



## **IDAHO LOTTERY FRUIT EXPLOSION INTERACTIVE GAME BID REQUEST March 21, 2025**

### **LOTTERY MISSION & VISION**

The mission of the Idaho Lottery is to responsibly provide entertaining games with a high degree of integrity to maximize the dividend for Idaho Public Schools and Buildings.

The vision for the Idaho Lottery is to be the highest performing jurisdiction in North America.

### **REQUEST FOR BID (RFB) OVERVIEW**

The Idaho Lottery is inviting responses (referred to herein as “Bids” or “Proposal”) from qualified companies to provide an interactive game for a new Fruit Explosion extended play scratch game (see game art in Appendix). To match the scratch game and lean on a familiar digital game play style, we see this as a game where players complete levels by swapping fruit on a game board to make a match of three or more of the same fruit, eliminating those fruits from the board and replacing them with new ones, which could potentially create further matches. With this in mind, please provide a description of your proposed game theme, play mechanic and engagement features. The second chance interactive game needs to provide players a high quality, fun and highly-entertaining game experience. It should offer a robust customer relationship management platform with a full-circle exemplary customer experience. The prizes in this game should be entries into the second chance drawing. At the very basic level, the interactive game needs to have the following features:

- Responsive: Playable on desktop computers, tablets and smartphones.
- Integrate into VIP Club Website ([vip.idaholottery.com](http://vip.idaholottery.com)) and our promotions section of our Mobile App – may use current VIP API (Brandmovers is our current developer for our VIP Club).
- Simple yet high quality and engaging gameplay.
- Play via 8-digit alpha-numeric code found on Fruit Explosion scratch tickets. There must be a “play for fun” option that awards no prize. If playing “just for fun”, at game end a message will inform player what they could have won had they played the actual game (file for 8-digit code and prizes will be provided by Scratch Game ticket printer).
- Set prize matrix, no RNG. Prizes will be second chance entries. Entries file will be provided by scratch ticket printer.
- Codes from winning tickets are not eligible, so system will need to check against file. If a winning code is entered the following message will be displayed: “Sorry, this ticket is ineligible.”
- VIP Club should store the number of entries won. Each Idaho Lottery Fruit Explosion Scratch Ticket can be entered only once for a chance to win the second chance entries.

- Number of Entries won must be pushed to their VIP Club account under transactions, so they have a record of how many entries they have submitted for the drawing.
- Security will pull the entries from the VIP Club entries in an Excel (.xls) or csv format. This report is query-able by date range. Information stored with entries will include member VIP Number, first name, last name, e-mail address, and the 8-digit alpha-numeric code. All of this information is stored in the Idaho Lottery's VIP club and can be retrieved as part of the validation and draw process.
- Game should have stickiness – players should want to come back to play again.
- Integration with email to notify players who the winner is if they have entries in the drawing. We use HubSpot.
- Congratulations email with how many entries they won will be sent from HubSpot.
- Players should be able to play tickets again to reveal the same result, but not receive additional entries for a previous played ticket.

**BID AND PROJECT TIMELINE:**

|                                               |                       |
|-----------------------------------------------|-----------------------|
| Publish RFB document                          | March 21, 2025        |
| Questions due to Lottery                      | April 9, 2025         |
| Questions and Answers published on website    | April 15, 2025        |
| <b>Bid Submission deadline (5:00 p.m. MT)</b> | April 22, 2025        |
| Committee Recommendation to Lottery Director  | May 6, 2025           |
| Idaho Lottery Commission Approval Request     | May 15, 2025          |
| Notification to Respondents                   | May 16, 2025          |
| Draft Contract                                | May 17 – June 2, 2025 |
| New Contract in Place                         | June 2, 2025          |
| Project begins                                | June 2, 2025          |
| Estimated completion date                     | September 1, 2025     |

***This timeline is subject to change at the discretion of the Lottery.***

**LATE BIDS:**

Any Bids received after 5:00 p.m. MT on April 22, 2025, will be disqualified from further consideration.

**LOTTERY CONTACT INFORMATION:**

If you need clarification or have questions about the proposed project, please contact:

**Sherie Moody-St.Clair**

Deputy Director of Marketing, Idaho Lottery

1199 Shoreline Lane, Suite 100

Boise, ID 83702

(208) 780-2530 or cell (208) 608-3893

[sms@lottery.idaho.gov](mailto:sms@lottery.idaho.gov)

**BID SUBMISSION:**

Please send bids to:

Idaho Lottery

Attn: Sherie Moody-St.Clair

1199 Shoreline Lane, Suite 100  
Boise, ID 83702

-OR-

Electronically to:

[sms@lottery.idaho.gov](mailto:sms@lottery.idaho.gov)

**RESPONDENT'S INFORMATION:**

Please provide your name, address, telephone, e-mail address, and website. Identify the key contact and disclose who within your firm will have the primary responsibility for the Lottery project.

Describe your accounting system for tracking hours worked and expenses charged to your clients. Describe how you would monitor the Lottery project.

List the names, addresses, and telephone numbers of three business references for which work has been performed and describe the type of service provided. Provision of these references constitute granting permission for the Lottery to contact the named references.

**PROPOSED PROJECT TEAM:**

Provide a description of your proposed team for this project. Indicate whether they are employees or contractors.

**TARGET AUDIENCES:**

This game should appeal to our core Lottery player, as well as general mobile game players.

**MULTI-SCREEN USABILITY:**

The game should be playable/viewable on multiple screen sizes, including desktop, tablet, and mobile devices.

**COMPATIBILITY:**

We desire a game that is reasonably compatible with all browsers and devices. Please detail any limits in compatibility with your proposed game development strategy.

**TESTING AND QA:**

Please describe your testing and quality assurance methodology.

**SUPPORT & MAINTENANCE:**

Please describe any as-needed support provided post launch. As we all know, with any interactive project, some maintenance is required as bugs are discovered in the live environment.

**PRICING:**

Each Bid must include an itemized Price Statement of the vendor's proposed compensation for undertaking and completing all phases of development for the Fruit Explosion interactive game. Please also describe any "out of scope" costs and processes as it relates to compensation.

If this game is successful, we will most likely launch new versions. Please include optional pricing for skinning the game with new graphics, adding new bonuses or elements for future releases.

**BID EVALUATION:**

The Evaluation Team will evaluate each Bid that is properly submitted and will make a contract award recommendation to the Director, which will then be presented to the Idaho Lottery Commission for approval.

Bids that fail to provide specific information to adequately describe a Respondent’s proposal for the web development services requested in this RFB may be deemed non-responsive and may be rejected.

Each responsive Bid will be evaluated based upon the Respondent’s ability to provide the web development services described in this Request for Bid (RFB). Major criteria and considerations will be the quality of the proposed solution, including prior design work and vision for the project, ability to perform and deliver, as well as timely performance and price. Below is an outline of the point values assigned to each area of your Bid.

|                                                  |                         |
|--------------------------------------------------|-------------------------|
| <b><u>Interactive Game Proposal Scoring:</u></b> |                         |
| <b>Overall Game Design/Engagement Factor</b>     | <b>70 points</b>        |
| <b>Price Proposal</b>                            | <b><u>30 points</u></b> |
| <b>TOTAL POINTS</b>                              | <b>100 points</b>       |

Respondents must be as specific as possible in describing the details of their Bid and proposed game. Respondents are forewarned that a Bid that meets requirements with the lowest price might not be selected if, in the Lottery’s judgment, a higher-priced Bid offers greater overall value to the Lottery.

## LEGAL STUFF

### SENSITIVE PROCUREMENT

This planned acquisition for Fruit Explosion second chance interactive game is a Sensitive Procurement and is subject to IDAPA 52.01.03.200.09 (Idaho Lottery Rule 200.09). As such, the selected Respondent is subject to successful completion of a financial and criminal history background check of the organization, its owners, and any staff which will be assigned to work on the website development. Any resulting contract will include requirements regarding confidentiality, insurance, intellectual property assurances and indemnification and other contractual provisions. The Idaho Lottery Commission approved the issuance of this RFB.

### INFORMATION FROM OTHER SOURCES

The Lottery reserves the right to obtain information from outside sources concerning the Respondent(s).

### CONTACT WITH RESPONDENTS DURING RFB PROCESS

During this procurement process, no interested Respondent, and no employee or agent of any interested Respondent, may initiate any unsolicited contact with Lottery employees, managers, officers, or commissioners regarding this procurement. All contact regarding this procurement should be directed through the RFB Coordinator. Any false or misleading representations made by any interested Respondent, their employees or agents, to any Lottery employee or Lottery retailer shall be grounds for disqualification. Any Respondent to this RFB currently doing business with the Lottery may continue to do so and communicate with Lottery employees, however, any communication regarding this RFB, other than through the RFB Coordinator, is prohibited.

### PROPOSAL CLARIFICATION PROCESS

The Lottery reserves the right to request clarification or resolve ambiguities on one or more statements made by a Respondent in its Proposal at any point during the Proposal Evaluation. All clarification will be requested in writing and will be sent to the contact person representing the Respondent. Any such communication may be made by e-mail, fax, mail, overnight courier, or hand-delivered. Respondent will be given a specific deadline to submit a response. The Respondent will make every effort to respond within the time frame indicated. If it proves unfeasible, the Lottery and the Respondent may discuss modification of the deadline. The clarification process will not allow revision or supplementation of the Respondent's offering. **Clarification is not a negotiation process.**

### AMENDMENTS TO RFB

The Idaho Lottery reserves the right, in its sole discretion, at any time prior to the contract award deadline to change, modify, or cancel all or part of this RFB and procurement. Any addendum(s), amendments(s), or cancellations(s) will be posted on the Idaho Lottery's website at <https://www.idaholottery.com/pages/rfp> and notification by the Idaho Lottery to all responding vendors will be sent via email.

### PUBLIC RECORDS AND REQUESTS FOR CONFIDENTIALITY

All Proposals received shall remain confidential until a notice of intent to award a contract is issued. Thereafter, the Proposals shall be deemed public records as defined in Idaho Code, Title 74, Chapter 1.

The Public Records Law contains certain exemptions. One exemption potentially applicable to parts of Bid may be for trade secrets. Trade secrets include a formula, pattern, compilation, program, computer program, device, method, technique or process that derives economic value, actual or potential, from not being generally known to, and not being readily ascertainable by proper means by other persons and is subject to the efforts that are reasonable under the circumstances to maintain its secrecy.

If Respondents consider any material provided in its proposal to be a trade secret, or otherwise protected from disclosure, Respondent MUST so indicate by marking as "exempt" EACH PAGE containing such information. Marking the entire Proposal as exempt is not acceptable or in accordance with the RFB or the Public Records Law and WILL NOT BE HONORED. In addition, a legend or statement on one (1) page that all or substantially all of the response is exempt from disclosure is not acceptable or in accordance with the Public Records Law and WILL NOT BE HONORED. Prices provided in the Proposal are not a trade secret.

The Lottery, to the extent allowed by law and in accordance with the RFB, will honor a designation of nondisclosure. Any questions regarding the applicability of the Public Records Law should be addressed to your own legal counsel PRIOR TO SUBMISSION of the Bid.

If a Respondent's Bid contains information that Vendor considers to be exempt, Respondent must also submit an electronic redacted copy of the Bid with all exempt information removed or blacked out. The Lottery will provide this redacted Bid to requestors under the Public Records Law.

Respondent shall indemnify and defend the Lottery and the State of Idaho against all liability, claims, damages, losses, expenses, actions, attorney fees and suits whatsoever for honoring a designation of exempt or for the Respondent's failure to designate individual documents as exempt. The Respondent's failure to designate as exempt any document or portion of a document that is released by the Lottery shall constitute a complete waiver of any and all claims for damages caused by any such release. If the Lottery receives a request for materials claimed exempt by the Respondent, the Respondent shall provide the legal defense for such claim.

### **PROPERTY OF THE LOTTERY**

Materials submitted in response to this RFB will become the property of the Lottery and will not be returned. The Lottery reserves the right to use any and all information contained in a Proposal to the extent permitted by law. Selection or rejection of the proposal will not affect this right.

### **INCURRED COSTS ASSOCIATED WITH BIDS**

The Respondent must not hold the Lottery liable for any of the costs incurred by a Respondent in preparing or submitting a Bid including, but not limited to, preparation, copying, postage, and delivery fees, and expenses associated with the oral presentations, which may be required by the RFB evaluation committee.

### **ACCEPTANCE PERIOD**

Bids shall remain valid and subject to acceptance by the Lottery for a period of 180 days from the Bid due date of April 22, 2025. Failure to adhere to this requirement may result in Proposal disqualification. Respondents will be strictly held to the terms in their Proposals. The contents of the RFB and the Proposal will become contractual obligations in the event of Contract Award.

### **DISCLOSURE PROHIBITION**

Information provided in a Bid, including Price, must be held in confidence by the Respondent and not be revealed or discussed with competitors except as required by jurisdictional law. The Bid must remain confidential while the evaluation committee reviews all of the Bids submitted in response to the RFB.

The Bids will be available for inspection according to Lottery policy and jurisdictional law after the Notice of Intent to award a Contract is announced by the Lottery. All matters set forth in a Respondent's Bid including, without limitation, technical information, required services, question responses, and creative

samples may be subject to disclosure after Contract. Once again, the Lottery will base its disclosure decision on existing Idaho law.

### **DISQUALIFICATION FOR BUSINESS INCAPABILITY**

Financial and business stability of the Respondent and wherewithal to perform and support the Lottery are required. Criminal and financial background checks will be conducted prior to awarding a contract. If insufficiencies, as determined by the Lottery at its sole discretion, are found a contract will not be awarded.

If, at any time prior to signing of a written Contract, the Lottery reasonably determines that a Respondent does not possess adequate financial ability or requisite stability to carry out the obligations of the Contract, the Respondent may be disqualified from further consideration.

If, at any time after Contract execution, the Lottery reasonably determines that the successful Respondent does not possess adequate financial ability or business stability to continue to carry out the obligations of the Contract, the Contract may be terminated.

### **DISCLOSURE OF ABORTION RELATED MATTERS**

Potential Bidders should be fully aware of this provision when considering whether to submit Bids. The Idaho Lottery is subject to the No Public Funds for Abortion Act, Idaho Code title 18, chapter 87 (the "Act") and State employees who intentionally violate the provisions of the Act are subject to criminal prosecution. This provision will be included in a resulting Contract to aid in compliance with the Act. The Idaho Lottery requests that any Respondent to this RFB that is initially awarded the Contract be able to disclose, unless Contractor is within one of the exemptions provided in the Act, if it or an affiliate is or becomes, during the term of any resulting Contract, an abortion provider and if it will use State facilities or public funds to provide, perform, participate in, promote or induce, assist, counsel in favor, refer or train a person for an abortion related activity. Please refer to the Act for definitions of the terms used in this section.

### **OWNERSHIP OR OPERATION BY CHINA**

Pursuant to Idaho Code section 67-2359, any Respondent awarded a Contract must be able to certify that it is not currently owned or operated by the government of China and will not for the duration of the Contract be owned or operated by the government of China. The terms in this section which are defined in Idaho Code section 67-2359 shall have the meaning defined therein. If a Respondent will not be able to so certify, it should forego submitting a Bid.

### **REJECTION/SELECTION OF PROPOSALS**

The Lottery may reject any or all Bids or any portion thereof, advertise for new Bids, arrange to receive or itself perform and obtain the services requested in the RFB, abandon the need for such requested services, or award in whole or in part a Contract deemed to be in the best interests of the Lottery.

Respondents will be held to the terms submitted in their Bids but may be required to reduce costs depending upon aspects of the proposed services that may be determined by the Lottery to be unnecessary.

The Lottery will notify in writing those Respondents who submit a Bid in response to the RFB, but who are not awarded the Contract. The acceptance of a Bid will not diminish the Lottery's right to negotiate specific contract terms, including price, with the apparent successful Respondent.

### **INDEPENDENT PRICE DETERMINATION**

By submission of a Bid, the Respondent must certify – and in the case of a joint Bid, each party thereto must certify as to its own organization – that in connection with the Bid the prices in the Bid have been

arrived at independently, without consultation, communication, or contract for the purpose of restricting competition as to any matter relating to such prices with any other Respondent or with any competitor.

### **CHANGE OF OWNERSHIP/FINANCIAL CONDITION**

If a Respondent (including the parent or holding company of the Respondent) experiences a substantial change in its ownership or financial condition after its Bid has been submitted and prior to the execution of the Contract with the Successful Respondent, the Respondent must notify the Issuing Office in writing at the time the change occurs or is identified.

A “substantial change” in ownership or financial condition is defined as an event which following generally accepted accounting principles, would require a notation in the Annual Report of a publicly traded United States or Canadian corporation, or equivalent standard.

Failure to notify the Issuing Office of such a substantial change may result in the disqualification of the Respondent.

### **NEWS RELEASES**

News releases pertaining to the RFB or the services, study, data, or project to which it relates must not be made without prior written Lottery approval, and then only in accordance with explicit written instructions from the Lottery. The results of the RFB process must not be released without prior approval of the Lottery, and only then to designated persons and/or media organizations.



# APPENDIX A

Idaho Lottery Fruit Explosion 1844 comp  
 DATE: Monday, October 21, 2024, 15:21 REV: \_08

OP SCENE A

**\$3**

# FRUIT EXPLOSION

**WIN UP TO \$30,000!**

**YOUR SYMBOLS**

|         |  |  |  |  |  |  |  |         |
|---------|--|--|--|--|--|--|--|---------|
| GAME 1  |  |  |  |  |  |  |  | ▶ PRIZE |
| GAME 2  |  |  |  |  |  |  |  | ▶ PRIZE |
| GAME 3  |  |  |  |  |  |  |  | ▶ PRIZE |
| GAME 4  |  |  |  |  |  |  |  | ▶ PRIZE |
| GAME 5  |  |  |  |  |  |  |  | ▶ PRIZE |
| GAME 6  |  |  |  |  |  |  |  | ▶ PRIZE |
| GAME 7  |  |  |  |  |  |  |  | ▶ PRIZE |
| GAME 8  |  |  |  |  |  |  |  | ▶ PRIZE |
| GAME 9  |  |  |  |  |  |  |  | ▶ PRIZE |
| GAME 10 |  |  |  |  |  |  |  | ▶ PRIZE |

SEE BACK FOR PLAY INSTRUCTIONS.

VOID A