



Kentucky Horse Racing and Gaming SOLICITATION

Modification:

Version #:

TITLE:	Public Relations and Strategic Communications
SOLICITATION NUMBER:	RFP 2026-002

Date Issued:	8/26/2026	Solicitation Closes
Record Date:	8/26/2026	Date: 9/18/2026
		Time: 12:00 PM EST

Addendum #1 to answer submitted questions. See pages 16-17.		
For Information Call:		Bid Receiving Location:
Susan Speckert, Chief Operating Officer Susan.Speckert@ky.gov 859-246-2040		Kentucky Horse Racing and Gaming 4047 Iron Works Parkway Lexington, KY 40511
Email Submission Accepted?	Yes	Email: Susan.Speckert@ky.gov

VENDOR INFORMATION			
Vendor Name:			
Phone Number:		Fax Number:	
Email Address:			
ORDERING		PAYMENT	
Address:		Address:	
City, State, Zip:		City, State, Zip:	
Contact Name:		Contact Name:	
Contact Email:		Contact Email:	
Contact Phone:		Contact Phone:	
Ownership Type: ☐ Sole Proprietorship ☐ Partnership ☐ Corporation ☐ Other _____			

SIGNATURE OF AUTHORIZED AGENT IS REQUIRED. FAILURE TO SIGN SHALL RENDER THE BID INVALID.

Signature _____ Date _____

FEIN # _____

All offers subject to all terms and conditions contained in this solicitation.



Kentucky Horse Racing and Gaming PROPOSAL SUBMISSION CHECKLIST

The vendor **MUST** include the following with the proposal submission. If the items below are not submitted with the proposal submission, the KHRG **MUST** deem the proposal non-responsive and SHALL NOT consider for award.

- Signed and completed Solicitation
- Signed Proposal Certification – Section 11.1
- Completed Offeror Contact Information – Section 11.2
- Technical Proposal under sealed cover and by the closing date
- Cost Proposal under sealed cover and by the closing date

KHRG defines “sealed” as “a closure that must be broken to be opened and that thus reveals tampering” (Merriam-Webster Dictionary, <https://www.merriam-webster.com/dictionary/seal>)

The following items **MUST** be submitted prior to award.

- Transmittal letter – Section 8.10
- Proof of registration with Secretary of State by a foreign entity

REQUEST FOR PROPOSAL FOR PERSONAL SERVICE CONTRACT

Kentucky Horse Racing and Gaming Public Relations and Strategic Communications RFP RFP-2026-002

This document constitutes a Request for Proposals for a Personal Service Contract from qualified individuals and organizations to furnish those services as described herein for Kentucky Horse Racing and Gaming (KHRG), an independent, de jure municipal corporation and political subdivision of the Commonwealth of Kentucky. KHRG regulates all forms of live horse racing, pari-mutuel wagering, sports wagering, breed integrity and development, charitable gaming, fixed odds wagering and fantasy sports.

Offerors are advised that any personal service contract resulting from this RFP must comply with all applicable provisions of KRS 230.225 and KRS 45A prior to becoming effective.

A contract, based on this RFP, may or may not be awarded. Any contract award from this RFP is invalid until properly approved by the President and CEO, KHRG Finance Committee, and/or KHRG Board of Directors, executed by the President and CEO, and filed with the Legislative Research Commission, Government Contract Review Committee.

1.0 Purpose and Background

Pursuant to 2024 Senate Bill 299, the Kentucky Horse Racing Commission was abolished, and all its responsibilities assumed by the newly organized Kentucky Horse Racing and Gaming Corporation (KHRG or Corporation). Senate Bill 299 established the KHRG as an independent, de jure municipal corporation and political subdivision of the Commonwealth of Kentucky. KHRG is charged with regulating horse racing, pari-mutual wagering, sports wagering, charitable gaming, fixed odds wagering and fantasy sports in Kentucky.

Prior to adoption of SB 299, communications services were provided by the Kentucky Public Protection Cabinet. KHRG does not have dedicated employees to create an effective communications plan around the various areas under our jurisdiction. As such, KHRG is in a reactive position instead of proactively communicating with our constituents in a comprehensive, clear, and consistent manner.

In this RFP, KHRG seeks assistance with strategic communications and public relations consistent with KHRG's regulatory obligations and independent branding adopted in 2025.

2.00 Scope of Work

KHRG seeks a full-service communications and public relations firm to provide and implement a communications and public relations plan to increase communication and transparency with stakeholders, licensees, relevant media, the betting and wagering public, and elected officials.

The successful Vendor will become KHRG's primary communications and public relations partner. The primary objectives for the engagement include:

- Clearly explaining KHRG's role and policies to various stakeholders
- Building confidence in Kentucky's leadership and fairness in the areas we regulate
- Telling the stories of Kentucky's leadership and success in the areas we regulate
- Providing crisis communication/responses as necessary
- Providing media training to key staff members
- Creating a strategic communications plan using modern and effective media avenues and tools, including social media

Warrants of Vendor – The Vendor warrants that it has neither retained nor employed any company or person, other than a bona fide employee working solely for the Vendor, to solicit or secure the contractual agreement and that it has neither paid nor agreed to pay any company or person, other than a bona fide employee working solely for the Vendor, any fee, commission, percent, brokerage fee, gifts, or any other consideration contingent upon or resulting from the award or making of the contractual agreement. For breach or violation of this warranty, KHRG shall have the right to annul any contractual agreement without liability or, at its discretion, to deduct from the contract price on consideration, or otherwise recover, the full amount of such fee, commission, percentage, brokerage fee, gift or contingent fee.

The Vendor certifies that it shall not at any time release or divulge any information concerning the services covered by the contractual agreement to any person or any public or private organization without prior approval of KHRG.

3.00 Evaluation Criteria

KHRG shall conduct a comprehensive, fair, and impartial evaluation of all proposals. KHRG may reject any proposal that is incomplete or in which there are significant inconsistencies or inaccuracies. KHRG reserves the right to reject all proposals.

KHRG has established a Proposal Evaluation Committee to review, evaluate, and verify information submitted by the Offeror.

Each vendor is responsible for submitting all relevant, factual, and correct information with their offer to enable the evaluator(s) to afford each vendor the maximum score based on the available data submitted by the vendor.

KHRG will evaluate the proposals based on the following evaluation factors:

Mandatory Requirement(s) – (Pass/Fail) –

Proposals should include the following information:

- 1) Detailed company overview;
- 2) Resumes, qualifications, and certifications for key personnel who will support KHRG;
- 3) Description of each key personnel's role;
- 4) Evidence of each key personnel's expertise in fields critical to the project;
- 5) Include any disciplinary action taken against the Vendor, or any Vendor employee who will work on this engagement, by any licensing body;
- 6) Include location of each key personnel and availability to meet in person;
- 7) Please provide the names and addresses of at least three organizations with whom the Vendor has previously contracted to provide similar services and provide a description of the services performed; and
- 8) Please also include a list of the Vendor's professional relationships with the Commonwealth of Kentucky or any of its component units for the past five (5) years.

Failure to provide all information required shall deem the proposal non-responsive and the proposal shall not be considered for award.

Technical Proposal Evaluation

KHRG will evaluate the proposal based on the evaluation factors set forth below. To receive points the Offeror should describe previous experience in providing similar services for *each* of the following evaluation factors. KHRG may request documentation or clarification from the Offeror for any information provided in response to this Request for Proposals.

Criteria	Maximum Points Possible
The proposal must include a detailed company overview; resumes, qualifications, and certifications for key personnel who will support KHRG; a description of each key personnel's role; and evidence of each key personnel's expertise in fields critical to the project. Include any disciplinary action taken against the Vendor, or any Vendor employee who will work on this engagement, by any licensing body. Include location of each key personnel and availability to be on-site.	Pass/Fail
Please provide the names and addresses of at least three organizations with whom the Vendor has previously contracted to provide similar services and provide a description of the services performed. Please also include a list of the Vendor's professional relationships with the Commonwealth of Kentucky or any of its component units for the past five (5) years.	Pass/Fail
Please provide a detailed proposal to provide strategic communications and public relations, including proactive and reactive messaging strategies, social media strategies, analytics, and other strategies/approaches to accomplish the objectives provided in the scope of work. Please include options with respect to frequency of messaging/posts/pitches, etc.	55 points
Please provide an outline of experience providing services outlined in the scope of work to public sector, quasi-governmental, regulatory, or similar organizations. Detail familiarity with regulatory and compliance environments.	20 points
Please provide a detailed description of media training for key staff members.	25 points
Please include a narrative describing in detail any additional services or benefits the vendor has the capacity to provide.	20 points
MAXIMUM POINTS POSSIBLE	110 points

Pricing shall only be provided in the Cost Proposal. DO NOT SUBMIT ANY PRICING INFORMATION IN THE TECHNICAL PROPOSAL.

Cost Proposal Evaluation

The contract proposed in response to this solicitation shall be on the basis of a firm fixed unit price not to exceed \$150,000 for the first year of engagement for the elements listed in this solicitation. This solicitation is specifically not intended to solicit proposals for contracts on the basis of cost-plus, open-ended rate schedule, nor any non-fixed price arrangement.

Criteria	Maximum Points Possible
Cost Proposal – Vendor shall provide a firm fixed price structure not to exceed \$150,000 for the first year of engagement for public relations and strategic communications services as outlined above. Identify any one-time fees.	50 points

Describe pricing for projects outside of scope, optional services or add-ons. Vendor shall only provide costs on the attached Cost Proposal form; otherwise, the proposal may be deemed non-responsive.	
MAXIMUM POINTS POSSIBLE	50 points

The proposal with the lowest price will receive the maximum score. The proposal with the next lowest price receives points by dividing the lowest price by the next lowest price and multiplying that percentage by the available points.

Oral Presentations/Demonstrations Evaluation, if required

Criteria	Maximum Points Possible
Oral Presentations/Demonstrations – KHRG reserves the right to require Oral Presentations/Demonstrations to verify or expand on the Technical or Cost Proposals. Oral Presentations/Demonstrations may be conducted through videoconferencing or by conference call, if it is in the best interest of KHRG to do so. This is the opportunity for the vendor to present and demonstrate the proposal and to answer questions or to clarify the understanding of the evaluation committee in accordance with the requirements of this RFP. KHRG reserves the right to reject any or all proposals in whole or in part based on the oral presentations/demonstrations. If required, the top 3 highest ranking vendors may be invited. Scheduling will be at the discretion of KHRG. KHRG reserves the right to not require oral presentations/demonstrations.	100 points
MAXIMUM POINTS POSSIBLE	100 points

Total Proposal Evaluation

Criteria	Maximum Points Possible
Technical Proposal	110 points
Cost Proposal	100 points
Oral Presentations / Demonstrations, if required	100 points
MAXIMUM POINTS POSSIBLE	310 points

4.00 Schedule of RFP Activities

The following schedule presents the major activities associated with the RFP distribution, written questions and proposal submission. KHRG reserves the right at its sole discretion to change the Schedule of Activities, including the associated dates and times.

Release of RFP	08/26/2026
Written Questions due by: 12:00 PM	09/02/2026
Anticipated KHRG Response to Written Questions	09/09/2026
Proposals Due by: 12:00 PM	09/18/2026
*NOTE: ALL TIME REFERENCES ARE TO THE EASTERN TIME ZONE.	

5.00 Offeror's Conference

Not Applicable

6.00 Point of Contact

The KHRG Contact named below shall be the sole point of contact throughout the procurement process. All communications, oral and written (regular mail, express mail or electronic mail), concerning this procurement shall be addressed to:

Susan Speckert, Chief Operating Officer
Kentucky Horse Racing and Gaming Corporation
4047 Iron Works Parkway, Lexington, KY 40511
859-246-2040
Susan.Speckert@ky.gov

From the issue date of this RFP until a Contractor(s) is selected and the selection is announced, Offerors shall not communicate with any other KHRG staff concerning this RFP.

7.00 Questions Regarding this RFP

Questions must be submitted in writing to the KHRG Contact. KHRG will respond to salient questions in writing by issuing an Addendum to the Solicitation. The Addendum shall be posted to the KHRG web page and the Finance and Administration Cabinet's eProcurement website under the "Other Business Opportunities" link.

8.00 Proposal Submission

Each qualified offeror shall submit only **one (1) proposal**. **Alternate proposals shall not be allowed**. Failure to submit as specified shall result in a non-responsive proposal.

The vendor should complete the **"Vendor" box** on the face of the solicitation. An authorized representative of the vendor **shall sign** where indicated on the face of the solicitation. **If the solicitation is not signed the proposal shall be deemed non-responsive**.

Acknowledgment of Addenda

It is the vendor's responsibility to check the KHRG web page for any modifications to this solicitation. Vendors are encouraged to acknowledge each addendum by signing and submitting the latest addendum with their response. However, signing the face of the solicitation as indicated above constitutes the vendor's acknowledgement of and agreement to be bound by the terms of all addenda issued.

Failure to specifically acknowledge addenda will not excuse the vendor from adhering to all changes to the requirements of the solicitation set forth therein nor provide justification for any pricing changes.

All submitted Technical and Cost Proposals shall remain valid for a minimum of six (6) months after the proposal due date.

Proposals shall be submitted in three (3) parts: the Technical Proposal, the Cost Proposal and Proprietary Information, if applicable.

Pricing shall only be provided in the Cost Proposal. DO NOT SUBMIT ANY PRICING INFORMATION IN THE TECHNICAL PROPOSAL.

ALL PROPOSALS MUST BE RECEIVED NO LATER THAN 12 NOON EST ON September 18, 2026.

Proposals may be submitted either by hard/paper copy or electronically as outlined below.

Hard/Paper Copy Proposals Submissions

Proposal shall be submitted to the KHRG Contact and include the following:

1. The **Technical Proposal** should include three (3) marked original hard/paper copy technical and one (1) marked technical thumb/flash drives (in Microsoft Word, Microsoft Excel or PDF format ONLY). Do not include embedded documents, hyperlinks or hyperlinks to videos. The outside cover of the sealed package containing the proposal shall be marked:

Public Relations and Strategic Communications RFP
RFP-2026-002
TECHNICAL PROPOSAL
Kentucky Horse Racing and Gaming

2. The **Cost Proposal** should include three (3) marked original hard/paper copy cost and one (1) marked cost thumb/flash drives (in Microsoft Word, Microsoft Excel or PDF format ONLY). Do not include embedded documents, hyperlinks or hyperlinks to videos. The outside cover of the sealed package containing the proposal shall be marked:

Public Relations and Strategic Communications RFP
RFP-2026-002
COST PROPOSAL
Kentucky Horse Racing and Gaming

3. Any **Proprietary Information** should include three (3) marked original hard/paper copy proprietary data and one (1) marked proprietary data thumb/flash drives (in Microsoft Word, Microsoft Excel, or PDF format ONLY). Do not include embedded documents, hyperlinks or hyperlinks to videos. The outside cover of the sealed package containing the proprietary information shall be marked:

Public Relations and Strategic Communications RFP
RFP-2026-002
PROPRIETARY INFORMATION
Kentucky Horse Racing and Gaming

Electronic Proposals Submissions

All bidders are cautioned to begin their electronic submission in sufficient time to complete before the closing date and time. Delays due to technical difficulties or document upload impediments shall not be justification for acceptance of a late bid or proposal. Proposals shall be submitted in three parts: the **Technical Proposal**, the **Cost Proposal** and **Proprietary Information**, if applicable. Each part shall consist of one document attachment. Do not submit multiple document attachments as Technical, Cost or Proprietary. All files shall be labeled accordingly. Attachments may not exceed 65,000KB. Proposals must be submitted electronically via email to the KHRG Contact with the subject line as follows: "**RFP-2026-002 Vendor Name**" and include the following:

1. The **Technical Proposal** shall be submitted on one (1) document marked **Technical** (in Microsoft Word, Microsoft Excel or PDF format ONLY). Do not include embedded documents, hyperlinks or hyperlinks to videos. The document should be named in the following manner: **RFP-2026-002 – Technical – Vendor Name**.
2. The **Cost Proposal** shall be submitted on one (1) document marked **Cost** (in Microsoft Word, Microsoft Excel or PDF format ONLY). Do not include embedded documents, hyperlinks or hyperlinks to videos. The document should be named in the following manner: **RFP-2026-002 – Cost – Vendor Name**.

3. Any **Proprietary Information** shall be submitted on one (1) document marked **Proprietary** (in Microsoft Word, Microsoft Excel or PDF format ONLY). Do not include embedded documents, hyperlinks or hyperlinks to videos. The document should be named in the following manner: **RFP-2026-002 – Proprietary – Vendor Name**.

8.10 Format of Technical Proposal

The Technical Proposal must be arranged and labeled in the manner set forth below.

Transmittal Letter – a Transmittal letter shall be submitted on Offeror's letterhead and signed by an agent authorized to bind the Offeror. The Transmittal letter shall include the following:

a.	A statement that deviations are included, if applicable.
b.	A statement that proprietary information is included, if applicable.
c.	A statement that, if awarded a contract as a result of this Solicitation, the Offeror shall comply in full with all the requirements of the Kentucky Civil Rights Act, and shall submit all data required by KRS 45.560 to 45.640.
d.	A sworn statement that, pursuant to KRS 11A.040, that Offeror has not knowingly violated any provisions of the Executive Branch Code of Ethics.
e.	A statement affirming that the Offeror is properly authorized under the laws of the Commonwealth of Kentucky to conduct business in this state and will remain in good standing with the Office of the Kentucky Secretary of State for the duration of any awarded contract resulting from this Solicitation.
f.	The name, address, telephone number and email address and website address, if available, of the contract person to serve as a point of contact for day-to-day operations.
g.	Subcontractor information to include the name of the company, address, telephone number and contact name, if applicable.
i.	Foreign entity's organization number issued by the Secretary of State in a certificate of authority or a statement of foreign qualification in accordance with KRS 45A.480, if applicable.
j.	A copy of the Offeror's W9

Completed and Signed Solicitation and Addenda – An authorized representative **MUST** complete and sign the Solicitation form and include the following:

- "Vendor" box and "Payment" box should be completed.
- Vendor shall indicate ownership type.
- Vendor shall provide "FEIN" if applicable.
- Vendor shall provide date the form is completed and signed.
- Signed face of the most recent Addenda, if applicable.

Response to the Technical Portion of the RFP – Please provide a detailed response to the technical requirements outlined in the Evaluation Criteria. No cost information shall be provided in the technical portion.

8.20 Format of Cost Proposal

The Cost Proposal must be submitted under separate cover from the Technical Proposal and must be arranged and labeled in the manner specified. The proposal with the lowest price will receive the maximum score. The proposal with the next lowest price receives points by dividing the lowest price by the next lowest price and multiplying that percentage by the available points.

8.30 Certification Regarding Debarment and Suspension

In accordance with Federal Acquisition Regulation 52.209-5, the Offeror shall certify, by signing the Solicitation, that to the best of its knowledge and belief, the Offeror and/or its Principals is (are) not presently debarred, suspended, proposed for debarment, or declared ineligible for the award of contracts by any state or federal agency.

For the purposes of this certification, "Principals", means officers, directors, owners, partners, and persons having primary management or supervisory responsibilities within a business entity (e.g., general manager, plant manager, head of subsidiary, division, or business segment, and similar positions.

9.00 Rules of Procurement

To facilitate this procurement, this RFP complies with the KHRG's Procurement Policies, which are not inconsistent with KRS 45A. All bids will be evaluated based upon the requirements, terms, conditions, and specifications set forth in the RFP. An evaluation committee may be established to evaluate the proposals.

9.10 Technical Proposal Evaluation

KHRG will evaluate the proposal based on the technical portion of the Evaluation Criteria. Each Offeror is responsible for submitting all relevant, factual and correct information with their offer to enable the evaluator(s) to afford each vendor the maximum score based on the available data submitted by the Offeror. Past Offeror Performance may be considered in the award of this Contract. Offerors with a record of poor performance in the last twelve (12) months may be found non-responsible and ineligible for award.

9.20 Cost Proposal Evaluation

KHRG will evaluate the proposal based on the cost portion of the Evaluation Criteria.

Offeror shall only provide cost on the attached Cost Proposal Form; otherwise, the proposal may be deemed non-responsive.

9.30 Right to Reject/Waiver of Minor Irregularities

KHRG reserves the right at its discretion to reject any and all offers. KHRG also reserves the right at its discretion to waive informalities and minor irregularities in offers received.

9.40 Clarification of Proposals

KHRG reserves the right at its discretion to request additional information as may reasonably be required for selection and to reject any proposals for failure to provide additional information on a timely basis.

At the discretion of KHRG, discussions may be conducted with all responsible offerors who submit proposals determined to be reasonably susceptible of being awarded the contract. Offerors shall be accorded fair and equal treatment with respect to any opportunity for discussion and revision of proposals, and such revisions may be permitted after discussions and prior to the award of the contract for the purpose of obtaining the offerors' best and final offer. In the discussions, there shall be no disclosure of the identity of competing offerors or of any information learned from proposals submitted by competing offerors. The general substance and date of any oral discussion shall be documented.

Offerors must carefully review and verify the accuracy of the proposal prior to submitting them and executing a contract. Correction or withdrawal of erroneous proposals may be permitted where there is clear and convincing evidence that a material mistake was made and that due to such mistake, the proposal submitted was not the proposal intended. All decisions to the correction or withdrawal of proposals based on a proposal mistake shall be supported by a written determination by the President or his/her designee and submitted to the Board for notification at its next meeting.

9.50 Best and Final Offers

KHRG reserves the right at its discretion to request a Best and Final Offer for technical and/or cost proposals. Offerors are cautioned to propose their best possible offers at the outset of the process, as there is no guarantee that any Offeror will be allowed an opportunity to submit a Best and Final technical and/or cost offer.

9.60 Vendor Response and Public Inspection

This RFP specifies the format, required information and general content of proposals to be submitted in response to the RFP. KHRG shall not disclose any portions of the proposals prior to contract award to anyone outside the KHRG, representatives of the agency for whose benefit the contract is proposed, representatives of the federal government, if required, and the members of the evaluation committee. After a contract is awarded in whole or in part, KHRG shall have the right to duplicate, use, or disclose all proposal data submitted by Offerors in response to this RFP as a matter of public record.

Any and all documents submitted by an Offeror in response to the RFP shall be available for public inspection after contract award pursuant to the Kentucky Open Records Act, KRS 61.870 to 61.884 ("the Act"). When responding to a request to inspect records submitted in response to this RFP, KHRG will not redact or withhold any information or documents unless the records sought are exempt from disclosure pursuant to KRS 61.878 or other applicable law. Similarly, no such documents shall be exempt from public disclosure, regardless of the Offeror's designation of the information contained therein as "proprietary," "confidential," or otherwise, except in cases where the requested documents (or information contained therein) would be excluded from application of the Act under KRS 61.878(1)(c).

KHRG shall have the right to use all system ideas, or adaptations of those ideas, contained in any proposal received in response to this RFP. Selection or rejections of the proposal will not affect this right.

Preferences for the Department of Corrections, Division of Prison Industries and the Kentucky Industries for the Blind

Pursuant to KRS 45A.470, political subdivisions of this state shall, when purchasing commodities or services, give first preference to the products made by the Department of Corrections, Division of Prison Industries, as required by KRS 197.210. Second preference shall be given to any products produced by Kentucky Industries for the Blind, Incorporated, or any other nonprofit corporation that furthers the purposes of KRS Chapter 163, and agencies of individuals with severe disabilities as described in [KRS 45A.465](#).

9.70 Right to Use Oral Presentations/Demonstrations to Verify/Expand on Proposal

KHRG reserves the right at its discretion to require Oral Presentations/Demonstrations by some or all of the Offerors to verify or expand on the Technical Proposals.

9.80 Negotiation

After conducting the evaluation to determine the best proposal received, KHRG reserves the right to negotiate a fair and reasonable compensation based on the pricing submitted in the Offeror's proposal. If the negotiations fail to reach an agreement on a fair and reasonable compensation rate, KHRG reserves the right to proceed to the next highest ranked proposal. Other terms and conditions relating to the technical and/or cost proposals may be negotiated at the sole discretion of KHRG.

9.85 Best Interests of the Commonwealth

KHRG will rank all proposals in the manner set forth in the Evaluation Criteria. However, KHRG reserves the right to reject any or all proposals in whole or in part before, during, or after negotiation based on the best interests of the KHRG and the greatest integrity for the corporation and the public. The contract will be awarded to the responsive and responsible offeror(s) whose proposal offers the best value to the KHRG.

CONTRACT AWARD, TERMS, AND CONDITIONS

10.00 Notification of Award

To view the award of contract(s), including the contractor(s) receiving the award(s) for this solicitation, access the KHRG website at <https://khrc.ky.gov>.

10.10 Beginning of Work

This Contract is not effective and binding until approved by KHRG and filed with the Legislative Research Commission's Government Contract Review Committee. The Contractor shall not commence any billable work until a valid Contract has been fully executed. This Contract, including the components referenced in Section 10.20, shall represent the entire agreement between the parties. Prior negotiations, representations, or agreements, either written or oral, between the parties hereto relating to the subject matter hereof shall be of no effect upon this Contract.

10.20 Contract Components and Order of Precedence

KHRG's acceptance of the Contractor's offer in response to the Solicitation, indicated by the issuance of a Contract Award, shall create a valid contract between the Parties consisting of the following:

1. Procurement Statutes, Regulations and KHRG Procurement Policies
2. Any written Agreement between the Parties.
3. Any Addenda to the Solicitation.
4. The Solicitation and all attachments
5. Any Best and Final Offer.
6. Any clarifications concerning the Contractor's proposal in response to the Solicitation.
7. The Contractor's proposal in response to the Solicitation.

In the event of any conflict between or among the provisions contained in the Contract, the order of precedence shall be as enumerated above.

10.30 Contract Term and Renewal Option

The initial term of the Contract is anticipated to be one year from the date of filing with the Legislative Research Commission, Government Contract Review Committee. Each personal service contract shall have a cancellation clause not to exceed thirty (30) days' notice to the Offeror.

This agreement is not effective until the CEO/President or her authorized designee, the KHRG Finance Committee and/or the KHRG Board of Directors have approved the Contract, and until the Contract has been filed with the Legislative Research Commission, Government Contract Review Committee.

This Contract may be renewed at the discretion of the KHRG for three additional two-year terms.

Renewal shall be subject to prior approval from the CEO/President, KHRGC Finance Committee and/or the KHRG Board of Directors in accordance with KHRG Procurement Policies and the LRC Government Contract Review Committee in accordance with KRS 45A.695 and KRS 45A.705.

10.40 Changes and Modifications to the Contract

No modification or change of any provision in the Contract shall be made, or construed to have been made, unless such modification is mutually agreed to in writing by the Contractor and KHRG and incorporated as a written amendment by KHRG prior to the effective date of such modification or change. Modification shall be subject to prior approval from the President/CEO of KHRG and the LRC Government Contract Review

Committee. Memoranda of Understanding, written clarification, and/or other correspondence shall not be construed as amendments to the Contract.

10.50 Notices

Unless otherwise instructed, all notices, consents, and other communications required and/or permitted by the Contract shall be in writing. After the award of the Contract, all communications of a contractual or legal nature are to be made to the KHRG Contact.

11.1 PROPOSAL CERTIFICATION

By submitting the Proposal in response to this Solicitation and signing below, the Offeror hereby certifies as follows:

- A. The person signing has the authority to sign on behalf of the Offeror.
- B. The Offeror agrees to be bound by all the terms and conditions of this Solicitation, except for any terms and conditions for which an exception was taken and identified in the Proposal.

Offeror Name _____

By _____

Title of Person signing: _____

(If Offeror is a Corporation, the President or Vice President must sign. If Offeror is a partnership, a general partner must sign. If Offeror is a limited liability corporation, the manager or the owner of a beneficial interest must sign.)

11.2 OFFEROR CONTACT INFORMATION

Contact Person: _____

Address: _____

Telephone Number: _____

Email Address: _____



Kentucky Horse Racing and Gaming COST PROPOSAL

NOTE: This form must be used when submitting your Cost Proposal. Failure to comply with the requirements of this RFP may result in the vendor's response not being evaluated by the Evaluation Committee.

Public Relations and Strategic Communications RFP RFP-2026-002

Provide a firm fixed price structure not to exceed \$150,000 for the first year of engagement for public relations and strategic communications services as outlined in the solicitation. The fixed price structure should include all expenses, including copying, faxing, mailing, telephone, travel, postage, technology fees, and other out-of-pocket expenses, to complete the services required. Clearly articulate included versus excluded costs.

Identify any one-time fees.

Describe pricing for projects outside of scope, optional services or add-ons.

Signature _____ **Date** _____

ADDENDUM 1

BIDDER SHALL CONFORM TO THE FOLLOWING CHANGES AS SAME SHALL BECOME BINDING UPON THE CONTRACT TO BE ISSUED IN RESPONSE TO THIS SOLICITATION.

Please note KHRG's responses to submitted questions.

Question 1: The RFP notes that proposals must be sealed but may also be submitted electronically. Could you clarify how the sealing requirement applies to electronic submissions?

Response 1: An electronic submission should follow the instructions for "Electronic Proposals Submissions" in section 8.00 of the RFP. The sealing requirement is considered met when those instructions are followed.

Question 2: Should the final electronic proposal documents be emailed directly to [Susan Speckert at susan.speckert@ky.gov] or is there a portal where they should be uploaded.

Response 2: Electronic proposals should be emailed directly to susan.speckert@ky.gov following the instructions in the "Electronic Proposals Submissions" section of the RFP.

Question 3: Will the selected agency be expected to serve as official on-the-record spokespeople during inquiries and crisis events, or will the agency operate strictly behind the scenes to draft messaging and prepare designated KHRG leadership?

Response 3: It is not anticipated that the selected vendor will serve as office on-the-record spokespeople. Rather, it is anticipated that the selected vendor will create a crisis communications plan, including drafting messaging and preparing designated KHRG leadership.

Question 4: What is the anticipated review and sign-off hierarchy for proactive media outreach, social media posts, and rapid-response crisis statements? Will any state agency or cabinet need to be involved in review/approval processes?

Response 4: The selected vendor will work directly with and through the President/CEO and/or Chief Operating Officer. It is not anticipated that a state agency or cabinet will be involved in the review/approval process.

Question 5: To what extent will KHRG provide existing brand guidelines, visual assets, and content archives developed during the 2025 independent branding initiative?

Response 5: Brand guidelines, visual assets, and content archives will be provided.

Question 6: Does KHRG currently own and operate active, standalone social media handles and a dedicated online newsroom, or will the selected vendor be responsible for establishing and launching new channels?

Response 6: KHRG does not currently own or operate active, standalone social media handles, or a dedicated online newsroom. The selected vendor will be responsible for establishing new channels.

Question 7: Does the \$150,000 fixed-price cap include content production?

Response 7: Please note the RFP provides the cap is not to exceed \$150,000. It is anticipated that content production would be included.

Question 8: Does the \$150,000 fixed-price cap include third-party out-of-pocket expenses such as media monitoring software, press release distribution services (e.g., PR Newswire), and paid social media amplification or will those third-party costs be billed separately to KHRG?

Response 8: Please note the RFP provides the cap is not to exceed \$150,000. It is anticipated that these costs, if desired by KHRG, would be included.