect to see from the proposed partnership arrangement? These should be as specific and measurable as

possible. Please provide a minimum of one objective, which you feel is appropriate for your proposal.

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 ## number of times within ## months”

- 2) Considering the specific objective(s) that you provided in response to question 1, please outline your recommendation for measuring performance.
- 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 Ohio Lottery playing a role to achieve those.

SUMMARY

(This area of the submission template is reserved for returning Lottery partners. If you are submitting on behalf of a returning partner, please break out what has been removed and/or added to the previous agreement.)

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
4781 Richmond Rd.,
Cleveland, Ohio 44128
216-514-4567
devans@marcusthomasllc.com

Lottery Sponsorship Contact

Sandra Lesko-Sabbath
Ohio Lottery
615 W. Superior Avenue
Cleveland, Ohio 44113
sandra.lesko-sabbath@lottery.ohio.gov