



FOR IMMEDIATE RELEASE

**Northstar New Jersey Lottery Group, LLC Invites Proposals
For a Qualified Marketing Insights/Research Vendors List**

TRENTON (July 20, 2026) – Northstar New Jersey Lottery Group, LLC (“Northstar”) today announced a Request for Proposals (“RFP”), inviting providers of marketing insights/research services to submit proposals to be placed on a list of Qualified Marketing Insights/Research Vendors (“Qualified Vendors List”) from which Northstar may order marketing insights/research services on an as needed basis, to support the New Jersey Lottery’s sales, marketing, research, advertising, and promotional programs.

Northstar will evaluate proposals received from providers that fully respond to the requirements and specifications set forth in the RFP. Firms that meet the RFP requirements will be placed on the Qualified Vendors List, which will then become the exclusive source of supply for the New Jersey Lottery’s marketing insights/research services needs for the next two (2) years, subject to the terms and conditions of the RFP.

This is a limited opportunity. A marketing insights/research services provider that does not respond within the time and manner required by the RFP will not have another opportunity to be placed on the Qualified Vendors List until a new RFP is issued in 2028.

The RFP will be available at the Procurement tab on Northstar’s website, <http://www.northstarnewjerseylottery.com>, or by email from NSNJprocurements@nsnj.com. Proposals from interested marketing insights/research services suppliers are due by September 3, 2026.

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