



# WEBSITE IMPLEMENTATION RFP

## MAY 13, 2023

### Scope of work:

The purpose of this Request for Proposal (RFP) is to select a firm that can satisfy the Hoosier Lottery's need for a partner that can provide services to design and develop the Hoosier Lottery's website (www.hoosierlottery.com). The selected firm will enter into negotiations with IGT Indiana, LLC, ("IGT") to develop a contractual relationship. Under the supervision of the Lottery, the partner will be expected to provide services to define, develop, and deploy a new website using and implementing Kentico EMS ("CMS"). The partner will analyze the current website, website users, stakeholders, and functional documentation to define an interactive and engaging website. Development will include:

1. Front-end design
2. Website content strategy and production
3. Back-end development for custom applications
4. Custom integrations

The partner will then be expected to implement the new website including:

1. QA Deployment, testing and validation
2. End-user training of custom applications
3. Deployment and go live
4. Maintenance

### Timeline:

May 13, 2024 RFP document posted  
May 22, 2024 Noon ET Letter of Intent due  
June 12, 2024 Noon ET Questions due from Bidders  
July 12, 2024 Noon ET Proposals Due  
Week of August 5, 2024 Finalists Selected  
Approximately September 19, 2024 Round II for Finalists  
Approximately October 1, 2024 Select apparent successful bidder  
Approximately October 15, 2024 Have contract signed

**Point of Contact:**

Bidders may submit questions of clarification concerning the RFP before **Wednesday June 12, 2024 at Noon ET**. Questions may be emailed to [jmccleland@hoosierlottery.com](mailto:jmccleland@hoosierlottery.com) with "HL Website RFP Questions" in the subject line. Bidders are advised that the questions and responses by the Lottery may be shared with all interested bidders at the time to ensure all parties have equal access to the same information.

Bidders must provide two (2) hard copies of their Proposal. Bidders should note Section (V)(A) for submission requirements. A digital copy must also be provided via email to [jmccleland@hoosierlottery.com](mailto:jmccleland@hoosierlottery.com) with hard copy submissions, arriving at the following address by **July 12, 2024 by 12 Noon ET**:

Jayne McCleland  
IGT Indiana, LLC  
1302 N. Meridian St.  
Indianapolis, Indiana 46202

**Location:**

Work will be completed primarily in Marion County, Indiana