



ADDENDUM NO. 2 TO ALL OFFERORS:

Reference: RFP 13357DH

Commodity: Experiential Marketing

Dated: **July 15, 2026**

This addendum provides the materials that were inadvertently omitted from Addendum 1: the updated pricing sheet, event listings, and asset spreadsheet.

Correction to RFP Classification and Proposal Submission: RFP 13357DH is a sealed RFP, although the cover page incorrectly states that it is an unsealed RFP. As a sealed solicitation, proposals may not be reviewed until after the closing date and time. Emailed proposals will not be accepted. Offerors are strongly encouraged to submit proposals electronically through eVA; electronic submissions will remain locked until the closing date and time has passed.

Davonia Holland

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Pricing

The Offeror agrees to furnish the goods/services as specified herein, and in compliance with the terms and conditions of this Request for Proposal at the following price(s). Sections of the Statement of Needs are specifically referenced within the pricing schedule to assist Offerors understand what work should apply to each pricing section:

*Alternate pricing schedules may be proposed and are encouraged, but the pricing to furnish goods/services as specified herein **must** be provided with the Offeror's proposal as required and organized below. **Failure to provide pricing as required below may result in the rejection of an Offeror's proposal.** Alternate pricing schedules can only be proposed as a possible option and not the sole pricing offered.*

Staffing

Statement of Needs Section: Offeror Staffing Responsibilities for Lottery Events” on page 8

Labor Category	Hourly Rate	Estimated Hours	Total Price
Brand Ambassador	\$ 0.00	2,200*	\$ 0.00
Market Manager	\$ 0.00	3,000*	\$ 0.00
TOTAL:			\$ 0.00

*These hours serve only as an estimate and include time for transportation, set-up and breakdown, and recapping of events. Actual hours are dependent on the number and duration of events and may be more or less than the amount provided.

In addition to completing the required pricing table above, Offerors are encouraged to submit alternate pricing models. One example could be a reduced hourly rate for prolonged commitment by the Lottery for staff.

Lottery Warehouse, Transportation, and Inventory Management System

Statement of Needs Section: Offeror Responsibilities for Warehousing and Transportation: Page 10

Monthly Price	Total Months	Annual Price
\$0.00	12	\$0.00

Contractor shall provide an additional Transport Vehicle for event materials when required and approved by the Lottery. Additional cost per vehicle shall be as follows:

Description	Price Per Day	Estimated days Requested	Extended Price
Additional Transport Vehicle for Event Materials		4	

Experiential Strategies, Event Plan(s) & Outlines, Creative, Deliverables, and Reporting*

Statement of Needs Sections:

Offeror Responsibilities for Experiential Strategies and Annual Event Plan: Page 6

Offeror's Responsibilities for Creative Development: Page 6

Offeror Responsibilities for Event Outlines: Page 7

Offeror Reporting Responsibilities: Page 12

Description	Monthly Price	Total Months	Annual Price
Experiential Strategy & Annual Event Plan + Event Outlines	\$0.00	12	\$0.00
Creative Development	\$0.00	12	\$0.00
Reporting	\$0.00	12	\$0.00
Total Monthly Price			\$0.00

All costs associated with the actual physical production of assets shall be invoiced as a pass-through cost with no additional markup. Invoices for production of assets must be submitted when requested by the Lottery.

Production of Social Media Events

*Statement of Needs Section: Offeror's Responsibilities for Social Media Events:
Page 6*

Description	Per Production Cost	Estimated Number of Productions	Extended Cost
Social Media Events	\$0.00	15	\$0.00
Total			\$0.00

Total Cost of Pricing Listed Above

Description	Price
Staffing	\$
Warehouse, Transportation, and Inventory Management System (Includes Additional Transport Vehicle for Event Materials)	\$
Experiential Strategies, Event Plan(s) & Outlines, Creative, Deliverables, and Reporting	\$
Production of Virtual Events	\$
TOTAL COST	\$

Travel Expenses:

The Lottery will not pay any travel expenses, to include but limited to mileage, meals, and incidentals. The only exception is overnight lodging for Contractor employees traveling over 90 miles or with written approval from the Lottery. All lodging expenses shall be in accordance with the Lottery travel policy and procedures. Only actual fees shall be billed and must be supported by back-up documentation (e.g. hotel receipts). Lodging expenses are to be billed separately as a pass through cost.

Costs incurred to facilitate the activation of an event that are unrelated to staffing (including but not limited to branded vehicle gas expense from the warehouse to the event and back, tolls expensed during travel, vehicle parking, etc) will be billed separately as itemized pass-through costs. Estimated pass-through event costs are required to be approved in advance in writing by the Lottery. Actual pass-through costs will be invoiced to the Lottery after each event in an itemized manner.

Start Date	End Date	Event Name	City	Event Hours	Activation Hours / Staffing	# Market Managers Requested	# Brand Ambassadors Requested
7/20/2024	7/20/2024	Norfolk Latino Music Festival	Norfolk	2pm - 11pm	12:30p - 10:00p	1	3
8/2/2024	8/2/2024	Louisa County Public Schools Convocation	Louisa	8:30am-1pm	7am-2pm	1	2
8/8/2024	8/8/2024	Ultimate Backpack Supply Drive	Richmond	1pm-6pm	11am-7pm		2
8/10/2024	8/10/2024	Taste of Leesburg	Leesburg	5pm - 10pm	4pm - 9:30pm	1	3
9/13/2024	9/13/2024	Bristol, Rhythm & Roots	Bristol	4 PM - 11 PM	2PM - 9PM	1	3
9/14/2024	9/14/2024	Bristol, Rhythm & Roots	Bristol	10 AM - 11 PM	9AM - 9PM	1	3
9/15/2024	9/15/2024	Bristol, Rhythm & Roots	Bristol	12 PM - 9 PM	11AM - 8PM	1	3
9/14/2024	9/14/2024	Pride Fest	Richmond	12pm - 8pm	9am-8pm	1	4
9/21/2024	9/21/2024	Henry Street Heritage Festival - (harrisonmuseum.com)	Roanoke	12pm - 5pm		1	1
9/28/2024	9/28/2024	South Boston Harvest	South Boston	9am - 5pm	8am-6pm	1	2
10/14/2024	10/14/2024	Classified Professional Development Day	Gainesville	9am-1pm	8am-2pm	1	2
10/15/2024	10/15/2024	Teacher Tour: Kilmer Middle School	Vienna	1pm-2pm	12pm-4pm	1	2
10/15/2024	10/15/2024	Teacher Tour: Kilmer Center	Vienna	2:30pm-3:30pm	2pm-6pm	1	2
10/16/2024	10/16/2024	Teacher Tour: Abingdon Elementary	Arlington	2pm-3pm	1pm-5pm	1	2
10/18/2024	10/18/2024	Poquoson Seafood Festival	Poquoson	5pm - 10pm	4pm-10pm	1	3
10/19/2024	10/19/2024	Poquoson Seafood Festival	Poquoson	10am - 9pm	9am-9pm	1	3
10/20/2024	10/20/2024	Poquoson Seafood Festival	Poquoson	12:30pm - 6:30pm	11:30am-7pm	1	3
11/11/2024	11/11/2024	Teacher Tour: Stewart Weller Elementary	Ashburn		1:00pm-3:00pm	1	2
11/11/2024	11/11/2024	Teacher Tour: Willard Middle School	Aldie		3:00pm-5:00pm	1	2
11/18/2024	11/18/2024	Teacher Tour: Baileys Upper Elementary	Falls Church		11:00am-4:00pm	1	2
11/22/2024	11/22/2024	Teacher Tour: Herndon Elementary	Herndon		2:00pm-6:00pm	1	2
12/2/2024	12/2/2024	Teacher Tour: Thomas Jefferson High School	Alexandria		2:00pm-6:00pm	1	2
1/16/2025	1/16/2025	Teacher Tour: Key Center School	Fairfax		1:00pm-??	1	2
2/8/2025	2/8/2025	Science Museum of Virginia Teacher Open House and Resource Fair	Richmond	9:30am-1pm	8am-2pm	1	
2/24/2025	2/24/2025	Teacher Tour: Woodbridge Middle School	Prince William	3pm-5pm	1:30pm-5:30pm	1	1
5/3/2025	5/3/2025	Que Pasa	Richmond	12pm - 8pm	12pm - 8pm	1	5
5/16/2025	5/16/2025	Bayou Bon Vivant: Cajun Food and Music Festival	Norfolk	12:00pm - 10:00pm	11:00am - 8:00pm	1	5
5/17/2025	5/17/2025	Bayou Bon Vivant: Cajun Food and Music Festival	Norfolk	12:00pm - 10:00pm	11:00am - 8:00pm	1	5
5/18/2025	5/18/2025	Bayou Bon Vivant: Cajun Food and Music Festival	Norfolk	12:00pm - 6:00pm	11:00am - 6:00pm	1	5
5/18/2025	5/18/2025	Asian Festival on Main	Fairfax	12:00pm - 6:00pm	11:00am - 6:00pm	1	2
5/30/2025	5/31/2025	Arlington Pride	Arlington	9 AM - 6 PM	7:30 AM - 6:30 PM	1	2
6/14/2025	6/14/2025	Juneteenth Norfolk	Norfolk	12 PM - 10 PM	10:30 AM - 8:00 PM	1	2
7/19/2025	7/19/2025	Norfolk Latino Music Festival	Norfolk	2 PM - 11 PM	12 PM - 9/9:30 PM	1	5
8/1/2025	8/1/2025	Steppin Out Blacksburg	Blacksburg	10 AM - 10 PM	8 AM - 9 PM	1	5
8/2/2025	8/2/2025	Steppin Out Blacksburg	Blacksburg	10 AM - 10 PM	9:30 AM - 9 PM	1	5
8/5/2025	8/5/2025	TEAM LCPS Opening Convocation (Louisa County Public Schools)	Mineral	9am - 12pm	7am - 1pm	1	2
8/7/2025	8/7/2025	Ultimate Backpack Supply Drive	Richmond	1pm-6pm	11:30am-3:30pm	1	2
8/30/2025	8/30/2025	Latin Jazz and Salsa	Richmond	1 PM-8 PM	12 PM-8:30 PM	1	5
9/8/2025	9/8/2025	Washington County Fair	Abingdon	11 AM - 9 PM	5 PM - 9 PM	1	0
9/9/2025	9/9/2025	Washington County Fair	Abingdon	11 AM - 9 PM	5 PM - 9 PM	1	0
9/10/2025	9/10/2025	Washington County Fair	Abingdon	11 AM - 9 PM	5 PM - 9 PM	1	0
9/11/2025	9/11/2025	Washington County Fair	Abingdon	11 AM - 9 PM	5 PM - 9 PM	1	0
9/12/2025	9/12/2025	Washington County Fair	Abingdon	11 AM - 9 PM	5 PM - 9 PM	1	0
9/13/2025	9/13/2025	Washington County Fair	Abingdon	11 AM - 9 PM	12 - 8 PM		0
9/5/2025	9/5/2025	Lunch on the Block (City of Richmond)	Richmond	11 AM - 2 PM	10 AM - 3 PM	1	3
9/13/2025	9/13/2025	Science Museum of Virginia Teacher Open House and Resource Fair	Richmond	9:30am - 1pm	8am - 2 pm	1	1
9/25/2025	9/25/2025	"Best fest" Richmond Times Event	Richmond	TBD - 4:30pm-9pm	TBD	1	2
9/27/2025	9/27/2025	PrideFest	Richmond	12 PM-8 PM	tentative: 10 AM-8:30 PM	1	5
9/27/2025	9/27/2025	South Boston Harvest Fest	South Boston	9 AM - 5 PM	tentative: 7:30 AM - 6 PM	1	4
9/27/2025	9/27/2025	Prince William County Public Schools Human Resources	Manassas	9 AM - 12 PM	7:30 AM - 1 PM	1	1
10/4/2025	10/4/2025	2nd Street Festival	Richmond	11:30 AM - 7 PM	10 AM-7 PM	1	5
10/5/2025	10/5/2025	2nd Street Festival	Richmond	12-6 PM	11:30- 7 PM	1	5
10/13/2025	10/13/2025	Teacher Tour: Bennett Elementary	NOVA	11am-2pm		1	2
10/17/2025	10/17/2025	Poquoson Seafood Festival	Poquoson	4pm - 9pm	3 PM - 9PM	1	5
10/18/2025	10/18/2025	Poquoson Seafood Festival	Poquoson	10 am - 9pm	9:30 AM - 9 PM	1	5
10/19/2025	10/19/2025	Poquoson Seafood Festival	Poquoson	11:00pm - 5pm	10:30am - 6 PM	1	5
10/29/2025	10/29/2025	Teacher Tour: Charles Drew ES	Arlington	10:30am-1:30		1	2
10/29/2025	10/29/2025	Teacher Tour: Jefferson Houston (K-8)	Alexandria	1:30pm-4:30pm		1	2
11/3/2025	11/3/2025	Teacher Tour: Middleburg Charter ES	Loudoun	11am-2pm	10:30am-2:30pm	1	2
11/4/2025	11/4/2025	ed Professional Day for Prince William County Public	Manassas	7:30am - 1pm	6am - 2pm	1	2
11/10/2025	11/10/2025	Teacher Tour: William Robey HS	Loudoun	1:30pm-4:30pm	12pm-4:00	1	2
11/14/2025	11/14/2025	Teacher Tour: Mosaic ES	Fairfax	10:30am - 1 pm	10am-2pm	1	2
11/17/2025	11/17/2025	Teacher Tour: Holmes MS	Fairfax	2:30-3:30	1:30 pm- 4:30pm	1	2
12/4/2025	12/4/2025	Teacher Tour: Herndon HS	Fairfax	3-4pm	2-5pm	1	2
12/15/2025	12/15/2025	Teacher Tour: Stenwood ES	Vienna	3:15pm - 4:30	2:30pm - 5:30pm	1	2
12/25/2025	12/25/2025	Commanders Game	Landover	10am - 2:30pm	8am - 3pm	1	3
5/6/2026	5/6/2026	Teacher Tour: Thomas Jefferson HS	Fairfax	4pm - 5pm	3pm - 6pm	1	2
3/2/2026	3/3/2026	Virginia State Literacy Association 59th Annual Conference	Roanoke	9am - 4 pm	8am- 5pm	1	0
4/25/2026	4/25/2026	VA Sports Hall of Fame	Richmond	5:15pm - 6:45pm	4pm - 8pm	1	2
5/1/2026	5/2/2026	Shenandoah Apple Blossom Festival	Winchester	10am - 8pm	7:30am - 9pm	1	4
5/1/2026	5/1/2026	Lunch on The Block	Richmond	11am - 2pm	10am - 3pm	1	2
5/17/2026	5/17/2026	Asian Festival on Main	Fairfax	11am - 6pm	9am - 7pm	1	4
5/30/2026	5/30/2026	Que Pasa	Richmond	12pm-8pm	1030am - 9pm	1	4
6/19/2026	6/21/2026	Fest Events: Sail250 America + Norfolk Harborfest + Juneteenth Norfolk	Norfolk	12pm - 8pm	tbd - 9pm	1	5
				12pm - 8pm	tbd - 9pm	1	5
				12pm - 7pm	tbd - 8pm	1	5
6/20/2026	6/20/2026	Jubilation in June	Richmond	3pm - 8pm	tbd - 9pm	1	3
6/27/2026	6/27/2026	4th Annual Puerto Rican Festival	Henrico	11am - 7pm	tbd - 8pm	1	4

Virginia Lottery Asset List

Location	Asset	Count a/o 3/26/26	Notes
	"Win a Spin" Digital Wheel	1	
F2	6ft Tables	3	1 Folding
	8ft Tables	11	5+6 New
	10x10 Tents	2	working and new
	10x20 Tents	2	Graphic Working and New Graphic
H3	Tall Osc. Fan	7	2 Black, 5 White
F2	Tablet Stands	14	1 Broken, 13 black
F2	Black Stanchion Base/Pole	13	
E2	Silver Metal Stanchion	16	
H3	Cruise Wheel	1	
	Sport Court	Lot	
	Sand Bags	4	
H3	Captain Hat	1	
	Blue Water Cooler	2	
	Black Trashcan	3	
	Trashcan Lids	2	
	Old Graphic Tent Side Walls	15+	
	Guitar Plinko	1	
	Football Plinko	1	
	Old Cornhole	2	
	"We're Game" Plinko	1	
	Skeeball	2	
	Skeeball Blower	1	
	Basketball Plinko	1	
	"We're Game" Cooler	1	
F3	Black Sport Court	143	
	Clear Plastic Bags (Old Branding)	11,000	22 boxes
Shelf	Branded Golf Pencils	288	
Shelf	Green Golf Pencils	700+	2 1/2 Boxes
Shelf	Christmas Lights	4	3 Green Strands, 1 White
Shelf	Paper Products	Variety	Cups, Plates, Napkins, Wrap, Bags
Shelf	Glass Microwave Plate	1	
	Old Logo Prize Bins	3	
	Game Guy Inflatable Basketballs	2	
	Skeeball Side Tables	2	
	Skeeball Green Wire Chairs	4	
E3	Misc. Cord in Blue Bin	1	
E3	Branded White Board	1	
	Pop-Up TV in Roadcase	1	
	Pop-Up Stage Roadcase	1	
E2	Purple Bean Bags	96	4 Boxes
	Keynote Ball Box	1	
	Game Guy Bin of Shoes	1	
	Pull Up Banner Hardware	30 Sets	
E3	Misc. Feather Flag Hardware	Lot	
	Unbranded Black Bags	1 Box	
A3	Safe	1	
	Black Water Bottle Lids	588	
B2	Christmas Items and Reindeer	Lot	
D3	Blue Cooler	1	
D3	Money Blower	1	
D3	VAL Display Pedestal	1	
F3	TV Stand	1	
F3	Green Fuzzy Carpet Tiles	25 Tiles	1 - Large Box
Back Wall	Oversized Electronic Display Boards (Display To Go)	4	
E3	Selling Counter Display Case	2	
E3	Photo Backdrop/ White Bin	1	
E3	stick warmer in wood box for Catherine	1	
C3	Display Boxes	Lot	
C3	Stanchion Ropes	16	
C3	Electronic Cords and Connectors	Lot	
	Uplight Roadcases	4	
	Large Yeti Cooler	1	Old Branding
G3	Old Selling Palette	1	
	Dispenser Ticket Box	9	
	Cash Drawer Palette	1	
	Black Brochure Holder	1	
	Black Sandbags	7	
	Pipe and Drape Bases	7	
G3	Christmas Palette	1	
	7.5ft Prelit Christmas Tree	1	
	Garland	Lot	
	Red Ornaments	Lot	
	Gold Ribbon	Lot	
	Tree Skirt	1	
	Misc. Box	1	
H2	Palette	1	
	Tent Lights	22 Boxes	
	10x30 Lacrosse Backdrop Net	1	
	Printer Paper	3 Boxes	
F3	Misc. Props + Christmas Sweaters	Lot	
	Black Bike Ramp	1	
	Palette of skeeball premiums	1	
	Rolling bin filled with load blankets	1	
	Pride Stickers	1 Box	
	Lockers	3 sets	