Solicitation Information

19 April 2012

RFP # 7449645

TITLE: Promotions, Sponsorship, Media and Corporate Rights

Submission Deadline: 18 May 2012 @ 1:00 PM (Eastern Time)

Questions concerning this solicitation may be e-mailed to the Division of Purchases at questions@purchasing.ri.gov no later than **3 May 2012 @12:00 Noon** (Eastern Time). Please reference the RFP # on all correspondence and send questions in a *Microsoft Word format.* Questions received, if any, will be answered and posted on the Internet as an addendum to this solicitation. It is the responsibility of all interested parties to download this information.

SURETY REQUIRED: No **BOND REQUIRED: No**

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Vendors must register on-line at the State Purchasing Website at www.purchasing.ri.gov

NOTE TO VENDORS:

Offers received without the entire completed three-page RIVIP Generated Bidder Certification Form attached may result in disqualification.

THIS PAGE IS NOT A BIDDER CERTIFICATION FORM

SECTION 1 – INSTRUCTIONS AND NOTIFICATIONS TO OFFERERS*:*

The Rhode Island Department of Administration/Division of Purchases, on behalf of The University of Rhode Island is soliciting proposals for Promotions, Sponsorships, Media and Corporate Rights in behalf of the University of Rhode Island's Athletic Department, the Ryan Center and the Bradford Boss Ice Arena from qualified OFFERERS, and in accordance with the terms of this Request for Quotations and the State's General Conditions of Purchase, which is available at www.purchasing.ri.gov.

To access the State's General Conditions of Purchase, enter our website, click on RIVIP, then click on General Information and then click on Rules and Regulations. Once the Rules and Regulations are displayed, scroll to the bottom of the page and double click on Appendix A, which contains the State's General Conditions of Purchase.

The scope of work is described herein.

Potential Offerers are advised to review all sections of this solicitation carefully and to follow instructions completely, as failure to make a complete submission as described elsewhere herein may result in rejection of the proposal.

Alternative approaches and/or methodologies to accomplish the desired or intended results of this procurement are solicited. However, proposals which depart from or materially alter the terms, requirements, or scope of work defined by this Request will be rejected as being non-responsive.
.
The state reserves the right to award to one or more offerer. The State also reserves the right to award this project based on pricing alone.

All costs associated with developing or submitting a proposal in response to this Request, or to provide oral or written clarification of its content shall be borne by the offerer. The State assumes no responsibility for these costs.

Proposals are considered to be irrevocable for a period of not less than sixty (60) days following the opening date, and may not be withdrawn, except with the express written permission of the State Purchasing Agent

All pricing submitted is to be considered fixed, unless otherwise indicated herein.

Proposals misdirected to other State locations or which are otherwise not present in the Office of Purchases at time of opening for any cause will be determined to be late and will not be considered.

It is intended that an award pursuant to this request will be made to a prime contractor, who will assume responsibility for all aspects of the work. Joint venture and cooperative proposals will not be considered, but subcontractors are permitted, provided that their use is clearly indicated in the OFFERER's proposal, and that the subcontractor(s) proposed to be used are identified in the proposal.

In accordance with Title 7, Chapter 1.1 of the General Laws of Rhode Island, no foreign corporation, a corporation without a Rhode Island business address, shall have the right to transact

business in the state until it shall have procured a Certificate of Authority to do so from the Rhode Island Secretary of State (401-222-3040). *This is a requirement only of the selected vendor(s).*

Bidders are advised that all materials submitted to the State of Rhode Island for consideration in response to this RFQ will be considered to be public records, as defined in Title 38 Chapter 2 of the Rhode Island General Laws, without exception, and will be released for inspection immediately upon request, once an award has been made.

Interested parties are instructed to peruse the Division of Purchases website on a regular basis, as additional information relating to this solicitation may be released in the form of an addendum to this RFQ.

The offerer should be aware of the State's Minority Business Enterprise (MBE) requirements, which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. For further information, contact the MBE Administrator, at (401) 574-8253 or visit the website at www.mbe.ri.gov.

- **ADDITIONAL INFORMATION, APPENDICES A - H, IS RELEASED AS PART OF THIS SOLICITATION. THAT INFORMATION IS POSTED, AND ACCESSIBLE, AS DISK BASED.**

Disk Based Bidding Information

File Format
All disk based bid files are ZIP files that you can open using the **WinZip 8.1** software. The ZIP file will contain one or more files based on the type of Bid/RPF.

Downloading the Disk Based Bid Information
Bids that have a file for download are marked with a "D" in the Info field of the bid search results. The "D" will be an active link to the WinZip file until the bid reaches its opening date. Clicking on the active "D" link will allow you to open or save the ZIP file associated with the bid. Opening the WinZip file will download a copy to your computer's temporary directory.

Opening the Disk Based Bid Information
Once downloaded, you can open the ZIP file with Winzip and view the Microsoft Office files contained within the WinZip file. Immediately save (extract) the individual files to an appropriate directory on your computer, such as "Desktop" or "My Documents".

To access those additional documents relating to this solicitation, go to the website http://www.purchasing.ri.gov/RIVIP/BidSearch.asp

Enter the bid number
When you see a screen SIMILAR to the one listed below, click on D under the Info Column

A = Addendum B = Performance Bond P = Prebid Conference D = Disk-Based Bid S = Surety

Info	Opening Time	Bid Number	Status	Bid Title	Agency Name	Buyer Name	PO
PD	11/17/2011 11:30 AM	7449137	Active(Scheduled)	RFP-ELECTRONIC PAYMENT CARD AND EMERGENCY CASH CARD PROPOSAL - DLT (22 PGS AND ZIP FILE)	DLT - Labor and Training	Moynihan	

SECTION 2 – SCOPE OF WORK

BACKGROUND AND PURPOSE – REQUEST FOR PROPOSAL – Promotions, Sponsorships and Corporate Rights Agreements for University of Rhode Island

INTENT:

1. The University of Rhode Island is soliciting formal proposals from qualified Vendors to grant a license to arrange for a licensed rights plan. URI is seeking a single entity to handle all URI Athletics Department, the Ryan Center and the Bradford Boss Ice Arena's corporate marketing activities currently handled by in-house personnel. (Herein referred to as: **The University**) The plan will include such elements as corporate sponsorships; on-premise marketing to include but not limited to signage, video and message board advertising, event promotions, and game/event sponsorships; radio network play-by-play, television play-by-play, coaches' shows and internet rights. The plan will also include but not be limited to the exclusive rights to produce, publish and distribute programs for all athletics programs and events as well as the rights to secure sponsorships, endorsements, promotions and advertisers for all printed collateral such as team schedule cards, posters, magnets as well as the official URI Athletics website, Ryan Center/Boss Ice Arena websites outlined in this Request for Proposal's scope. The University of Rhode Island is committed to the principles of gender equity and affirmative action and all responses should adhere to these principles.

2. In consideration for the exclusive promotions, sponsorships and corporate rights to the University, financial proposals should be for the duration of June 30, 2012 through June 30, 2017 and for one (2) two-year extension if exercised; the Vendor will duly provide a financial proposal based upon the term outlined herein and in accordance with details listed in **Appendix C – Financial Proposal**.

3. This Request for Proposal (RFP) is part of a competitive procurement process, which helps to serve the University's best interest. It also provides vendors with a fair opportunity for their services to be considered. The process of a Request for Proposal is being used to allow vendors the opportunity to present proposals that they feel would best meet the needs of the University based on the information contained in the RFP documents. Vendors may submit more than one proposal if they feel it is advantageous to the University.

4. The University reserves the right, in its sole discretion, to select the vendor that it determines offers the overall best proposal to the University. Criteria to be utilized in the selection process are included within the specifications of this RFP. All respondents should review the RFP requirements and scope of services carefully and develop a response that, at a minimum, meets or preferably exceeds the expectations outlined there in.

5. Proposals will be considered only from companies that can demonstrate that they have proven experience in conducting the activities providing the services outlined within this RFP. The burden is on each respondent to submit with its proposal proof of its qualifications and experience to warrant consideration of its offering to the University.

SPECIFIC REQUIREMENTS:

Vendor should respond to each of the following qualifications in a clear, concise and comprehensive manner:

1. Provide a brief but complete history of the Company including, but not limited to, location of primary and satellite offices, length of years in business as it relates to this RFP, Company-wide annual sales volume, etc.

2. Identify three (3) similar existing clients, indicating the scope and length of each agreement. If you have less than three clients, indicate that your response includes your full client base. Demonstrate revenue growth within each of the examples.

3. Include a minimum of three (3) similar current clients whom the University may contact for reference purposes. Provide client entity name, primary contact name and title, phone number and mailing addresses.

4. Provide the number of employees the Company will provide as the on-site management team to fulfill the requirements of this RFP. Provide resumes of current employees as well as identify positions that will need to be filled with proposed job descriptions.

5. Provide a narrative description and organizational chart outlining the Company's methods of operation, operational structure, and services to be provided.

6. Provide a brief narrative regarding the Company's sales approach to University of Rhode Island and how it would be successful.

7. Describe the Company's service/support philosophy, how it is carried out, and how success is measured.

8. Describe your quality assurance program, its requirements and how they are measured.

9. Describe the types of categories your Company would pursue for the following areas of the University:

    - Athletics
    - Ryan Center
    - Naming Rights
    - Boss Ice Arena

10. As an exclusive Vendor for Promotions, Sponsorships, Media and Corporate Rights for University of Rhode Island, provide a proposed compensation structure Financial proposal: In this proposal, indicate a plan of financial results by year including, but not limited to gross and net revenue projections, as well as guaranteed rights fees and revenue sharing agreements with the University.

11. Provide a brief narrative regarding opportunities to upgrade technology in the Thomas M. Ryan Center (i.e. –ribbon wraps and renovation to existing scoreboards)

12. Indicate whether the company is currently in default on any loan agreement or financing agreement with any bank, financial institute, or other entity. Indicate whether there are any outstanding payments owed to any of the Company's Clients. If yes to either of the above, specify date(s), details, circumstances and prospects for resolution.

13. Identify all similar clients that may have been discontinued with the last five years (2007 to present). Indicate the reasons and source of initiative for ending the contract.

14. Provide information regarding any pending judgments or lawsuits the Company or its subsidiaries are involved in.

15. Please indicate whether the Company is currently for sale or involved in any transactions to expand or to become acquired by another business entity? If yes, explain the impact both in organizational and directional terms.

16. Identify your Company's policies on affirmative action and employee/worker safety.

17. Provide evidence of Company's ability to comply with the bonding requirements set forth herein.

18. Provide audited and certified financial statements for your Company's past three years (3) of operation

GENERAL DESCRIPTION:

<u>CORPORATE PARTNERS</u>

1. Vendor shall have rights to work in conjunction with the University to develop comprehensive Corporate Partner packages, to include, but not limited to, signage and video opportunities, exclusive promotional rights, promotional game day rights, corporate hospitality, endorsements, access to stadium and arena boards, tickets and royalty fee rights to official University Athletic marks and logos. University of Rhode Island shall have the rights to approve all Corporate Partners.

2. The University can make available, at face value to Vendor, football season tickets, men's basketball season tickets, women's basketball season tickets and concert/family show tickets to purchase for incorporation into corporate hospitality components. Should the University programs advance to conference or NCAA post-season, University and Vendor will agree upon a mutual number of post-season tickets to be made available to the Vendor to purchase at face value.

3. The Corporate Partners program will not include the official apparel and footwear company for URI Athletics, Adidas or the University's beverage provider, Pepsi.

4. The Corporate Partners program is limited to the URI Athletics Department, the Ryan Center and the Bradford Boss Ice Arena and will not include other departments or campuses of the University.

5. The University also reserves the right to enter into trade agreements such as those currently in place to offset budget costs, such that benefit all sports programs and departments as well as the Ryan Center and Boss Ice Arena.

6. The University will provide reasonable assistance, when necessary, in fulfilling Vendor's Corporate Sponsorship commitments.

7. The University invites the Vendor to indicate its response levels and categories of sponsorship it will seek. These levels and categories will not be binding but must be substantially similar to that which the Vendor thinks in its reasonable belief it will achieve on award of the RFP.

AT EVENT IMPACT

1. The Vendor will have the exclusive right to seek and negotiate agreements for securing sponsorships, endorsements, promotions and advertising for all At-Event Impact opportunities for all sports in all venues to include, but not limited to:
    a. Product Display
    b. Sampling, Couponing, Product & Premium Product Distribution. (Vendor shall provide all premium items produced through all secured sponsorships)
    c. Title and Presenting Sponsorships of home athletic events only
    d. Pre-game, In-game, Post-game promotions, contests, corporate recognition/presentation and giveaways
    e. Mascot and Cheerleaders Appearances
        i. University will use its reasonable efforts to allow the Vendor to utilize the University uniformed mascot, in addition to cheerleaders. However, the University shall not be obligated therefore. Such use shall be at the Vendor's expense. Vendor shall not expect personal appearance at times or locations that would interfere with the preparation for, or participation in, any Athletic Event or with any other prior commitment. Such appearances should not conflict with academic requirements of such participants. All requests are subject to approval of the University.
    f. Interactive marketing areas or other places to determined subject to University approval.
    g. Kids' Club Sponsorships
    h. Special Events as presented by Vendor with approval by University
        i. Vendor may utilize special events sponsored by the University, the Ryan Center or Boss Ice Arena. Examples include: Basketball Fan Day/Midnight Madness Event, Ryan Center or Boss Ice Arena controlled events that allow for sponsorship opportunities such as the State High School Basketball Championships, community events, concerts or family shows.
        ii. University reserves the right to develop season theme oriented projects in conjunction with a third party. (Example – experiencerhody.com) The

successful Vendor will have the opportunity to participate in revenue producing opportunities as directed by the University.

i. Ryan Center Block Parties – sponsorship and promotion
j. Learn to Skate sponsorships
k. Birthday Party sponsorships for athletics/Ryan center and Boss Ice Arena

2. The University invites Vendor if it so wishes to suggest other At-Event Impact opportunities in its proposal, if it believes that there are other significant opportunities not outlined herein.

3. The University will provide reasonable assistance in fulfilling Vendor's At-Event Impact commitments.

4. Please note that current University policy is that no third party commercial activity may be undertaken on University campus, including at Athletics Facilities, unless otherwise separately agreed with University. The sale of merchandise and promotion of URI apparel on campus and at Athletics Facilities shall be exclusive to the University Bookstore.

FACILITY SIGNAGE

1. The Vendor will be responsible for the sale of all University of Rhode Island Athletics Department signage in addition to Ryan Center and Boss Ice Arena inventory currently owned or proposed by the University. A complete listing of the available scope and inventory is detailed in **Appendix A**. Inventory will include all content sponsorships for all message board signage. In addition to the signage inventory as a part of the scope available, the Vendor, at its expense, (production and installation), will also have the rights to sell signage opportunities as approved by the University to include but not limited to:

    a. All Permanent and approved temporary signage in all Athletic Facilities on the University of Rhode Island Campus.
    b. All Permanent and approved temporary signage at the Bradford Boss Ice Arena
    c. All Permanent and approved temporary signage at the Thomas M. Ryan Center
    d. Scoreboards
    e. Arena Bench Seat Backs
    f. Basketball Goal Pads
    g. Logos on the Basketball Court
    h. Coaches Communication Equipment
    i. Others – with mutual agreement
2. University reserves the right to place video board and future video medium messages in regards to budget relieving trade programs.

3. See **Appendix A** for information regarding Boss Ice Arena and Ryan Center signage. The University reserves the right to hold back permanent signage for budget relieving trade programs.

AT EVENT HOSPITALITY EVENTS

1. Vendor will have the right to develop and coordinate for sale, corporate hospitality packages to include:
    a. Suites
    b. Concourse Reception Areas
    c. Tickets
    d. VIP Parking

2. Vendor will have the right to develop and coordinate these sales around applicable Ryan Center events to include but not be limited to: Football, Women's Basketball, Men's Basketball, Concerts, Family Shows and other Ryan Center applicable events

3. Available tickets for concerts, family shows and comedy shows are dependent upon the show contracts

OFFICIAL PUBLICATIONS

1. Vendor shall have the exclusive rights to produce, publish and distribute programs for all University athletic programs and events. NOTE: University is currently under contract with University Sports Publications through the 2013-14. (**See Appendix H**)

2. Vendor will be responsible to produce, publish and distribute at their cost the print items listed in **APPENDIX B.**

3. Vendor shall have the right to negotiate agreements for securing sponsorships, endorsements, promotion and advertisers for all print based items including but not limited to the following:
    a. Ticket backs and envelopes for all home sporting events
    b. All athletic team schedule cards, athletic posters, and schedule magnets
    c. Season ticket mailer inserts
    d. The University shall have the right to approve any insert before mailing
    e. The University retains the right to revoke any inventory relating to paper ticket backs, without financial penalty, in the event that the University switches to a paperless ticket system.
    f. Upcoming Events Brochure that is distributed twice a year. (September – January)

4. All printed items should adhere to University, Athletic Conferences and NCAA policies.

5. All content of official publications will be subject to review and approval by the University.

RAMS RADIO NETWORK

1. Vendor shall include in its proposal with a description of how it will provide a regional radio broadcasting network for broadcasts of the University's intercollegiate football, men's basketball, coaches' shows, pre and post game shows and any other broadcasts that may be deemed necessary by the University. Such proposal must be for coverage that is the same or better than the University existing radio agreements.

2. The broadcast personnel for football, and men's basketball will include a play-by-play announcer, a color analyst, a producer and/or engineer, and a statistician. In addition to the aforementioned personnel, basketball games shall include a sideline reporter. Also, a studio host may be used to facilitate the scoreboard show or part of the pre-game, half time show or post game shows. The broadcast crew for all other broadcasts will include a play-by-play announcer, a color analyst, and an engineer. No person will serve as a member of the broadcast crew without prior and continuing written approval of the University.

3. Vendor will have exclusive rights to the following components of the University's radio network; the right to broadcast its athletic contests via radio transmission, play-by-play, coaches' shows, daily reports and simultaneous internet broadcasts and on-demand broadcasts during the term of the applicable agreement only.

4. The University is interested in expanding its current coverage being broadcast on a regional network for football, men's basketball as well as any other broadcasts that may be deemed necessary by the University to promote local/regional/statewide coverage of University athletic events, to promote University athletics, and to realize sponsorship revenue.

5. The Vendor shall produce and distribute the broadcasts in accordance with the terms specified herein and may not be excused from doing so by paying its rights fee. The Vendor shall pay all costs associated with the radio network broadcasts, including but not limited to, all travel, broadcast talent expenses, and phone and satellite expenses. With respect to activities covered herein, the University agrees to make available the reasonable services of its head coaches. Access shall include on-site pre-game interviews, on-site post-game interviews and periodic reports. Any additional use of coach's times will be negotiated separately between Vendor and University. The University reserves the right to negotiate and administer all coaches' fees, including endorsements, at its sole discretion. The Vendor shall provide:

    a. All state-of-the-art equipment needed to produce and distribute digital transmissions and satellite distribution;
    b. All staffing required to produce and distribute quality game transmission;
    c. Production and distribution of pre- and post-game shows as well as game broadcasts and coaches call-in shows.
    d. Network clearance of statewide affiliates;
    e. A broadcast crew mutually agreed upon by the Vendor and University;
    f. Compensation for all personnel, production, network clearances, and coaches' fees, although the administration of coaches' fee will be the responsibility of the University;

g. Sponsorship sales and collection of sponsorship receipts;
h. Additional services as needed and reasonably requested; and
i. Demonstrated experience in all listed duties.

6. The Vendor should work diligently to strengthen the current Radio Network in coverage and continue to show growth in future years. The Vendor must maintain current coverage throughout the state with emphasis on the top markets and look to expand coverage to the regional New England markets. The Vendor is required to produce and air all pre-season, regular season and post-season contests for football and men's basketball. Additionally, vendor should offer a proposal towards enhancing women's basketball coverage for home games, as well as coach's shows.

7. The Vendor will also produce and air a football coach's show of not less than 10 weeks and a men's basketball show of not less than 15 weeks. Each show shall be no less than one-hour in length. The Vendor will also produce and air a daily pre-recorded feature that will consist of relevant topics regarding University athletics.

8. The Vendor will be responsible to contract with the Head Men's Basketball Coach for a sum of $25,000.00 on an annual basis related to the show(s).

9. When conflicts in broadcast schedules arise, the Vendor should diligently seek a secondary radio outlet to provide live simultaneous coverage of said events in agreement with the University.

10. In addition, the Vendor should enhance and/or implement radio broadcasts of women's volleyball, baseball and or softball and any other sports which may be subsequently added and/or which are appropriate for radio broadcasts.

11. The general program format of the radio game broadcast should include:

    a. Pre-game programming, starting line-ups and interviews with players and/or coaches from the university and the opposing team with an emphasis on the University;
    b. Half-time coverage which includes a scoreboard show and guest interviews;
    c. Post-game features that will include game highlights, head coach (when available) interviews, game statistics and a scoreboard update. Please Note: During Home Men's Basketball Games under the current agreement, post-game shows are extended to -: 45 minutes.

12. See **Appendix F** for information regarding current radio contract between the University and Clear Channel Radio.

13. The regional broadcasting network will not include the on-campus, student radio station. The student radio station is a non-commercial entity and will continue to be granted permission by University Athletics to transmit various athletic events that are mutually agreed upon.

TELEVISION NETWORK

1. Vendor shall include in its proposal with a description of how it will provide a local/regional/national television sponsorship opportunity (subject to the existing conference agreements) during broadcasts of its men's basketball games.

2. The purpose of the television broadcasts is to provide local, regional and national coverage of University athletics while realizing sponsorship revenue

3. The University is currently the benefactor of two (2) television partnerships related to men's basketball game coverage:

    a. Cox Sports – the exclusive, local home for URI Basketball.
    b. CBS Sports Network Regional broadcasts – an Atlantic – 10 broadcast partner for regional coverage – games are cleared in Rhode Island on Cox Sports

4. See **Appendix F** for information regarding television inventory currently being sold into sponsorship packages by the URI Business Development Office.

5. The Vendor should work diligently to maintain the current partnerships and show growth in future years. Local broadcasts and/or cable affiliates may be necessary.

6. The Vendor should enhance and/or implement television coverage of University football, men and women's basketball, men and women's soccer and any other University sport deemed applicable. These broadcasts should be exposed statewide with progress towards the whole of New England market. In addition, the opportunity to create additional programming/inventory is encouraged. The University should approve any programming/broadcast of this nature. Additionally, vendor should offer a proposal towards enhancing women's basketball coverage for home games, as well as coach's shows.

7. Television coverage of University Athletic competitions will not include any productions originating from on-campus, student efforts. University Athletics and the Harrington School of Communications at URI will continue to work together on non-commercial broadcasts and various media projects. Students will be granted permission by University Athletics to transmit various athletic events that are mutually agreed upon.

COACHES'/UNIVERSITY OF RHODE ISLAND ATHLETICS TELEVISION SHOWS

1. Vendor shall include in its proposal with a description of how it will provide a local television program featuring the head men's basketball coach, highlights of recent games and stories of interest to fans, which shall be of at least 30 minutes in length. The purpose of the television shows is to provide local and regional coverage of the University's flagship program, to promote University athletics and to realize sponsorship revenue.

2. The University is currently the benefactor of one (1) network television partnership related to the men's basketball program entitled "Runnin' Rams Weekly"

3. The Vendor will be responsible to contract with the Head Men's Basketball Coach for a sum of $25,000.00 on an annual basis related to the show(s).

4. See **Appendix F** for information regarding television inventory currently being sold into sponsorship packages by the URI Business Development Office.

OFFICIAL WEBSITE ADVERTISING

1. Athletics website advertising is defined as the right to sell advertising opportunities on the University's official commercial athletic website: www.gorhody.com

2. University reserves the right to contract with any third party for the development of the official athletic website, currently www.gorhody.com and will protect the advertising rights portion of the selected vendor.

3. The University has an existing relationship with Presto Sports (www.prestosports.com) as the official website provider through the year 2014 with 2 one year renewal options. Presto Sports is contracted to receive 0% of all advertising revenue generated by URI Business Development office at current. Presto Sports generates 50% of all advertising revenue generated through their efforts and provides URI Athletics with 50% of all advertising revenue through their efforts. Inventory includes (refer to **Appendix G):**
    a. Skyscraper Ads, Leaderboard Ads & Story Ads
    b. Button Ads & Rotating logo / Ad Graphic
    c. Live Stats Sponsorship
    d. Content Sponsorship
    e. Travel Center Packages
    f. Others – with mutual agreement

4. The Vendor shall have the right to sell sponsorships on the University of Rhode Island Athletics' official commercial athletic website. Vendor shall describe its overall approach with respect to website advertising. The Vendor shall not partner with any other online store, either on the official website or via any other form of advertising which will compete with the URI Athletics' official on-line provider, the URI Bookstore (Rams Zone Gift Shop).

5. The University will retain rights to all non-advertisement revenue generated through the contract with Presto Sports, such as but not limited to: All – Access video, Auctions, DVD Sales, On-Line Store and Specialty Stores and Photo Buying offers.

6. The Vendor shall have the right to sell sponsorships on the Ryan Center's Official website (www.theryancenter.com) and the Boss Ice Arena's Official website (www.bossicearena.com) Vendor shall describe its overall approach with respect to website advertising. In addition to current website sponsorship inventory available, the vendor, at its expense, will also have the right to create and sell new sponsorship opportunities as approved by the University to include but not limited to: skyscraper ads, leader board ads and story ads, button ads, content sponsorships and others with mutual agreement.

ADDITIONAL INCENTIVES

1. In addition to the Vendor's financial proposal, Vendor shall describe how it shall provide the following additional incentives as discussed on more detail below:

2. Outdoor Advertising

    a. Vendor shall describe what outdoor advertising it will provide to University for use each year and for what value. This outdoor advertising will be made available to University on a space available basis, at the sole discretion of the Vendor. University shall direct the Vendor on creative and production aspects of the advertising and shall be responsible for all creative, installation and production costs relating thereto.

3. Capital Investment

    a. Vendor shall describe what, if any, improvements are required to increase the revenues to the University and how the construction and funding of improvements shall be governed. Vendor is invited to describe how it would address what University perceives as its priority improvements such as: new video scorers' tables, new video ribbon boards at the Ryan Center, new scoreboard/video board displays at the Ryan Center. (Potential for a Center Hung Scoreboard/Video Board), video production equipment and other capital improvements as Vendor may suggest.

4. Radio Promotion

    a. Vendor shall contribute promotional support to University in the form of placement of commercial advertising time and promotion. The Radio Ads shall be at no cost to the University.

    b. The Radio Ads shall be for the improvement of community relationships, enhancing support for University, encouraging ticket sales and activities as mutually agreed upon by University and the Vendor. Promotional inventory may not be resold or used to fulfill any University contracts.

    c. University and the Vendor shall work together to schedule the promotional time based on commercial availability on the Rhody Rams Radio Network, the Flagship Station and Network Affiliates. Radio Ads may run in and outside of University of Rhode Island programming.

5. Television Promotion

    a. Vendor shall contribute promotional support to University in the form of placement of commercial advertising time and promotion. The Television Ads shall be at no cost to University.

    b. The Television Ads shall be for the improvement of community relationships, enhancing support for University, encouraging ticket sales and activities as

mutually agreed upon by University and the Vendor. Promotional inventory may not be resold or used to fulfill any University contracts.

c. University and the Vendor shall work together to schedule the promotional time based on commercial availability with University media partners for television. TV Ads may run in and outside of University of Rhode Island programming.

d. Any such contract for Television Ads shall be subject to any applicable terms in the current and applicable conference agreements.

6. Print, Newspaper and New Media promotion

   a. Vendor shall contribute promotional support to University in the form of placement of promotions and commercial advertising in print and new electronic media advertising. These ads shall be at no cost to University.

   b. The Ads shall be for the improvement of community relationships, enhancing support for University, encouraging ticket sales and activities as mutually agreed upon by University and the Vendor. Promotional inventory may not be resold or used to fulfill any University contracts.

<u>OTHER INVENTORY</u>

1. The University reserves the right to approve or disapprove on any and all new Inventory as it relates to the University and this RFP. The University shall work closely with the Vendor to create new and energetic inventory on an annual basis.

2. As new opportunities evolve at the Ryan Center and Boss Ice Arena in areas of ticket systems, food and beverage, new or added signage inventory and technology, wireless internet, negotiations will be handled directly with the Venue General Manager.

3. University Marks and Logos (See **Appendix D** for licensing logo and trademark agreement):

   a. Vendor may use the name, logo and other approved insignia in connection with the services and duties outlined in the RFP except for sale and resale of any merchandise. The University must approve any and all use of the University's trademarks, including name and any logo(s) in advance.

4. Post Season Highlight DVD's

   a. The Vendor may produce a season-ending highlight video/DVD for mutually agreed sports for sale to the general public. Vendor shall assume all costs associated with the promotion and sale of said video/DVD. Sale of the video/DVD shall begin immediately after the conclusion of the championship game with delivery expected within six to eight weeks after the game. For other sports, the University and the Vendor shall jointly determine which season is worthy of a postseason video for sale.

GENERAL SCOPE OF WORK TO BE PREFORMED:
The following is a list of appendices – attached as a separate document.

- **APPENDIX A – Sponsorship Inventory**
- **APPENDIX B – Print/Collateral Materials**
- **APPENDIX C – Financial Offer Requirements**
- **APPENDIX D – University Licensing Agreement**
- **APPENDIX E – Existing Corporate Sponsorship Agreements**
- **APPENDIX F – Current Radio and Television Agreements**
- **APPENDIX G – Athletic Website, Sponsorship Inventory**
- **APPENDIX H – University Publications Agreement related to Print/Collateral Materials**

CURRENT EXISTING PARTNERSHIPS

1. Vendor shall work directly with the University to honor and/or renegotiate current partnerships as well as assisting with the identification of future partners. The University agrees to provide assistance to the Vendor in facilitating a smooth transition of the management of the Corporate Sponsorship program from the University to the Vendor. The Vendor and the University shall determine on an annual basis, the financial level deemed necessary for sponsors to be considered a Corporate Partner. The University before sponsor shall approve all promotional materials or Vendor fulfills such promotional activity.

2. Refer to **Appendix E** for the details pertaining to the current existing sponsorship agreements.

3. This RFP does not include the footwear and apparel category (currently Adidas) or future footwear and apparel rights.

4. This RFP does not include the soft drink provider (pouring rights) category (currently Pepsi) or future soft drink provider/pouring rights.

PROJECT KEY COMPONENTS:

1. Vendor will be expected to maximize revenue from all available inventory including:
   - Athletics day of game and season long advertising and sponsorship opportunities
   - Ryan Center, Boss Ice Arena and Route 138 signage, advertising and sponsorship opportunities
   - Naming rights for agreed upon inventory
   - Concession sponsorship opportunities
   - Ticket sponsorship opportunities
   - Other opportunities to be determined

2. Create opportunities at all levels of marketing and media rights and sponsorships

3. Expand the University's brands to encompass regional and national opportunities

4. Develop innovative initiatives to create sources of new revenue and increase current revenue streams.

5. Represent the best interests of, and provide the most competitive compensation to, the University for the right to commercially exploit the marketing and media rights in areas of radio, television, corporate sponsorships, signage, event promotion, publications, the internet and new media.

6. Develop and implement a reporting plan that will keep appropriate Athletic and University staff informed of progress made in the program and its impact on sponsorship/marketing revenue.

7. Provide services that are in strict compliance with the NCAA, the Colonial Athletic Association (for football), the Atlantic – 10 (all other sports) and the Northeast Conference (for football starting in '13)

PROPOSAL QUESTIONS & SUBMISSION

Questions, in **Microsoft Word Format**, concerning this solicitation, may be e-mailed to the Division of Purchases at questions@purchasing.ri.gov no later than the date & Time indicated on page 1 of this solicitation. Please reference the RFP # on all correspondence.

Responses to questions received, if any, will be provided, as an Addendum to this RFQ, and posted on the Rhode Island Division of Purchases website at www.purchasing.ri.gov. It is the responsibility of all interested parties to download this additional information. *If technical assistance is required to download, call the Help desk at (401)574-8100.*

Responses to this solicitation to provide the required services must be received by the Division of Purchases **on or before the date & time indicated on page one of this document.**

Responses (a clearly marked original plus five (5) copies should be mailed or hand-delivered in a sealed envelope marked RFP #7449645: Promotions, Sponsorship, Media and Corporate Rights" to

RI Dept. of Administration
Division of Purchases, 2nd floor
One Capitol Hill
Providence, RI 02908-5855

NOTE: Proposals received after the above-referenced due date and time will not be considered. Proposals misdirected to other State locations or which are otherwise not presented in the Division of Purchases by the scheduled due date and time will be determined to be late and may not be considered. Proposals faxed, or emailed, to the Division of Purchases will not be considered. The "official" time clock is located in the reception area for the Division of Purchases. **(Please be advised that FedEx/UPS do not always arrive by 10:30 am, you would be smart to send your submission to arrive at least one day early)**

RESPONSE CONTENTS

Responses should include the following:

- A completed and signed three-page RIVIP generated bidder certification cover sheet (downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov

- A completed and signed W-9 Form downloaded from the RI Division of Purchases Internet home page at www.purchasing.ri.gov

- A separate, signed and sealed, Financial Proposal reflecting the revenue structure proposed for this scope of service as referenced in Appendix C – Financial Proposal

- A *separate* Technical Proposal describing the background, qualifications, and experience with and for similar programs, as well as the work plan or approach proposed for this requirement.

- In addition to the multiple hard copies of proposals required, Respondents are requested to provide their proposal in electronic format (CDRom or Diskette). Microsoft Word / Excel OR PDF format is preferable. Only 1 electronic copy is requested.

EVALUATION CRITERIA

Responses will be evaluated in two parts. Part one will require the technical submission and will be evaluated on the following criteria:

The Technical Proposal must contain the following sections:

a. Executive Summary

The Executive Summary is intended to highlight the contents of the Technical Proposal and to provide State evaluators with a broad understanding of the offeror's technical approach and ability.

b. Offeror's Organization and Staffing

This section shall include identification of all staff and/or subcontractors proposed as members of the project team, and the duties, responsibilities, and concentration of effort which apply to each (as well as resumes, curricula vitae or statements of prior experience and qualification).

c. Work Plan/Approach Proposed

This section shall describe the offeror's understanding of the State's requirement, including the result(s) intended and desired, the approach and/or methodology to be employed and a work plan for accomplishing the results proposed. The description of approach shall discuss and justify the approach proposed to be taken for each task, and the technical issues that will or maybe confronted at each stage on the project. The work plan description shall include a detailed proposed project schedule (by task and subtask), a list of tasks, activities, and/or milestones that will be employed to administer the project, the assignment of staff members and concentration of effort for each, and the attributable deliverables for each and will identify and describe what type of tutor training methodology will be utilized in the program.

d. Previous Experience and Background, including the following information:

i. A comprehensive listing of similar projects undertaken and/or similar clients served, including a brief description of the projects;

ii. A description of the business background of the offeror (and all subcontractors proposed), including a description of their financial position.

e. The offeror's status as a Minority Business Enterprise (MBE), certified by the Rhode Island Department of Administration, and/or a subcontracting plan which addresses the State's goal of ten per cent (10%) participation by MBE's in all State procurements. Questions concerning this requirement should be address to Charles Newton, M.B.E. Officer, at (401) 222 6253.

SECTION 5 - EVALUATION AND SELECTION

The State will commission a Technical Review Committee, which will evaluate and score all proposals, using the following criteria:

Criteria	Possible Points
CAPABILITY OF GENERAL SCOPE OF WORK • Overall quality of proposal being offered	**10** **10**
CAPABILITY OF SPECIFIC REQUIREMENTS • Overview of company & a demonstration of like properties • Overview of organizational chart & structure to be implemented on site • Design & implementation of sales approach • Integration of capital improvements to the Ryan Center & Meade Stadium • Overall plan for listed specific requirements	**35** **7** **7** **7** **7** **7**
QUALITY OF WORK PLAN • Time frame for implementation of property • Overall work plan for property • Definition of revenue generation specifically related to contractual terms	**15** **5** **5** **5**
Total Possible Technical Points	**60 Points**
FINANCIAL PROPOSAL • Compensation – a minimum guaranteed royalty payment and/or a percentage royalty based on a specific percentage of annual revenues • Specific opportunities for barter & trade agreements • Other benefits to University such as advertising, promotion, publicity, and other value added services.	
Total Possible Points	**40 Points**

All OFFERERs must receive a minimum score of 50 points on the technical submission. Offers not scoring at least 50 points will not be considered further.

A Technical Review Sub-Committee will review all submissions. After review, one or more OFFERERs may be invited to present to the sub-committee and answer questions.

Proposals found to be technically or substantially non-responsive at any point in the evaluation process will be rejected and not considered further. The State reserves the right to reject any or all proposals submitted, to award on the basis of cost alone, to waive any informality in any vendor's proposal, and to act in its best interest.

The State may, at its sole option, elect to require presentation(s) by offerors clearly in consideration for award.

The ranked findings and selection recommendation will be submitted to the State's Purchasing Agent, or her designee, for final selection consideration.

END