



**REQUEST FOR PROPOSALS
FOR
QUALIFIED MARKETING INSIGHTS/RESEARCH SERVICES VENDORS LIST**

#26-MIR-720

July 20, 2026



Anything
can happen in Jersey.™

1. GENERAL INFORMATION

Northstar New Jersey Lottery Group, LLC (“Northstar”) acts on behalf of the New Jersey Lottery (“Lottery”) under a Lottery Growth Management Services Agreement (“Services Agreement”) awarded to Northstar by the State of New Jersey and the Lottery in June of 2013. Through this Request for Proposals #246-MIR-720 (“RFP”), Northstar is inviting providers of a variety of marketing insights/research services to submit proposals in order to be placed on a list of Qualified Marketing Insights/Research Services Vendors (“Qualified Vendors List” or “Qualified Vendors”) from which Northstar may order on an as needed basis, to support the Lottery’s sales, marketing, research, advertising and promotional programs.

An Evaluation Committee will review all interested vendor proposals in accordance with the requirements set forth in this RFP. Based on that evaluation, a Qualified Vendors List will be established. Qualified Vendors will be considered qualified for a period of two (2) years from the date the Qualified Vendors List is published on Northstar’s website. Qualification and placement on the Qualified Vendors List is NOT a guarantee of future orders or any minimum volume of orders by Northstar. Issuance of this RFP does not constitute a legal offer capable of acceptance.

2. RFP ADMINISTRATION

A. Goal

Northstar’s goal in issuing this RFP is to improve the efficiency and economy of marketing insights/research services expenditures. Northstar expects to obtain reliable, consistent, and quality marketing insights/research services at reasonable prices.

B. Timeline

July 20, 2026	RFP Issued
July 30, 2026 at 12:00 p.m. ET	Questions Due from Vendors
August 11, 2026	Answers Issued by Northstar
September 3, 2026 at 12:00 p.m. ET	Proposals Due from Vendors
September 17, 2026	Qualified Vendors List Published

This timeline is subject to change in Northstar’s discretion. Any changes to the timeline will be posted to the procurement tab on Northstar’s website and emailed to interested vendors who have submitted a proposal in response to this RFP and/or who have signed up to receive marketing insights/research services procurement notifications from Northstar.

C. Contacts

If additional information is needed for an interested vendor to understand this RFP, only written questions submitted electronically by email will be accepted until 12:00 p.m. ET on July 30, 2026. Telephone inquiries will not be accepted under any circumstances. Submit all questions by email to NSNJProcurements@nsnj.com with “Marketing Insights/Research Services RFP Questions” in the subject line. Interested vendors’ questions and Northstar’s answers to those questions may, in Northstar’s discretion, be shared with all interested vendors at the same time to ensure that all interested vendors have equal access to the same information.

To be considered for evaluation, a proposal submitted in response to this RFP must include the information required by Sections 3, 4, and 5 of this RFP and must be received in the manner, date and time specified in Section 6 of this RFP.

3. GENERAL REQUIREMENTS

The following General Requirements are Pass/Fail standards. If an interested vendor cannot meet (or fails to demonstrate in its written proposal that it can meet) any General Requirement listed in this Section 3, that interested vendor may be disqualified from consideration under this RFP at the discretion of Northstar.

Marketing Insights/Research Services	Provide some or all of the marketing insights/research services listed on the Schedule 1 to this RFP. <u>See</u> Schedule 1 – Marketing Insights/Research Services Worksheet.
Timing	Time requirements vary; Delivery typically required within 30 days of order.
Data Analysis	Ability to provide analysis of research data upon request.
Reports/Presentations	Ability to provide reports and/or presentations of research data upon request.
Sample Size	Ability to provide requested sample size for marketing insights/research services (see Schedule 1 to this RFP for details).
Electronic receipt of files	Required.
Invoicing	Net 60.

4. SUBMISSION REQUIREMENTS

The following Submission Requirements are Pass/Fail standards. If an interested vendor fails to comply with any of the following Requirements listed in this Section 4 in responding to the RFP, that vendor may be disqualified from consideration under this RFP at the discretion of Northstar. Each interested vendor must:

- A. Confirm in its written proposal that it can meet or exceed the General Requirements listed in Section 3, above.
- B. Electronically submit a written proposal in the form, manner and time required by this RFP, which written proposal shall include all of the proposal contents listed in Section 5 as well as a description of the interested vendor's resources and capabilities to provide some or all of the marketing insights/research services listed in Schedule 1 to this RFP. See Schedule 1-Marketing Insights/Research Services Worksheet.
- C. Electronically submit, with the written proposal, a completed Schedule 1 - Marketing Insights/Research Services Worksheet that includes estimated pricing.
- D. Electronically submit, with the written proposal, a signed copy of Appendix A – Standard Subcontract Provisions. A vendor selected for inclusion on the Qualified Vendors List will receive a fully executed Appendix A countersigned by Northstar.
- E. Electronically submit, with the written proposal, a signed copy of Appendix B - Non-Disclosure Agreement ("NDA"). A vendor selected for inclusion on the Qualified Vendors List will receive a fully executed Appendix B countersigned by Northstar.

5. PROPOSAL CONTENTS

The Proposal Contents Requirements are Pass/Fail standards. An interested vendor's written proposal must be divided into sections as described in the following table and contain the following information. Failure to include the information required in this Section 5 may result in an interested vendor's disqualification from consideration under this RFP.

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| <p>(a) Cover Letter: An interested vendor's written proposal must include a cover letter signed by a person authorized to agree to a contract on behalf of the interested vendor, affirming that the interested vendor can meet or exceed the requirements specified in this RFP, and listing:</p> <ul style="list-style-type: none"> • the vendor's full legal name; • address; • telephone number; • email address; • location(s) of the facility(ies) where any marketing insights/research services required by Northstar will be conducted; and • any confidential or proprietary information contained in the interested vendor's proposal (see Section 6(C) of this RFP). |
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| <p>(b) Processes and Capabilities: An interested vendor's written proposal must include:</p> |
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• a list of the interested vendor's current marketing insights/research services processes and capabilities; • a description of all general marketing insights/research experience; • a description of all lottery industry marketing insights/research experience, including instant ticket marketing insights/research experience and draw based games marketing insights/research experience (if applicable); and • a description of all gaming industry marketing insights/research experience (if applicable).
(c) Project Oversight Resources and Capabilities: An interested vendor's written proposal must include an overview of its internal resources and capabilities for order processing and project oversight including: • ability to adhere to guaranteed response time for estimates, • quality control processes, and • data analysis, reporting, and/or presentation delivery.
(d) Estimated Pricing: An interested vendor's written proposal must include in the completed Schedule 1 – Marketing Insights/Research Services Worksheet, an estimate of the price(s) per sample size an interested vendor would charge for the representative order. • Interested vendors are encouraged to electronically submit a written proposal for some or all of Northstar's marketing insights/research services needs as identified in the Schedule 1- Marketing Insights/Research Services Worksheet. Northstar reserves the right to select separate Qualified Vendors or multiple Qualified Vendors for each category of work. • An interested vendor that does not have the capability to provide marketing insights/research services listed should respond "N/A" for that particular item on the worksheet. • Pricing may be listed as a specific price or a range of prices for each representative order. Estimated pricing will not be used as firm prices to be payable to Qualified Vendors selected through the Vendor Qualification process under this RFP. Estimated pricing will be used by the Evaluation Committee in reviewing an interested vendor's proposal to determine whether an interested vendor offers prices that Northstar considers in its discretion to be reasonable. • No changes to the specifications (including services) listed on the Schedule 1 – Marketing Insights/Research Services Worksheet are permitted. The services must be provided exactly as listed in the worksheet without changes or substitutions.
(e) Standard Subcontract Provisions: Each written proposal must include Appendix A – Standard Subcontract Provisions – signed on behalf of the interested vendor, by an individual authorized to sign on behalf of and legally bind the interested vendor. • The services to be provided by the Qualified Vendors selected pursuant to this RFP are for the benefit of the State of New Jersey and the Lottery.

Northstar's Services Agreement requires Northstar to pass through various non-negotiable provisions from its Services Agreement to all Qualified Vendors. Those provisions are included in the Standard Subcontract Provisions. Any purchase order or invoice for marketing insights/research services project(s) issued as a result of this procurement shall be subject to the Standard Subcontract Provisions, and the Standard Subcontract Provisions shall take priority over any conflicting terms in such purchase order or invoice. Northstar reserves the right to incorporate additional provisions in any purchase order or invoice in the best interest of Northstar and/or the Lottery.
(f) <u>Non-Disclosure Agreement</u>: Each written proposal must include Appendix B – NDA – signed on behalf of the interested vendor, by an individual authorized to sign on behalf of and legally bind the vendor, in substantially the same form as that attached in the Appendix B.
(g) <u>Customer References</u>: Each written proposal must include a list of the names, addresses, telephone numbers, and email addresses of at least three (3) current customers for which the interested vendor supplies satisfactory marketing insights/research services. If applicable, Northstar or the Lottery may be listed as a customer reference.

6. **PROPOSAL SUBMISSION**

A. **Submission Deadline; Electronic Submission**

To be considered for evaluation a written proposal must be received electronically at the following email address not later than 12:00 p.m. ET on September 3, 2026:
NSNJProcurements@nsnj.com

B. **Late Proposal**

Any proposal received after the date and time specified in this Section 6 may be rejected.

C. **Ownership of Proposals; Confidential Materials**

Proposals submitted by interested vendors in response to this RFP will become the exclusive property of Northstar upon receipt and will not be returned. Any request by an interested vendor for confidential treatment of any portion of the interested vendor's proposal should follow the cover letter. Northstar may be required to furnish to the State of New Jersey and/or the Lottery certain information and materials with respect to, among other things, this RFP and proposals submitted in response to this RFP.

Under the New Jersey Open Public Records Act, N.J.S.A. 47:1A-1 et seq. ("OPRA") and New Jersey law, information, documents and materials furnished to the State of New Jersey and/or the Lottery may be subject to public disclosure. Any information in an interested vendor's proposal that an interested vendor claims is confidential and should not be

publicly disclosed must be clearly identified in the proposal. Each page or relevant portion of a page containing such information must be clearly marked as "Confidential," and the proposal must include an explanation of the specific grounds for exemption under OPRA (or any other law or rule that supports a request for confidential treatment). If an interested vendor requests confidential treatment of a portion of a proposal, the interested vendor must submit with the proposal an additional, redacted version of the proposal with confidential information deleted. The redacted version of the proposal must describe the general nature of the redacted material. Northstar will not honor any attempt by an interested vendor to designate its entire proposal as proprietary, confidential and/or to claim copyright protection for its entire proposal. Whether or not certain information, documents and materials that an interested vendor has marked as confidential is/are exempt from public disclosure will be decided by the State of New Jersey based upon an interested vendor's explanation of the specific grounds for exemption under OPRA, the applicable requirements of OPRA and New Jersey law.

7. PROPOSAL EVALUATION

A. Evaluation Committee

Northstar will appoint an Evaluation Committee including members of Northstar's Finance, Marketing and Advertising Departments to evaluate each interested vendor's proposal. The Evaluation Committee will evaluate each interested vendor's proposal for compliance with the requirements specified in this RFP.

B. Proposal Review

The Evaluation Committee will base the evaluation of each interested vendor's proposal on the requirements specified in this RFP and the interested vendor's responses to those requirements as described in the vendor's written proposal, including the estimated pricing reflected on the Schedule 1 – Marketing Insights/Research Services Worksheet.

C. Proposal Clarification

During the review of each interested vendor's proposal, the Evaluation Committee may have question(s) about an interested vendor's proposal. The Evaluation Committee may ask for clarification by written question(s) sent by email to an interested vendor.

An interested vendor is expected to answer the Evaluation Committee's question(s) within 24 hours unless it asks for, and the Evaluation Committee agrees to, additional time. Depending on the nature of the information, an interested vendor's answer may, in Northstar's discretion, be shared with other interested vendors and that information may be incorporated into a purchase order subsequently issued to a vendor listed on the Qualified Vendors List.

8. ESTABLISHMENT AND USE OF QUALIFIED MARKETING INSIGHTS/RESEARCH SERVICES VENDORS LIST

On or about the date specified in Section 2 of this RFP, Northstar's Evaluation Committee will determine which interested vendor(s) meet the requirements to be placed on the Qualified Vendors List as specified in this RFP. The decisions of Northstar's Evaluation Committee shall be final. Northstar reserves the right to reject any or all of the proposals submitted, or to withdraw this RFP at any time. Northstar also reserves the right to accept proposals from interested vendors in part only.

A. Notice to Vendors

Each interested vendor that Northstar's Evaluation Committee determines meets the requirements to be placed on the Qualified Vendors List will receive (i) written notice that its name has been placed on the Qualified Vendors List; (ii) a fully executed Appendix A, Standard Subcontract Provisions, countersigned by Northstar and (iii) a fully executed Appendix B, NDA, countersigned by Northstar.

B. Publication

The Qualified Vendors List will be published on the Procurement page of Northstar's website and emailed to each Qualified Vendor.

C. Effective Period of List

The Qualified Vendors List will remain in effect for a period of two (2) years from the date the Qualified Vendors List is published on Northstar's website, unless Northstar or the Lottery determines in its/their sole discretion that it is in the best interests of Northstar or the Lottery to either extend or terminate the two (2) year effective period of the Qualified Vendors List.

D. Removal from List

A Qualified Vendor may be removed from the Qualified Vendors List by request if Northstar agrees to release the Qualified Vendor, subject to reasonable conditions. Northstar may remove a Qualified Vendor from the Qualified Vendors List if Northstar or the Lottery determines in its/their discretion that the Qualified Vendor (i) is no longer capable or available to fulfill the requirements of an order, (ii) no longer possesses the financial or technical ability or reputation required to be considered a responsible vendor qualified to provide marketing insights/research services to the State of New Jersey, (iii) it is in the best interests of either Northstar or the Lottery to remove a vendor from the Qualified Vendors List for any reason.

E. Ordering from Any Qualified Vendor Permitted

During the two (2) year effective period of the Qualified Vendors List, Northstar may place order(s) for marketing insights/research services from any Qualified Vendor that submitted an estimated pricing proposal for the particular service that Northstar seeks to procure. Northstar may procure such order from one or more Qualified Vendors listed on the Qualified Vendors List without requiring competitive quotes, bids, or offers from other vendors on the Qualified Vendors List. Northstar, however, reserves the right in its

discretion to seek competing quotes, bids, or offers from other vendors on the Qualified Vendors List.

F. No Ordering from Unlisted Vendors; Exception

In the event that, during the two (2) year effective period of the Qualified Vendors List, Northstar determines a need for marketing insights/research services not originally identified in the Schedule 1 to the RFP, Northstar will first seek estimated pricing from the Qualified Vendors List. However, if Northstar determines in its discretion that the estimated price, quality, quantity or time and place of delivery offered by the Qualified Vendors on the Qualified Vendors List is/are unreasonable, Northstar reserves the right to procure such service from a vendor not included on the Qualified Vendors List. In addition, Northstar reserves the right to order marketing research/insights services from a vendor not listed on the Qualified Vendors List in the event Northstar determines that no Qualified Vendor is capable or available to fulfill the specific requirements of the order.

9. NEWS RELEASE

A Qualified Vendor shall not issue any written or oral communication to any news media representative regarding Northstar, the Lottery, or this RFP unless such communication is expressly approved in advance by Northstar and/or the Lottery.

10. DISCLAIMER

By issuing this RFP neither Northstar nor the Lottery guarantees that any contract will be awarded or that any orders will be issued to any Qualified Vendor listed on the Qualified Vendors List.

Northstar and the Lottery shall not be liable for any costs or fees incurred by an interested vendor in responding to this RFP, or for costs or fees incurred by an interested vendor in attending meetings or preparing demonstrations, presentations or clarifications in connection with the RFP procurement process.

Interested vendors may not take advantage of any apparent error or omission in this RFP. In the event that any errors or omissions are discovered, an interested vendor shall immediately notify Northstar.