



777 W Cherokee St
Catoosa, OK 74015

Request for Proposal

Date: November 12, 2013

Description: Cherokee Star Rewards – Inactive direct mailer

Estimated quantity: 5,500

- Mail processing
 - Import 10 data files (csv) – run CASS/NCOA/LACS and merge/purge
 - Import 10 offer matrices (xlsx)
 - Import 1 coupon library (docx)
 - Program variable data/offers from offer matrices
 - 4/C laser print (digital) – duplex on 100 lb. cover gloss (cut sheet)
 - Trim flat to 6x18 – score and bi-fold self-mailer to 9x6
 - Affix wafer seals to trailing edge of oblong folded self-mailer
 - Mail Standard Class – entering mail at Tulsa BMEU/P&DC

Terms and conditions

Vendor will be responsible for all transportation costs.

Turn time for completion is 7 business days.

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 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.

BIDS MUST BE SUBMITTED AS A SIMPLE COST PER PIECE 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 PIECE.



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WISH YOU
WERE HERE

WE MISS HAVING
YOU AROUND.

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TOP

GIVE US ANOTHER SHOT
TO WIN YOU OVER.

We've noticed you haven't been hanging around as much. And since you're a Star Rewards member, we want to make sure you know how much we appreciate you. There's a lot going on, and we don't want you to miss anything. We love having you around. So come back and start playing with these exciting offers.

PACKAGE 1

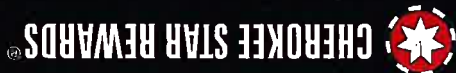
First Name, Last Name
player ID

PACKAGE 2

First Name, Last Name
player ID

PACKAGE 3

First Name, Last Name
player ID



800.760.6700 | CherokeeCasino.com

Cherokee Star Rewards® is valid at Hard Rock Hotel & Casino Tulsa, Cherokee Casino & Hotel West Siloam Springs, and the Cherokee Casinos in Ramona, Roland, Tahlequah, Sallisaw and Fort Gibson.

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