



777 W Cherokee St  
Catoosa, OK 74015

## Request for Proposal

Date: October 11, 2013

**Description: WSS VIP NYE DM**

**Estimated quantity: 2,500**

**BOTTOM**

**FLAT SIZE: 6.875" X 9.5"**

**FOLDED SIZE: 6.875" X 4.75"**

**PAPER: CLASSIC CREST, RECYCLED 100 BRIGHT WHITE, COVER 100#**

**PRINTING: 4/0**

**BLEED: .125" ON ALL SIDES**

**TOP FLAP**

**FLAT SIZE: 6.875" X 2"**

**FOLDED SIZE: 6.875" X 1"**

**PAPER: CLASSIC CREST, RECYCLED 100 BRIGHT WHITE, COVER 100#**

**PRINTING: 4/0**

**BLEED: .125" ON ALL SIDES**

**SPECIAL INSTRUCTIONS**

**BOTTOM: FOIL STAMP 1-INFINITY FOILS GOLD 86, FOIL STAMP 2-INFINITY FOILS FUSCHIA 75**

**WHITE GROMMET IN UPPER LEFT CORNER**

**TOP FLAP IS GROMMETED TO BOTTOM**

**INSERT CARD IS INSERTED IN THE BOTTOM, RIGHT ALIGNED**

**INSERT CARD**

**FLAT SIZE: 6" X 10"**

**FOLDED SIZE: 6" X 5"**

**PAPER: CLASSIC CREST, RECYCLED 100 BRIGHT WHITE, COVER 65#**

**PRINTING: 4/4**

**BLEED: .125" ON ALL SIDES**

**ENVELOPE: (A7) 5.25" X 7.25" CLEAR (CELLOPHANE)**

**PRINTING: NONE**

**FULFILLMENT/MAIL PROCESSING**

**IMPORT (1) MAILING LIST**

**PRESORT MAILING LIST**

**LASER PRINT (K) VARIABLE GUEST NAME AND PLAYER ID TO BACK OF INSERT CARD**

**INKJET DELIVERY ADDRESS & INDICIA TO ADDRESS PANEL OF ASSEMBLED MOVIE CLAPPER**

**BI-FOLD AND NEST (1) INSERT CARD INTO CLAPPER \*BLIND MATCH INSERT TO CLAPPER\***

**HAND INSERT CLAPPER INTO CELLOPHANE ENVELOPE**

**PEEL STRIP AND SEAL ENVELOPE**

## Terms and conditions

Vendor must submit turn time with bid.

Mail must enter at the Tulsa, OK Business Mail Entry Unit. Vendor will be responsible for all transportation costs.

The vendor shall be licensed by the Cherokee Nation Gaming Commission (CNGC).

Standard requirements for mail vendors working with Cherokee Nation Entertainment

- All mail vendors will have a secure ftp site for posting data files. CNE will zip and encrypt the mail files and each vendor will have their own password with which to open the files.
- After the data file is posted on the mail vendor's ftp site, CNE will e-mail the vendor to notify them that the file has been uploaded. The vendor should confirm receipt and readability of the data file via e-mail within 24 hours.
- All mailing lists will be USPS CASS Certified and processed through National Change Of Address (NCOA). No invalid addresses are to be output for mailing. Any addresses that generate a USPS CASS return code value less than 31 or greater than 39, and/or a DPV return code value other than Y, S or D - after NCOA processing – is to be excluded from the final mail output file.
- After CASS and NCOA, the following reports and files will be provided for download by CNE from the vendor's secure ftp site:
  1. USPS CASS report (PS Form 3553)
  2. Postage Statement (PS Form 3602-R for Standard Class mail, or PS Form 3600-R for First Class mail)
  3. NCOA Processing Certificate (to document NCOA processing)
  4. NCOA Audit Report (detailing all NCOA "hits")
  5. Final "good" mailing list (mail output file)
  6. Final "bad" address list (invalid address records that failed CASS-DPV after NCOA)

--Output and invalid address files must include CASS-DPV return codes--

- The vendor will e-mail the required postage amount and final mail count to CNE immediately after data processing is complete.
- The vendor will provide for download by CNE programming proofs for CNE to approve, **PRIOR TO PROCESSING**. A full set of proofs must be provided, showing the full range of variable offers. CNE must approve the programming proofs before actual addressing/processing is initiated. Any mailers that are processed without CNE's documented approval will be reprinted at the vendor's expense.
- Once the mail vendor has received approval of the programming proofs from CNE they should proceed with processing.
- After addressing and mail processing is completed, the vendor will provide for download by CNE at least three live QC proofs from each of the variable offers or messages. **UNDER NO CIRCUMSTANCE IS THE VENDOR TO DROP ANY MAILING WITHOUT DOCUMENTED APPROVAL OF THE FINAL PRODUCTION PROOFS BY CNE.**

QUANTITIES ARE ESTIMATED, AND SUBJECT TO CHANGE. BIDS MUST BE SUBMITTED AS A SIMPLE COST PER UNIT BASED ON NET MAIL COUNT AFTER CASS/NCOA/DPV. ALL ELEMENTS OF THE SCOPE OF WORK AS DESCRIBED ABOVE SHOULD BE FACTORED INTO THE COST PER UNIT.

# SPEC SHEET

## CNENT 28382-01 WSS NEW YEARS EVE INVITE 1311199 MOVIE CLAPPER

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PRINTING: 4/0

BLEED: .125" ON ALL SIDES

### TOP FLAP

FLAT SIZE: 6.875" X 2"

FOLDED SIZE: 6.875" X 1"

PAPER: CLASSIC CREST, RECYCLED 100 BRIGHT WHITE, COVER 100#

PRINTING: 4/0

BLEED: .125" ON ALL SIDES

### INSERT CARD

FLAT SIZE: 6" X 10"

FOLDED SIZE: 6" X 5"

PAPER: CLASSIC CREST, RECYCLED 100 BRIGHT WHITE, COVER 65#

PRINTING: 4/4

BLEED: .125" ON ALL SIDES

### SPECIAL INSTRUCTIONS

BOTTOM: FOIL STAMP 1-INFINITY FOILS GOLD 86, FOIL STAMP 2-INFINITY FOILS FUSCHIA 75

WHITE GROMMET IN UPPER LEFT CORNER

TOP FLAP IS GROMMETED TO BOTTOM

~~GLOSS UV COATING ON INSERT CARD, 1 SIDE~~

INSERT CARD IS INSERTED IN THE BOTTOM, RIGHT ALIGNED

~~STICKER SEALS INSERT CARD~~

### ~~STICKER~~

~~SIZE .75" ROUND DIE CUT CIRCLE~~

~~PRINTING: 4/0~~

~~PAPER: WHITE STICKER STOCK~~

ENVELOPE: (A7) 5.25" X 7.25" CLEAR

PRINTING: NONE

**VIP \$20,000**  
NEW YEAR'S EVE PARTY

December 31, 2013  
5PM-12:30AM

**An Award-Winning Script**

You and a guest are cordially invited to join the cast of our VIP \$20,000 New Year's Eve Party this December 31. Enjoy dancing, divine dining, a Midnight balloon drop and your share of \$20,000 cash. It's certain to be an Oscar worthy performance.

**Act I, scene i**

Dinner will be held in two seatings.

Setting: Qualla Ballroom

Time: 5:30-6:45 PM

7:30-8:45 PM

**Menu:**

Bread Baskets

Garden Salad

**On the buffet:**

Bacon-Wrapped Scallops

Zucchini Baskets

Asparagus Bundles

Twice Baked Red Potato Towers

Crab-Stuffed Jumbo Shrimp

Filet Mignon

Tuxedo Cake

**Act I, scene ii**

Exit to the dance floor for dancing and a DJ.

Setting: Qualla Ballroom

Time: 9:00 PM

**Act II, scene i**

The balloons will drop at Midnight followed by twenty \$1,000 cash drawings.

Setting: Qualla Ballroom

Time: Midnight

**Please RSVP your seating time to your host  
or call 800.754.4111 (press 3).**

<FirstName LastName>  
PID <Playerid>



**WEST SILOAM SPRINGS**

Copyright © 2013 Cherokee Nation Entertainment, LLC. See Cherokee Star Rewards® Club for details. Must be an invited player. Guest of the invited player is not eligible to participate in the \$20,000 cash drawing. Must be 21 years of age or older, have a Cherokee Star Rewards card and a valid, government-issued photo ID to participate. One offer per person, per promotional period. Employees of CNE and immediate family members are not eligible for any promotions or drawings. This also applies to employees of CNS whose job duties require a gaming license, as well as their immediate family members. Guest is responsible for all applicable federal and state taxes, licenses, registration and/or other fees. Know your limits. Gambling problem? Call 800.522.4700.



VIP \$20,000

NEW YEAR'S EVE PARTY

DECEMBER 31,  
2013

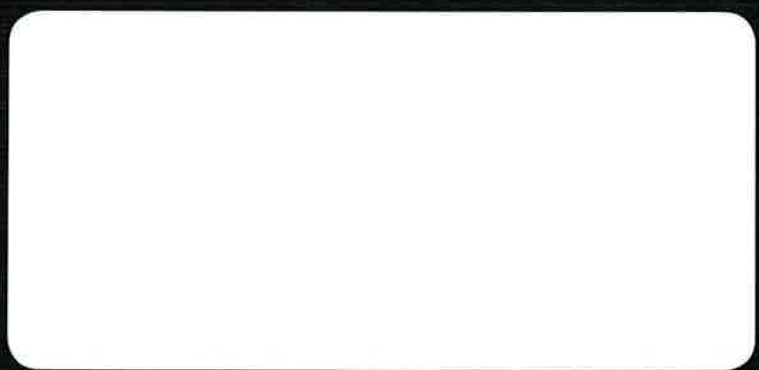
DATE

5PM - 12:30AM

TIME

CHEROKEE CASINO & HOTEL WEST SILOAM SPRINGS

LOCATION



\$20,000  
NEW YEAR  
PREMIERE

WEST SILOAM SPRINGS  
2416 HIGHWAY 412  
COLCORD, OK 74338-3528







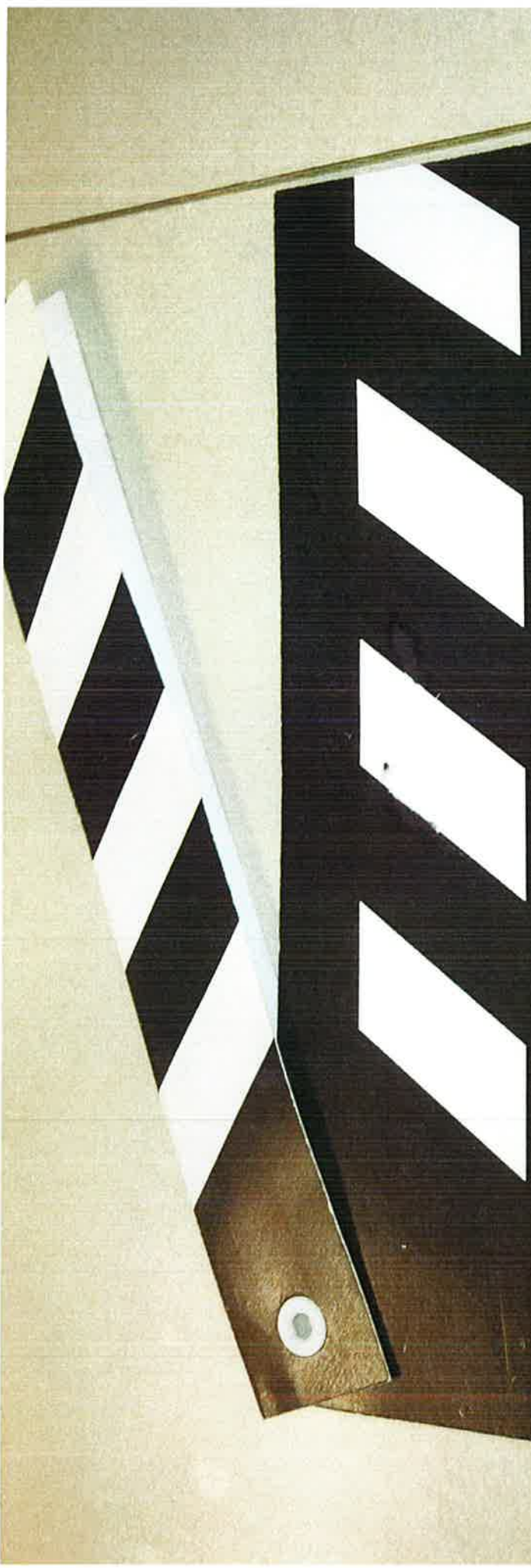
**WEST SILOAM SPRINGS**

2416 HIGHWAY 412  
COLCORD, OK 74338-3528

**\$20,000  
NEW YEAR  
PREMIERE**







**VIP**

**\$20,000**

**NEW YEAR'S EVE PARTY**

**CHEROKEE CASINO & HOTEL WEST SILOAM SPRINGS**

LOCATION

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