



Georgia Lottery Corporation

**Freelance Motion Graphics & Video
Animation Request for Proposal**

250 Williams Street, NW, Suite 3000, Atlanta GA 30303

Request for Proposal (RFP)

Date

November 10, 2025



I. Purpose

The Georgia Lottery Corporation (GLC) is issuing this Request for Proposal to identify qualified freelance contractors capable of providing primarily high-quality motion graphics and video animation and secondarily graphic design, and visual storytelling services to support GLC’s promotional, training, and communications efforts.

Background

The GLC was established in 1993 in accordance with the Georgia Lottery for Education Act;

O.C.G.A. §§ 50-27-1 et seq. (the “Act”). For more information about GLC, please go to <https://www.galottery.com/en-us/about-us.html>.

II. Eligibility Requirement

Respondents must be individual freelance artists or sole proprietors. Proposals submitted by advertising agencies, marketing firms, production houses, or similar entities operating under a corporate or agency model will not be considered. This RFP is intended to engage independent contractors who personally perform the creative services outlined in the Scope of Services.

III. RFP Requirements and Schedule

This Request for Proposal (RFP) is being issued on **Monday, November 10, 2025**, and is

being distributed to potential Bidders. Proposals and all supporting documentation and required exhibits must be received in their entirety on or before **Thursday, December 11, 2025, no later than 5:00 pm ET**. Proposals received after this date and time will be rejected without exception. No provisions are made for extenuating circumstances in this RFP. The Bidder is solely responsible for the proper and timely delivery of the Proposal, as specified in this RFP.

Bidders must submit their complete proposal, including all supporting documentation, links to demo reels / portfolios and required exhibits, by means of e-mail to the attention of the designated GLC Point of Contact (POC) is listed in Section IV below. All proposals and supporting documents and exhibits must be submitted as one or more of the following: portable document format (.pdf) files, Google Docs, Microsoft Word or Excel spreadsheet. The e-mail cover message will not be considered by the GLC as part of the proposal. All emails must include “**(Contractor Name) Freelance Motion Graphics & Video Animation RFP**” in the subject. Bidders may submit proposals in multiple e-mails, as long as the e-mails are properly designated (e.g., Part 1 of 2, Part 2 of 2) and all e-mails are received by the required date and time. If the GLC is unable to open an electronic file because the GLC does not have ready access to the software utilized by the Bidder or the file has a virus or is corrupted, the Bidder’s submission may be considered incomplete and disqualified from further consideration. Bidders are strongly encouraged to allow ample time to submit their responses just in case of delivery problems or lag time. The Point of Contact is not required to acknowledge receipt or respond to submissions. All questions must be submitted during the designated Q&A period outlined in the RFP Schedule below. Questions submitted outside this window may not receive a response.

Potential Bidders may submit questions or requests verbally for official clarification or confirmation regarding this RFP during a scheduled conference call with the designated GLC POC. The conference call will be scheduled for **Thursday, November 13, 2025, at 2:00 pm ET**. Potential Bidders may also submit questions or requests in **writing** for official clarification or confirmation regarding this RFP by e-mail to the designated GLC POC.

The questions should be contained in a .pdf document labeled “**(Contractor Name) Freelance Motion Graphics & Video Animation RFP**” by **Tuesday, November 18, 2025, at 5:00 pm ET**. The GLC will post copies of this RFP and the questions and answers on the GLC website; <https://www.galottery.com/en-us/about-us/procurement-opportunities.html>. as soon as possible thereafter and anticipates doing so by **Friday, November 21, 2025**. Timely submitted questions and the GLC responses thereto shall become part of this RFP. If the GLC is unable to supply answers to questions by the anticipated date, the required date and time for submitting proposals may be extended appropriately, and potential Bidders will be notified.

No other correspondence, written or oral, with the GLC shall be binding unless expressly provided by the GLC. The GLC reserves the right to make changes in this RFP at any time, including by means of appropriate addenda, amendments, or clarifications and will promptly notify all potential Bidders by e-mail and by posting such changes on the GLC website.

Effective on the date this RFP is released and until a final award is made, the designated point of contact is the **sole point of contact** for any parties interested in bidding for these services. Contact with any representative of the GLC other than the designated GLC POCs may result in disqualification.

IV. Point of Contact (POC)

Larry Small

Director of Marketing

Email: lsmall@galottery.org

Subject: “(Contractor Name) Freelance Motion Graphics & Video Animation RFP”

V. RFP Schedule

Date of Issuance:	Monday, November 10, 2025
Pre-Proposal Conference:	Thursday, November 13, 2025, 2:00 PM
Deadline to Submit Questions:	Tuesday, November 18, 2025
Deadline to Respond to Questions:	Friday, November 21, 2025
RFP Response Date:	Thursday, December 11, 2025
RFP Award Date:	Monday, December 15, 2025
Contract Commencement:	Monday, January 5, 2026

VI. Pre-Proposal Conference

A virtual Pre-Proposal Conference will be hosted via Microsoft Teams.

VII. Proposal Submission Requirements

Interested respondents must submit the following by the deadline:

- Cover letter summarizing qualifications and creative approach
- Portfolio showcasing motion graphics, video animation and graphic design work
- Proposed hourly rate and cost estimate structure
- Minimum two (2) professional references
- Statement of compliance with all terms outlined herein

VIII. Portfolio Format Requirements

Submitted portfolios may include:

- A link to a Demo Reel that reflects the respondent's capabilities aligned with the Scope of Services and Evaluation Criteria outlined in this RFP
- Visual samples in .pdf, .jpeg, or .png formats
- Audio/video samples in .mp4, .mov, .avi, or .wmv formats

- All files must be accessible without password protection or download restrictions

IX. Scope of Services

Selected Contractors may be asked to provide services including, but not limited to:

- Motion graphics, video animation production: storyboards, sound design
- Videography and event coverage
- Sound design, audio recording, editing, and enhancement
- Repurposing existing artwork for new media formats
- Pre-production, post-production, and delivery of native/source files
- Integration with GLC digital platforms (web, social media, presentations)

All work will require prior written authorization and must comply with GLC brand standards.

X. Compensation Structure

- Hourly Rate: \$_____per hour
- Contractor must provide written estimates prior to starting work.
- Invoices are due monthly; the GLC will remit payment within 30 days of receipt.
- Reimbursement of stock asset expenses up to \$250 per item or \$500 total per project with GLC pre-approval.
- **Revision Policy** Each deliverable shall include up to **five (5) rounds of revisions** at no additional cost, provided the revisions are requested within ten (10) business days of initial delivery. Additional revisions may be negotiated separately with prior written approval from GLC.

XI. Term of Agreement

The term of engagement shall begin upon contract execution and continue through **June 30, 2026**, unless terminated earlier by either party pursuant to the agreement terms.

Contractors will be given an opportunity to renew the service agreement for twelve additional months.

XII. Evaluation Criteria

Criteria	Weight
Demo Reel Evaluation	30%
Cost competitiveness and value	25%
Technical proficiency and software	20%
Responsiveness and delivery speed	15%
References and client performance	10%

XIII. Additional Conditions

- All submitted work shall be considered “Work Made for Hire” and owned by GLC
- Contractors must maintain confidentiality and comply with applicable laws
- No use of GLC name or logos permitted without written authorization
- GLC reserves the right to award multiple contracts or reject any/all proposals

XIV. Award Structure

The GLC reserves the right to award contracts to two qualified respondents:

- One designated as the Primary Contractor
- One designated as the Secondary Contractor

Both contractors may be engaged interchangeably at GLC’s discretion based on availability, project scope, or creative fit. This dual-award structure is intended to ensure continuity of service and creative diversity. All terms and compensation shall apply equally to both contractors. GLC will assign projects to the Primary or Secondary Contractor based on availability, specialization, or project fit. Selection for each engagement will be at GLC’s sole discretion.

EXHIBIT B
PRICE PROPOSAL

EXHIBIT C
REFERENCES

Firm:

Date:

Provide References – Please list at least two (2) major clients for which you have provided similar services.

Company:

Address:

Contact:

Phone #:

E-mail:

Company:

Address:

Contact:

Phone #:

E-mail:



EXHIBIT D

Georgia Lottery Corporation (“GLC”) Contractor/Supplier/Vendor Affidavit

The GLC Contract Holder, signed below, confirms and verifies its compliance with Georgia law (*See* OCGA § 13-10-91), and affirmatively states that the business (Sole Proprietor, Partnership, Corporation, Non-Profit, LLC Corporation, or LLC Partnership) which performs services for the GLC: (*check and complete #1 or #2 below*)

1. Has registered with, is authorized to use, and uses the federal work authorization program commonly known as “E-Verify”, or any subsequent replacement program. Furthermore, the undersigned will continue to use the federal work authorization program throughout the contract period. The undersigned will contract for the physical performance of services for the contract only with subcontractors who present an affidavit to the contract holder with the information required by OCGA

§ 13-10-91, as amended. The undersigned hereby attests that its federal work authorization user identification number and date for authorization are as follows:

Federal Work Authorization User Identification Number

Date of Authorization

Legal Business Name of Georgia Lottery Contract Holder/Applicant

I hereby declare under penalty of perjury that the foregoing is true and correct.

Executed on _____, 20____ in _____ (city) _____(state).

Signature of Authorized Owner/Officer

Printed Name and Title of Authorized Owner/Officer

NOTARY PUBLIC

My Commission Expires: _____

2. Employs no employees, or otherwise does not fall within the requirements of
OCGA § 13-10- 91.

EXHIBIT E
PROPOSAL CERTIFICATION FORM

NOTE: PLEASE ENSURE THAT ALL REQUIRED SIGNATURE BLOCKS ARE COMPLETED. FAILURE TO SIGN THIS FORM AND INCLUDE IT WITH YOUR PROPOSAL WILL RESULT IN REJECTION OF YOUR PROPOSAL.

We propose to provide the services named in this Request for Proposal (“RFP”) for freelance motion graphics & video animation services for the Georgia Lottery Corporation (“GLC”). The terms offered herein shall apply for the period of time stated in the RFP.

We further agree to strictly abide by all the terms and conditions contained in the RFP and the Georgia Lottery for Education Act, O.C.G.A. §§ 50-27-1 et seq., as amended from time to time. Any exceptions are noted in writing and included with our Proposal.

It is understood and agreed that we have read the Georgia Lottery Corporation’s Scope of Services referenced in the RFP and that this Proposal is made in accordance with the provisions of the scope of work. By our written signature on this Proposal, we guarantee and certify that all items included in this Proposal meet or exceed any and all the GLC requirements. We further agree, if awarded a contract, to deliver services that meet or exceed the Scope of Work.

PROPOSAL SIGNATURE AND CERTIFICATION

(Authorized representative must sign and return with Proposal)

I certify that this Proposal is made without prior understanding, agreement, or connection with any corporation, firm, or person submitting a proposal for the same materials, supplies, equipment, or services and is in all respects fair and without collusion or fraud. I understand collusive bidding is a violation of State and Federal Law and can result in fines, prison sentences, and civil damage awards. I understand and agree to abide by all conditions of the RFP and this Proposal and certify that I am authorized to sign this Proposal for the responding firm. I further certify that the provisions of O.C.G.A. §§ 45-10-20 et seq. have not been and will not be violated in any respect.

Authorized Signature:

Date:

Print Name:

Title:

Company Name:

Address:

Phone #

E-mail

Fax #