

Nova Scotia Gaming Corporation

REQUEST FOR PROPOSALS (RFP)

RFP # 08-007

**“BetStopper Community Program: Internet Content Blocking
Software and Support Services”**



Issue Date:

May 22nd, 2008

Closing Date:

June 13, 2008, 4:00 P.M. Atlantic Standard Time

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1 Overview

1.1 Client Overview

The Nova Scotia Gaming Corporation (NSGC), established in 1995 under Part I of the provincial *Gaming Control Act*, is responsible for the conduct and management of gaming in Nova Scotia. NSGC is a provincial crown corporation managed by a Board of Directors and is charged with leading an economically sustainable and socially responsible gaming industry for the benefit of Nova Scotians and their communities. NSGC also oversees and manages the gaming operators who carry out the day-to-day business of the industry's three business lines:

- [Casino Nova Scotia](#) - manages two casino properties
- [Atlantic Lottery Corporation](#) - manages the ticket lottery and video lottery businesses.

NSGC is recognized as a world leader in responsible gambling, as a result of their development and/or sponsorship of a host of innovative programs and projects designed to help prevent problem gambling through education and awareness. As an industry steward, NSGC's goal is to lead a balanced, socially responsible gambling industry that is safe, regulated and accountable.

For additional information, please visit www.nsgc.ca

1.2 Introduction and Project Summary

The Nova Scotia Gaming Corporation (NSGC) is seeking to procure the services of a vendor to develop a new, and/or customize an existing, Internet content-blocking software package. The software must be designed for use on home computers in order to help parents prevent their underage children from visiting gambling websites. It is NSGC's firm belief that gaming managers and operators have a duty to minimize the potential harm of gaming products. Of significant importance for NSGC is ensuring that underage youth are prevented from gambling entirely, and are as educated and informed as possible about the risks associated with it.

The preliminary plan is for this software to be made available to Nova Scotia families in spring 2009, as a provincial prevention initiative sponsored by NSGC. The initiative will support the organizational commitments outlined in NSGC's Social Responsibility Charter (<http://www.nsgc.ca/rgSocial.php>) and will be one of more than ten awareness and prevention-focused initiatives that the Corporation sponsors annually. It will be continued indefinitely.

The principal objective of this Request for Proposals (RFP) is to acquire a proposal and quote for Commercial-off-the-Shelf (COTS) software that could be configured/customized to satisfy the requirements or for custom application development of a solution, its distribution, as well as ongoing technical and end-user support.

1.3 Project Background

As part of its commitment to social responsibility, and in response to high rates of online youth gambling, NSGC funded the customization and pilot-test of this "world first" software in 2006-07. What made the software, called *BetStopper*, unique was that its sole function was to block access to gambling content on the Internet, rather than a wide range of potentially inappropriate websites (e.g. pornography, hate sites), and it was

vigorously tested to ensure a 94-99% rate of effectiveness. It was provided free of charge to more than 250 families in Nova Scotia who installed the software on their home computers, used it for six months, and completed two surveys that allowed NSGC to evaluate how well the software worked, how useful parents found this prevention tool to be, and whether any changes in awareness or behaviour resulted from using it.

For the duration of the pilot, the *BetStopper* technology and support services were provided and managed by an Internet content filtering company that develops advanced software and hardware products for Internet filtering, spam filtering, virus protection, and firewalls.

Evaluation results from the pilot were very positive. Some highlights are listed below:

- 88% of parents said they were more aware of the risks of online youth gambling than they were before the pilot;
- 78% were motivated to talk to their children about the risks of online gambling;
- 92% agreed that *BetStopper* is an effective youth gambling prevention tool; and,
- 99% believe it is important that NSGC make the software available to Nova Scotian families.

As a result of the pilot evaluation outcomes, alignment of the initiative with NSGC's commitments to Nova Scotians, and confirmation from parents that *BetStopper* is useful, NSGC will seek the most cost-effective and efficient way to provide *BetStopper* to Nova Scotian families on an ongoing basis. NSGC will evaluate pricing options for the software following the selection of a successful proponent. Options include, but are not limited to, charging a nominal monthly or yearly fee or providing the software free of charge.

To ensure full compliance with the Atlantic Provinces Standard Terms and Conditions (<http://www.cap-cpma.ca/images/worddocuments/newatlantic-e.htm>) for the procurement of goods and services, NSGC is issuing this RFP for the technology and support services of this long-term initiative.

2 RFP Purpose and Objectives

NSGC is issuing this RFP to solicit proposals for the development and/or customization, distribution and subsequent support of, software that would assist parents in Nova Scotia in preventing their children from accessing online gambling websites.

The objectives of this RFP are as follows:

- Procure a customized COTS or custom-developed Internet content-blocking software solution, and supporting services. The solution is being procured for the specific purpose of blocking Internet gambling sites only for Nova Scotians under the age of 19; and
- Ensure the procurement of the described services is in full compliance with the Atlantic Provinces Standard Terms and Conditions.

3 Timelines

The following timelines have been established for this RFP. Timelines may change at any time, at the sole discretion of NSGC.

Milestone	Target Date
Schedule 1 Signed and Returned to NSGC Failure to return this form will result in no further communication regarding this RFP i.e. provision of changes and addendums.	Within 4 business days following proponent's receipt of RFP, and by June 12, 2008, at the latest.
Close of RFP Failure to submit by closing date and time will result in non-compliance with the RFP.	June 13, 2008, 4:00 P.M. Atlantic Standard Time
Evaluation of Responses	June 13 – July 9, 2008
Notification to Proponents	July 11, 2008
Start of Project	August 15, 2008

4 RFP Requirements

This section of the RFP document provides proponents with an overview of the requirements that must be addressed. The RFP requirements are divided into four main categories:

- Section 4.1 Proponent Viability and Experience; requests proponents to provide an overview of their organization, their approach and project team.
- Section 4.2 Business, Functional and Technical Requirements; describes the requirements of the proposed solution that must be addressed by proponents.
- Section 4.3 Operational, Maintenance and Support Capability; requires proponents to describe the proposed operational stability, product maintenance and support capabilities.
- Section 4.4 Pricing; provides proponents with pricing considerations and requires them to provide proposed initial and ongoing costs.

All items listed in this section **must** be addressed in a proponent's response. Failure to address any portion of these sections will render the proposal **non-compliant** and the proposal will receive no further consideration. Responses to this RFP that do not, in the opinion of NSGC, adequately address all the requirements of this RFP, will be rejected outright at the discretion of NSGC.

To assist proponents in structuring responses to the required RFP components, a separate companion document (titled "Response Template for RFP # 08-007") has been created and is posted with this RFP document (www.nsgc.ca/news.php). Proponents must adhere to the guidelines provided in the response template when creating their response.

4.1 Proponent Viability and Experience

In this section, proponents are asked to provide general information about themselves and the solution being proposed.

4.1.1 Company Profile

Provide a company profile including, at a minimum, the company history, the type of clients served, the company's primary industry (e.g. Internet content filtering, software development, other), and the company's service offerings.

4.1.2 Proposed Approach, Methodology and Schedule

Provide a description of the proposed approach and methodology to be employed in completing this engagement. This section must include a draft high-level work plan (e.g. key project phases and tasks) and timelines. Also, please identify risks with the methodology and propose ways in which these risks can be managed, mitigated or avoided.

4.1.3 Experience on Similar Engagements

Please provide a description of three projects of comparable size and complexity to this project that your company has completed in the past three years. If possible, one of the descriptions should provide an example where you have worked with a partner to co-brand and customize an existing product or build a custom application. The project descriptions should also include a project for Internet content filtering software, if possible. For each selected project you must provide a reference. The references should be able to discuss both the areas of implementation and ongoing support. The references must include:

- Name of client organization;
- Brief description of the scope, complexity, dates, and duration of the project; and
- Name, title, telephone number, and e-mail address of a client reference contact.

Note: If your organization has not previously completed an Internet content filtering application development project, please provide a summary project description and reference for a comparable sized application development initiative.

4.1.4 Project Team

The proponent must describe the team it proposes to carry out this engagement and the proposed role for each individual. For each team member, provide a brief summary of their background, relevant skills, knowledge and experience. The proponent's project manager for this project must be clearly identified.

If the proponent represents a consortium or is employing subcontractors, provide details about its/their role(s) in the project. The absence of such details will be taken to mean that only "own forces" will be used.

Resumes for all proposed personnel (including any subcontractors) must be included as an appendix. These resumes should be structured to emphasize the relevant qualifications and experience of these individuals in successfully completed projects of a similar size and scope to those required by this RFP.

4.2 Business, Functional and Technical Requirements

The requirements for the Internet content filtering product have been divided into business, functional, and technical and are included below.

The accompanying response template (titled “Response Template for RFP # 08-007”, posted on the procurement website with this RFP document) contains tables which must be used in your response to address whether or not your proposed solution addresses each of these requirements and to provide any additional comments as required. These tables also identify whether the requirements stated below are mandatory, desired, or future.

Sample high level process flows are included in Appendix B of this document and are intended to provide an overview of the business processes required to support this initiative. Note: NSGC is willing to consider alternate processes.

4.2.1 Business Requirements

The business requirements for the Internet content filtering tool are as follows:

Product Distribution

- i. The proposed solution must support the distribution of the content filtering software via download from a website. Note: the ownership and domain name of the website where the application will reside for users to download from will be negotiated with the successful proponent.
- ii. The proposed solution must support the creation of a CD with the application executable file on it so that the application can be distributed to users via mail outs and handouts at events.
- iii. The proposed solution must provide an opportunity for NSGC to distribute accompanying literature to product users.
- iv. Product distribution restrictions must be clearly noted within the product. The *BetStopper* product should only be available to families in Nova Scotia with children under the age of 19.

Distribution Verification

- v. The proposed solution should provide a means to verify the user meets NSGC’s desired target market (i.e. NS families with children under the age of 19). This verification step should be completed prior to allowing the user to download the software or receiving a mailed copy.

Product Branding

- vi. The proposed solution must be able to include the *BetStopper* branding within the application screens. Note: NSGC owns the rights, *BetStopper* logo and associated promotion material.



- vii. The proposed solution must provide the opportunity to include a reference and/or brief messaging from NSGC e.g. *BetStopper* has been brought to you by NSGC.

Product Resale Rights

- viii. NSGC must have the right to resell the solution to other jurisdictions. Note: if the successful proponent is a COTS vendor that retains ownership of the product's intellectual property, NSGC will engage in contract negotiations to determine an appropriate agreement recognizing the COTS vendor intellectual property rights and compensate them appropriately for product resale.

Future Solution Development

- ix. Proponents should provide a description of plans to enhance the functionality and features of the proposed solution over the next three years. Please identify the expected benefits to NSGC and users of the proposed solution.

4.2.2 Functional Requirements

The functional requirements for the Internet content filtering tool are as follows:

Install/Uninstall

- i. The proposed solution must have the ability to be uninstalled from a PC by the administrator (i.e. the parent or guardian of the children in the household under the age of 19).
- ii. The proposed solution must have safeguards to ensure that children in the household under the age of 19 are not able to bypass the content filter during Internet use or uninstall the software from the computer.

User Profiles

- iii. The proposed solution must be able to designate one profile as an administrator with the capability to add and delete additional user profiles.
- iv. The proposed solution must provide the option for up to 6 user profiles to be established on each computer that the content filter is installed on.
- v. Each user profile must have its own set of rights and permissions (i.e. access to Internet gambling sites or no access to Internet gambling sites).
- vi. The administrator must be able to modify the filtering access rights of each user profile including the administrator profile (i.e. some user profiles in the household must have access to all Internet sites while child profiles, for example, must be blocked from accessing gambling sites).

Payment

- vii. The application must include functionality to accept credit card payments from at least two major credit card companies.

User Login

- viii. Each user must be prompted to log into the filtering software when an Internet session begins.

Blocking

- ix. The proposed solution must block access to websites where wagering/betting is conducted or simulated (games of chance that are offered for real or "play" money and also games with a combination of skill and chance, such as blackjack and poker). Note: it is expected that the successful proponent will be flexible in working with the NSGC to determine an appropriate approach to filtering *other gambling-related* sites.

- x. The proposed solution must only block identified gambling sites and not block other 'age inappropriate' sites. If proposing customization to an existing solution, please verify the ability to remove all other filtering categories except gambling.
- xi. System users must have the ability to submit (directly to the proponent) the URLs of gambling sites they believe should have been blocked by the filter. The successful proponent would review these submissions and decide if the submitted site is a gambling site that should be blocked.
- xii. Upon attempting to access an inappropriate site, the filter must ensure the page does not load on the users computer screen and subsequently provide a simple message informing the user that they attempted to access a restricted site. The application should not shut down the user's chosen Internet browser or interrupt their Internet session in any other way.

Reporting

- xiii. The proposed solution should provide reporting capabilities for system administrators (e.g. how many times access to blocked sites was attempted and by which user).

Group/Server Based Applications

- xiv. The proposed solution should have the ability to be modified to function in a centralized server setting (e.g. educational facilities school network).

4.2.3 Technical and Other Requirements

The technical requirements for the Internet content filtering tool are as follows:

Application Hosting

- i. The proposed solution must provide the technical infrastructure required to ensure the successful operation of the content filtering solution. That is, whether the solution is a server-side filter or a PC-based filter solution, all servers, databases and other required elements must be owned and operated by the proponent.

Browser Support

- ii. The proposed solution must support the primary Internet browsers currently prevalent in the marketplace (e.g. Internet Explorer (version 5+), Opera, Mozilla Firefox, etc.).

Operating System Support

- iii. The proposed solution must support the following operating systems: Windows 2000, Windows XP and Windows Vista.
- iv. The proposed solution should support the MAC operating system.

Product Install/Uninstall

- v. The user must have the ability to load the blocking software onto five computers within a single household.
- vi. The product install/uninstall process should be simple and straightforward.

Personal Information

- vii. Minimal personal information should be collected from users during the installation process. The collected information should be available to NSGC to allow for program materials to be sent to end-users.

- viii. The privacy of personal information collected during the install process must be protected and used only for its intended purpose of successfully installing the application.

4.3 Operational, Maintenance and Support Capability

In addition to the requirements above, operational stability, product support and maintenance, and end user support capabilities will be taken into consideration.

4.3.1 Operational Stability

Application Uptime

- i. Please describe the current or planned up-time of your proposed solution. Include a description of any time the blocking solution would be off-line to allow for scheduled maintenance and the impact of those downtimes on users.
- ii. In the event that your proposed solution is unavailable for any reason, please describe the impact on users (e.g. children under 19 may be able to gain access to gambling sites, would not be able to access any Internet sites, etc.).

Application Conflicts

- iii. For existing Internet filtering products, please describe known, previous or currently existing application conflicts and plans in place to ensure your solution does not conflict with other software packages that the user may have.

4.3.2 Product Support and Maintenance

Product Updates

- i. The solution should include a simple user friendly method to provide necessary product updates to clients in the event there is a required/optional product update or "bug-fix". Please describe the proposed method(s) for software updates and "bug fixes."

4.3.3 End User Support

End User Product Support

- i. NSGC is also seeking the proponent to provide end user product support. Please describe your proposed end user support model including support mediums (e-mail, phone, web-based) and time of day restrictions that may apply. In terms of application support, the following would be considered assets:
 - 24-hour support, 7 days a week; and,
 - Physical proximity to application users or an arrangement with a local support organization (i.e. a Nova Scotia support organization) to provide on-site support as required.
- ii. Please describe your end user product support turnaround time targets.

4.4 Pricing

In this section, proponents are asked to provide pricing information about the solution being proposed. To assist proponents, information is provided regarding the potential product uptake.

4.4.1 Potential Product Uptake

Following the success of the pilot project, NSGC would like to offer the *BetStopper* software to all Nova Scotia families that meet the defined target criteria (i.e. households with children under the age of 19). To assist proponents in understanding the potential size of this market and the potential product uptake levels, the following estimated potential volumes are provided.

Estimated number of families with children under 19	130,029
Estimated home Internet usage in Nova Scotia	59%*
Estimated number of families in target demographic	76,717
Estimated uptake rate for <i>BetStopper</i> solution	34%**
Estimated number of <i>BetStopper</i> users in Nova Scotia	26,084
*Source: Nova Scotia Statistics Review: 25 th Edition, December 2007: Page 284	
**The percentage of the eligible population that indicated interest in <i>BetStopper</i> in 2007 (based on recruitment surveys conducted by NSGC)	

4.4.2 Pricing Considerations

The following must be taken into account when developing your pricing:

- The prices quoted must remain firm for the duration of the initial term of the contract, starting on the closing date of the RFP; and,
- The prices quoted must be in Canadian currency and exclusive of any taxes.

4.4.3 Initial Costs

Proponents must provide a summary of the initial costs of their proposed solution. Initial costs are those associated with direct acquisition, product development and/or customization costs, as well as any required or optional implementation services. These should include all costs that NSGC must incur with selection of the proposed solution.

Initial costs may include, but not be limited to:

- Acquisition, customization, or development fees;
- Implementation services costs;
- Infrastructure costs (e.g. servers, communication, databases, software licenses etc.); and,
- Other costs.

4.4.4 Ongoing Costs

Proponents must provide a summary of the ongoing costs of their proposed solution. Ongoing costs represent costs that will be incurred by NSGC following the initial project implementation. If your pricing includes a tiered pricing structure based on user volume, please provide the user tiers and the product cost for each identified tier.

Ongoing costs may include, but not be limited to

- Recurring user licensing fees;
- Maintenance costs;
- End user product support costs; and,
- Other costs.

5 Evaluation Criteria

The following table describes the evaluation criteria and associated weights that will be used to evaluate proponents responding to this RFP.

Evaluation Criteria / Section in Document			Weight
RFP Section 4.1: Proponent Viability and Experience	4.1.1	Company Profile	1%
	4.1.2	Proposed Approach, Methodology, and Schedule	3%
	4.1.3	Experience on Similar Engagements	4%
	4.1.4	Project Team	2%
	Total Proponent Viability and Experience Weight		10%
RFP Section 4.2: Business, Functional and Technical Requirements	4.2.1	Functional Requirements	16%
	4.2.2	Technical Requirements	8%
	4.2.3	Business Requirements	16%
	Total Requirements Weight		40%
RFP Section 4.3: Operational, Maintenance and Support Capability	4.3.1	Operational Stability	10%
	4.3.2	Product Support/Maintenance	5%
	4.3.3	End User Support	10%
	Total Operational, Maintenance and Support Weight		25%
RFP Section 4.4: Initial and Ongoing Costs	4.4.3	Initial Costs	15%
	4.4.3	Ongoing Costs	10%
	Total Cost Weight		25%
Total			100%

6 Presentation of Proposals

6.1 Acknowledgement of Receipt of RFP

Complete the attached Receipt Confirmation Form (Schedule 1) and return it to NSGC to the attention of Laura Melanson within four working days of receipt of the RFP, and by June 12, 2008, at the latest. All subsequent material information/addenda regarding this RFP will **ONLY** be directed to those who return this form with indication that they intend to submit a proposal. All subsequent information will be sent to the address and contact person named on the Receipt Confirmation Form in Schedule 1.

6.2 Written Response to RFP

The proposal must be as concise as possible while at the same time conveying the service to be provided. The proposal must be completed in accordance with the terms, conditions, and specifications outlined within this RFP.

By submitting a proposal, the proponent is deemed to have acknowledged all the undertakings, specifications, terms and conditions contained in the RFP, and agrees to be bound by aforesaid provisions of the RFP if the proposal is accepted by NSGC.

This proposal must designate an individual(s) who is/are authorized to negotiate and sign on behalf of the proponent. This information is to be provided in a Letter of Introduction included with the response (see "Response Template for RFP # 08-007", posted on the procurement website with this document, for details). Additionally, the Letter of Introduction expresses the proponent's resolution to abide by the terms and conditions set out in this RFP and any resulting contract.

Please ensure that your proposal is clearly marked as an RFP document on the outside of your submission package.

6.3 Copies Required

Proponents must submit one (1) original and five (5) copies of the proposal. One copy should be included unbound.

The original should be clearly marked ORIGINAL on the title page. All copies shall be clearly marked COPY on the title page.

The original and copies should be **identical** (excluding any obvious differences in labeling, as noted above). If discrepancies between these items are discovered during the evaluation or during the life of any contract that emerges from this RFP, **the original retained by NSGC shall be taken as the correct version** and the proponent will be advised accordingly.

6.4 Closing Time and Address

Responses must be received **no later than 4:00 P.M., Atlantic Standard Time, June 13, 2008.**

Direct all responses to the address indicated immediately below. E-mailed or faxed submissions will **not** be accepted.

Request for Proposals # 08-007
Nova Scotia Gaming Corporation
5151 George Street, Suite 800
Halifax, NS
B3J 1M5
Attention: Laura Melanson

Proposals received after the Closing Date will not be considered and will be returned unopened to the proponent. It is the responsibility of each proponent to ensure that proposals are received at the address above no later than the Closing Date. In order to ensure that proposals arrive on time, proponents outside of Canada may wish to allow extra shipping days since customs delays occasionally occur.

6.5 Oral Presentations

NSGC may request any proponent to make an oral presentation of its proposal to the evaluation committee, prior to making its final evaluation. For proponents outside of Nova Scotia, NSGC will allow for the oral presentations to be made via voice-conference. The terms of the proposals submitted may not be changed during these oral presentations. The results of the oral presentation will be used to add or deduct points from the written submission.

6.6 Ownership and Disclosure of Proposals

All documents submitted to NSGC pursuant to this RFP shall become the property of NSGC and will not be returned to the proponent.

7 General Conditions of RFP

7.1 Definitions

In this RFP, except where otherwise qualified, the following definitions apply:

- **"NSGC"** means Nova Scotia Gaming Corporation;
- **"Closing Date"** means June 13, 2008, 4:00 P.M., Atlantic Standard Time;
- **"Proponent"** means a person or entity, which submits a response to the RFP;
- **"Proposal"** means a response or submission to this RFP, including all schedules and attachments thereto and any amendments made in conformity with this RFP;
- **"RFP"** means this Request for Proposals, including all schedules and attachments hereto and any addendum or amendment issued in conformity with this RFP;
- **"Selected Proponent(s)"** means the proponent(s), if any, whose proposal is selected by NSGC; and
- **"Subcontractor"** refers to any person to whom a proponent intends to delegate all or part of the provision of goods or services to be provided under the RFP.

7.2 Additional Information and Instructions

All requests for additional information or instructions concerning the RFP and the preparation of proposals should be received in writing by NSGC at least seven (7) working days before the Closing Date.

For questions **related to the RFP document or its requirements** please send questions in writing to:

Darryl Pierrynowski
Fax: (902) 425-1127
E-mail: dpierrynowski@barringtongrp.ca

For questions **related to NSGC or the BetStopper Community Program** please send questions in writing to:

Laura Melanson
Fax: (902) 424-0724
E-mail: lmelanson@nsgc.ca

The only authorized contacts in relation to this RFP are Darryl Pierrynowski or Laura Melanson.

Additional information or instructions that may, at the sole discretion of NSGC, be of general interest or represent amendments to the RFP or any other information or

instructions that NSGC determines appropriate, may be incorporated in an addendum to the RFP which will be distributed to all proponents. Any such addendum will automatically, upon its issuance, become a part of the RFP, provided it is issued by NSGC and sent to proponents at least five (5) working days prior to the Closing Date. Proponents will be deemed to have agreed to the terms of any such addendum and will be automatically bound thereby unless they withdraw their proposals.

7.3 *Modification or Withdrawal of Proposals*

NSGC reserves the right to amend the terms of the RFP or to withdraw the RFP at any time before or after the Closing Date in its sole discretion.

Prior to the Closing Date, a proponent may amend or withdraw its proposal by written notice.

No proposal(s) can be amended or withdrawn by a proponent after the Closing Date, except with the written agreement of NSGC.

7.4 *Negotiation of Amendments*

NSGC may, in its sole discretion, conduct negotiations with any and all selected proponent(s) to amend their proposal(s), without offering other proponents the right to amend their proposal(s).

7.5 *Cost of Preparation of Proposals*

All costs and expenses incurred by the proponent, directly or indirectly, in connection with its proposal or the selection process are solely and exclusively the responsibility of the proponent and NSGC shall not incur any obligation for any costs or expenses incurred by any proponent.

NSGC shall not be liable to any proponent for any loss, cost, expense or damages of any nature whatsoever arising out of, or resulting from this RFP, including any damages resulting from the submission of a proposal in response to this RFP, or the selection of the successful proponent(s), if any, whether based on contract, tort, including negligence, strict liability or otherwise.

7.6 *Validity of Proposal*

All proposals must remain valid and open for acceptance by NSGC from the Closing Date of the RFP up to and including September 30, 2008.

7.7 *Evaluation of Proposals*

Proposals submitted which do not comply with all of the terms and conditions of this RFP or proposals that do not provide sufficient information may be rejected by NSGC in its sole discretion.

Proposals will be evaluated by NSGC based upon (a) an assessment of the proponent's capability to carry out its proposal and (b) the extent to which the proposal achieves the objectives stated in Section 2 "RFP Purpose and Objectives".

7.8 Selection of Proposal

NSGC will contact the successful proponent via telephone advising them of their successful bid and will forward a written notice to the other proponents advising them that they have been unsuccessful in winning the bid.

Proponents acknowledge and accept that they cannot challenge in any way whatsoever NSGC's decision to accept or reject any proposal or to withdraw or amend the RFP nor request any compensation or claim damages as a result thereof.

7.9 Confidentiality

The contents of this RFP, the proponents' proposals, information divulged by NSGC during the performance of the services and any resulting deliverable are strictly confidential and may not be divulged or disclosed to anyone without the prior written consent of NSGC. The selected proponent must sign a confidentiality agreement in the format provided by NSGC.

By submitting a proposal, proponents acknowledge and agree that their proposals may be subject to disclosure under access to information legislation in the Atlantic Provinces.

For more information regarding this legislation, please visit:

<http://www.gov.ns.ca/just/Divisions/IM/FOIPOP/foisvcs.asp>

7.10 Publicity

The successful proponent shall not issue any public news releases pertaining to this RFP or any acceptance of contract, without obtaining the prior written permission of NSGC.

7.11 Agreement/Contract

Unless otherwise agreed by NSGC, the selection of a proposal will be binding upon the selected proponent and the terms and conditions of this RFP will form part of the proposal so selected.

Any proponent whose response to this RFP has been selected must be prepared, at NSGC's sole discretion, to:

- a. execute a written agreement on the terms and conditions set out in the proposal;
or,
- b. enter into exclusive *bona fide* negotiations with NSGC to conclude a written agreement.

If a written agreement cannot be negotiated within 30 days of notification to the successful proponent, NSGC may, at its sole discretion at any time thereafter, terminate negotiations with that proponent and execute a written agreement or enter into negotiations with another proponent or choose to terminate the RFP and not enter into negotiations or execute an agreement with any of the proponents.

This document is a request for proposals. All proposals must constitute offers open for acceptance by NSGC. A proposal does not constitute a binding agreement between NSGC and a proponent, unless and until a written agreement is executed by NSGC and a proponent.

7.12 Governing Law

This RFP and any response related thereto shall be governed by, and construed in accordance with, the laws of Canada and the Province of Nova Scotia and the proponents agree to attorn to the exclusive jurisdiction of the courts of Nova Scotia.

7.13 Indemnity

The proponent shall indemnify and hold NSGC harmless against any loss, damages, costs and expenses of any nature whatsoever arising out of or resulting from this RFP, any proposal in response to this RFP, and any resulting agreement hereunder.

7.14 Conflict of Interest Policy

All proponents must disclose any interests which could conflict with the interests of NSGC or the Government of Nova Scotia.

7.15 Compliance with Law

Proposals must fully comply with all laws, regulations and policies, whether federal, provincial or local, including the *Gaming Control Act* (Nova Scotia), as may be amended from time to time. If any approvals, consents or other discretionary actions are required for the proposal to comply with such laws, such actions must be clearly identified in the proposal with an alternative proposal in the event such approval, consent or discretionary action is not obtained.

7.16 Assurances

The proponent must detail in its proposal all assurances it proposes to give to NSGC with respect to the services to be undertaken. Protection is required to ensure:

- a. Satisfactory performance of contract on the agreed upon terms;
- b. Timely delivery; and,
- c. Repayment of NSGC for losses due to any fraudulent, negligent, or dishonest act(s) on the part of the proponent's representatives and employees.

Guarantees in a form satisfactory to NSGC may be required.

7.17 Accuracy and Completeness of RFP

NSGC makes no representation or warranty as to the accuracy or completeness of the information contained in this RFP.

7.18 Compliance with Personal Information International Disclosure Protection Act

Regarding contracts dealing with personal information: The Province of Nova Scotia is required to comply with the Personal Information International Disclosure Protection Act (S.N.S. 2006, c.3). The Act creates obligations for the Province of Nova Scotia and its services providers when personal information is collected, used or disclosed. Requirements include limiting storage, access and disclosure of personal information to Canada, except as necessary or otherwise required by law. For more information regarding this act, please visit: <http://www.gov.ns.ca/just/divisions/im/foipop/privacy.asp>.

8 Submission Forms and Supplementary Information

The Receipt Confirmation Form that accompanies this RFP is attached (Schedule 1). All subsequent material information/addenda regarding this RFP will **ONLY** be directed to those who return this form with indication that they intend to submit a proposal (sent to the address and contact person named on Schedule 1). Supplementary information that may be useful to proponents is also provided in Appendices A and B of this document.

To assist proponents in structuring responses to the required RFP components, a separate companion document (titled "Response Template for RFP # 08-007") has been created and is posted with this RFP document (www.nsgc.ca/news.php). Proponents must adhere to the guidelines provided in the response template when creating their response.

SCHEDULE 1

RECEIPT CONFIRMATION FORM

REQUEST FOR PROPOSALS

“BetStopper Community Program”

Please complete this form and return **within four working days** to:

Nova Scotia Gaming Corporation
5151 George Street, Suite 800
Halifax, NS
B3J 1M5
Attention: Laura Melanson
Fax Number: 902-424-0724

**FAILURE TO RETURN THIS FORM WILL RESULT IN NO FURTHER
COMMUNICATION REGARDING THIS RFP.**

COMPANY: _____

ADDRESS: _____

CITY: _____ **POSTAL CODE:** _____

CONTACT PERSON: _____ **TITLE:** _____

PHONE NUMBER: _____ **FAX NUMBER:** _____

E-MAIL ADDRESS: _____

We have received a copy of the above noted RFP and:

_____ We intend to submit a proposal in response to the RFP.

_____ We do not intend to submit a proposal in response to the RFP.

I understand that whether or not I submit a proposal, our status as a potential supplier to NSGC in the future will not be affected.

Company:

Authorized Signature

Print Name of Authorized Signature

Title

Date

APPENDIX A – Sample NSGC BetStopper Promotional Materials



Do you know what your child is doing when they're alone on the computer?

- 94% of Canadian youth have the Internet at home
- Only 13% are supervised by parents when they go online
- Approximately 70% of Canadian youth engage in some form of gambling
- There are over 2,300 casino-style Internet gambling sites

You do the math.
They don't need money. They don't need ID. And they certainly don't need your permission.

Kids are learning to gamble online. It's a problem.
We may have part of the solution. It's a new computer software called **BetStopper** that helps keep kids off gambling websites.



The Nova Scotia Gaming Corporation developed the **BetStopper** software with a technology company. Now we need your help to test it.

If you agree to take part in this pilot test, you will be the first in the world to get this software. You will get **BetStopper** free for 12 months and the chance to win prizes. All you need to do is try the software and fill out three short online surveys.

If you are a parent with a child between the ages of 5 and 18, visit www.nsgc.ca and get your FREE software today!

www.nsgc.ca



**“There’s no way my kid
gambles online.”**

Wanna bet?



APPENDIX B – Sample BetStopper Process Flows



