



777 W Cherokee St
Catoosa, OK 74015

Request for Proposal

Date: May 8, 2013

Description: Hard Rock Hotel Letters

Quantity: 25,000

- **Mail processing**
 - Import 1 data file (csv) – run CASS/NCOA/LACS and merge/purge
 - Import 1 offer matrix (xlsx)
 - Import 1 letter document (docx)
 - Program variable data/offers from offer matrix
 - Laser letter/simplex (K only) on furnished, 8.5x11 letterhead (cut sheet)
 - Inkjet address & indicia to furnished, #10 regular envelope
 - Letterfold laser letter (text in)
 - Insert (1) letter into envelope *blind match letter to envelope*
 - Mail Standard Class – entering mail at Tulsa BMEU/P&DC

Terms and conditions

Job must mail at the Tulsa BMEU no later than Monday, May 20, 2013. 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. CNE must approve the samples 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.