



MediaSense Communications Limited  
c/o The Observatory International Limited  
12 Helmut Row  
London  
EC1V 3QJ

Attn: **Redacted**  
**Redacted**

Date: 2<sup>nd</sup> June 2020.

Contract ref: CCMA20A01

Dear **Redacted**

**Award of contract for the Provision of Marketing and Branding Evaluation Services**

Further to your submission of a bid for the above Procurement, on behalf of Gambling Commission (the "Authority"), I am pleased to inform you that you ranked first in our evaluation and therefore we would like to award the contract to you.

The attached appendix provides detailed feedback on your submission.

The call-off contract shall commence 8<sup>th</sup> day of June 2020 and the Expiry Date will be 7<sup>th</sup> day of June 2021. The Contracting Authority reserves the option to extend the call-off contract by 2 periods of 1 year. The contracted services are based on time / materials costing, the specifics of which would be agreed between the parties as work was underway.

This procurement activity was a Call Off under Commercial Agreement RM6135 Communication Performance Audit and Analysis Lot 3 Ecosystem Strategic Advice and Support, and the Commercial Agreement Terms and Conditions shall apply. A copy of the contract is provided with this Award Letter and includes those terms and conditions.

Please print and sign a copy of the Contract Call Off Order Form and forward to the Procurement Lead electronically via the e-Sourcing Suites' messaging service by 12:00hrs on Friday 5<sup>th</sup> June 2020. You are reminded that no engagement with the Contracting Authority is permitted until a copy of the signed contract is received. A copy signed on behalf of the Contracting Authority will be returned for your records.

Should you have any queries regarding this or any other matter please do not hesitate to contact me.

Yours sincerely,

Signed for and on behalf of Gambling Commission

Name:

Signature:



Crown  
Commercial  
Service

OFFICIAL

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Date:

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