



POWERBALL Brand Research

MUSL Responses to Questions Received

Request for Proposal

Issued by

Multi-State Lottery Association

Date Issued: September 6, 2023

Responses issued September 25, 2023

Proposals to the RFP are Due on October 19, 2023, no later than 3:00 P.M. CT

The Multi-State Lottery Association (MUSL) received three (3) questions regarding the requirements of the Request for Proposal for Powerball Brand Research. The questions, and MUSL responses are below.

Q1. Can you please share your approximate budget? This would help us ensure the most appropriate approach based on the multi-faceted objectives.

R1. Costs associated with the Project may be included in the evaluation criteria, and as a result, MUSL is unable to provide the budget. We anticipate that interested vendors, in Proposals, will provide detailed costs associated with the requirements as stated in the RFP.

Q2. Is MUSL looking for “readable bases” in jurisdictions, or are you looking for sample sizes that provide greater confidence with more robust sample sizes within each jurisdiction?

R2. MUSL is requesting sample sizes that provide greater confidence with more robust sample sizes within each jurisdiction that sells Powerball. The sample sizes should be large enough to be statistically representative of the jurisdiction sampled.

Q3. Is MUSL looking for jurisdictional level reporting, or just at the national level? Would this apply to both the quantitative and/or qualitative phase?

R3. MUSL is requesting national-level reporting, and a report for each jurisdiction.

2023 TIMELINE FOR THE RFP

September 6	RFP Issued via posting to www.MUSL.com and other industry websites
September 15	Questions from Interested Vendors
September 25	Responses to Vendor Questions (questions will be anonymized, and MUSL responses will be posted to MUSL.com)
October 19	Proposal(s) Due by 3:00 pm CDT (email only: Procurement@MUSL.com)
November 6-9	Vendor Interviews via TEAMS (at the discretion of MUSL)
November 30	Selection
December 1-30	Contract Negotiation