

Department of Administration / Division of Purchases  
One Capitol Hill, Providence, Rhode Island 02908-5855  
Web Site: [www.purchasing.ri.gov](http://www.purchasing.ri.gov)

## **Addendum #1**

10 May 2012

**RFP # 7449645**

**TITLE: Promotions, Sponsorship, Media and Corporate Rights**

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

- This addendum contains the following:
  - 31 vendor questions / State responses (19 pages)
  - GORHODY.COM traffic counts (2 pages)
  - 2011-2012 Business Development Profit & Loss statement (1 page)
  - Van Wagner Dorna – URI Athletics proposal, dated 9/1/10 (2 pages)
  
- No additional questions shall be entertained.

A handwritten signature in black ink, appearing to read "Jerome D. Moynihan".

Jerome D. Moynihan, C.P.M., CPPO  
Assistant Director for Special Projects

RFP#7449645

**Tickets/Parking:**

1. The RFP states, "The University can make available, at face value to Vendor, football season tickets, men's basketball season tickets, women's basketball season tickets..." Will the selected vendor be responsible for paying for tickets included in sponsor contracts or will the University provide the tickets needed to fulfill sponsor contracts?

- a. If the selected vendor will have to pay for the tickets, can you detail the total cost of tickets utilized in sponsor contracts for the 2011-12 season?

Rights holder will be responsible for paying for the tickets included in the sponsor contracts at face value.

Below are the 2011-12 figures for tickets that are included in sponsor packages.

Type of Seats	# of Seats	Cost
Club Level	48	\$20,400
Loge Level	56	\$19,040
Total	104	\$39,440

- 2 Will the University make a mutually agreed upon number of VIP courtside seats available for top sponsors?

Rights holder will have access to purchase tickets courtside tickets at face value. Amount of seats available will be mutually agreed upon

3. Will parking passes/permits be made available for sponsors on athletic game days as well as concerts/shows/events at The Ryan Center?

URI Athletics & the Ryan Center will make available a percentage of parking passes for all games/concerts/shows/events in the RAM Lot. Percentages may vary based on the event.

4. Will the rights holder have access to tickets for concerts/shows/non-athletic events held at The Ryan Center for perspective sponsors/clients?

Rights holder will have access to purchase tickets at face value to concerts/shows/non-athletic events held at the Ryan center for sponsors/clients

5. Will the rights holder have access to pre-show hospitality events/suites during concerts/shows/non-athletic events at The Ryan Center?

Rights holder will have the opportunity to secure sponsorships that include on-site marketing opportunities at mutually agreed upon events

**Radio:**

- 6 Can you provide the total amount paid to Clear Channel for the 2011-12 season? This should include market clearance for all football and basketball games as well as coaches shows.

\$76,450

7. Can you confirm the total market clearance paid to The Wolf 102.9 FM was \$6,200 for the 2011-12 season?

Yes Going into 2012-2013 -- this number and investment will increase since we will have 102.3 The Wolf on board as a full time affiliate for the entire season Last season, our deal began with them in January of 2012 Therefore, they only covered 1/2 of our games Going into the next season, we will have them on board as a full-time, compliment affiliate. Our game rate with them is \$775.00. The estimated number of games that they will broadcast is between 14 - 16 games (Estimation)

*The determining factor.*

Whenever our games are broadcast on 920 WHJJ AM - PROVIDENCE -- they are simulcast on 102.3 THE WOLF -- FM -- New London, CT Any game played prior to 7:00 PM start time -- week night or week end is broadcast on 920 WHJJ AM Any game played at 7:00 PM or later -- weeknight or weekend is broadcast on B101 FM -- PROVIDENCE For games broadcast on B101 FM -- PROVIDENCE, they are not broadcast on 102.3 FM The WOLF -- FM -- New London, CT.

8. Can you provide the total amount paid in line transmission fees for the 2011-12 season (radio lines at The Ryan Center, costs to install radio lines for coaches show, away games, tournament games, etc)

\$0

9. Please provide the total amount paid in talent salary relating to the radio broadcasts for the 2011-12 season (including game broadcasts and coaches shows).

\$22,856

10. Please provide the total amount paid in talent travel relating to the radio broadcasts for the 2011-12 season.

\$12,834

11. Does the University utilize an on-site engineer for the game and/or coaches shows? If so please detail total amount paid to engineers for the 2011-12 season

No – we currently do not have an on-site engineer for the games – home or away. Our play-by-play announcer is responsible for the set up and breakdown of equipment. For coach's shows, the radio station has a station engineer on site at each event.

**Television:**

12. Can you confirm the total cost paid to Cox Communications to televise 16 URI men's basketball in games in 2011-12 was \$20,000?

\$20,750 was the total paid. The additional spend was to obtain inventory to satisfy a late agreement with New England Chevy Dealers.

13. Can you confirm the cost to televise the Runnin' Rams Weekly show in 2011-12 was \$12,000?

Yes

14. Were there any additional television market clearance costs in 2011-12? If so please detail what those costs were.

See Answer for #12

15. Please provide the total amount paid in talent salary relating to the television broadcasts for the 2011-12 season (including game broadcasts and coaches shows).

N/A

16. Please provide the total amount paid in talent travel relating to the television broadcasts for the 2011-12 season.

N/A

**At Event:**

17. Would the selected rights holder have the opportunity to secure sponsorships that included on-site marketing opportunities for concerts, shows, non-athletic events, etc held at The Ryan Center?

Rights holder will have the opportunity to secure sponsorships that include on-site marketing opportunities at mutually agreed upon events.

18. Please detail all expenses related to promotional merchandise/gameday promotions that were incorporated with a sponsorship during the 2011-12 season.

Answer to #18:

During 2011-2012:	
Bobble Heads:	\$ 15,652
T-Shirts:	\$ 9,500
CO2 for on court promotion:	\$ 400.00
Rally Towels:	\$ 3,137
In-Game Contests/Promotions:	\$ 2,600
Crowd Cameo:	\$ 5,000
Hats	\$ 5,000
Midnight Madness:	<u>\$ 15,000</u>
 Total:	 \$56,289

**Signage:**

19. Please detail all expenses related to sponsor signage production (design, printing, installation) paid by the University during the 2011-12 season.

\$15,958

**At Event Hospitality Events:**

20. Will the selected rights holder have access to a suite at The Ryan Center during basketball games to use for potential game sponsors or client hospitality?

For the first season, URI Athletics & the Ryan Center will waive the rental fee, but the rights holder will be responsible for paying face value for the suite tickets during all men's and women's basketball games along with football games at the Ryan Center. Rights holder is also responsible for the purchase of food and beverage in the suites. The waived rental fee of the luxury suite will be revisited each season.

**Print:**

21. Please detail all expenses related to the printing of your game programs during the 2011-12 season:

- A. Game Day Programs – MBB: 6,000 Game Programs - \$12,430.00
- B. Game Day Roster Cards – MBB: 8,500 Roster Cards - \$3,144.00
- C. Design Costs - \$1,000

22. Who currently sells the game programs at the home events?

We do not vend our programs or roster cards. They are FREE of charge.

23. What was the total amount received in game program vending revenue during the 2011-12 season?

N/A

**Internet:**

24. Did the University stream (either audio or video) any events on the athletic website during the 2011-12 season? If so, can you detail what sponsorship opportunities exist in the streaming broadcasts?

Yes – for audio – all MBB Games and all Football games on the RAMS Radio Network – All part of our radio contract with Clear Channel Radio. They air all of our games, in their entirety on their station streams, including our commercial breaks and sponsor segments.

CBS Sports owns the right streaming/digital rights for all sports through June 30, 2013. URI is obligated to use the CBS All-Access video platform. Cox Sports New England brokered an auxiliary deal with CBS Sports that they would own the streaming/digital rights to all games they produce and air on their channel. During the 2011-12 season, Cox Sports produced and aired every home men's basketball game that did not receive a national or syndicated clearance through the A-10.

Athletics is currently working with the school of communications to activate a plan for streaming of other sports, which in turn, will create sponsorship opportunities in the near future.

**Miscellaneous Questions:**

25. Can we propose a different contract renewal term than what is outlined in the RFP?

Please propose a 5-year plan as requested in the RFP.

In addition to the 5 –year plan proposed in the RFP, the vendor may propose an alternate renewal term, but URI has the right not to review the vendor's alternate proposal.

26. Centerplate – Will the selected rights holder have the opportunity to negotiate the Concessions/Catering agreement at The Ryan Center when the Centerplate agreement expires this June?

No, Global Spectrum and URI are now finalizing the agreements.

**Salaries and Benefits information:**

27. How many people were involved in the management of the sponsorship program? This should include the selling/implementing of all sponsorship agreements.

At current, the Executive Director of Business Development is the only full time employee who actively sells for the property. Seven people support him internally, collectively, within athletics and the Ryan Center. Fulfillment is primarily handled by the Director of Marketing / Athletics. Director of

Marketing / Ryan Center, Box Office Manager, Premium Services Manager and the Ryan Center Finance Department (2 People)

The Director of Marketing/Athletics primarily handles the implementation of the sponsorship agreements for Athletics along with his staff of two (2) assistants.

28. What is the total salary and benefit information for these employees?

Director of Business Development –  
Base Salary - \$72,930  
Benefits - \$960 (this individual is currently receiving benefits from his wife's plan)

Total benefits offered in addition to salary include medical, dental, 401K, and life insurance

**RFP #7449645**

**SPONSORSHIP CONTRACTS**

1. Are there any extenuating circumstances (i.e. gives money to general scholarship fund as well) with the agreements listed in Appendix E.

One extenuating circumstance – Cox Agreement - \$5,000 goes directly to the Fast Break Club to support their golf tournament.

2. Will the rightsholder be assigned every account listed in Appendix E and 100% of the revenue listed under the "investment" column?

Yes

3. Currently, are there any restricted product categories (e.g. liquor, tobacco, etc)?

As for alcohol advertising, it is not restricted but would need to gain the approval of the President's Council for the University. The Ryan Center currently serves alcohol but does so in a restricted manner (Hospitality Suites, Pre-Event Parties for concerts, shows and basketball games). The Ryan Center may also serve alcohol at requested events that gain approval from the President's Office. All other categories are open.

4. Of the \$831,000 in accounts listed in Appendix E, how much of that is cash and how much is trade?

APPENDIX E is all CASH.

5. Please detail any expenses associated with the agreements listed in Appendix E that the rightsholder will be responsible for paying (i.e. printing t-shirts, purchase giveaways, etc.).

Promotional Items:

• Bobble Heads:	\$ 15,652.00
• T-Shirts:	\$ 9,500.00
• CO2 for on court promotion:	\$ 400.00
• Rally Towels:	\$ 3,136.70
• In-Game Contests/Promotions:	\$ 2,600.00
• Crowd Cameo:	\$ 5,000.00
• Hats	\$ 5,000.00
• Midnight Madness:	<u>\$ 15,000.00</u>

Total: \$56,288.70

Printing Costs related to Game Day Sponsorships / Branding:

Total: \$ 4,100.00

6. Is any of the revenue listed in Appendix E passed through to another entity (i.e. radio station, tv station, etc.)?

One (1) – New England Chevy Dealers – Nelligan Sports Marketing

**RADIO**

1. Who is the current flagship (include wattage and term)?

Refer to APPENDIX F in the RFP

2. How many affiliates are associated with each sport?

Refer to APPENDIX F in the RFP – one affiliate for MBB

3. Who controls the local inventory?

All inventory for radio is controlled 100% by URI Athletics

4. Outline all costs associated with the radio broadcast:

Cost Breakdown:

- a. Clearance Fees: \$76,450
- b. Talent: \$22,586
- c. Travel: \$12,834
- d. Production: included
- e. Equipment: included
- f. Telephone: N/A
- g. Satellite: N/A
- h. Other: N/A

5. Who currently pays for the expenses listed above?

URI Athletics

6. Please define areas of interest for expanded coverage of radio network.

Areas of interest for expanded coverage of radio network: Western Connecticut, New York and New Jersey

### **TELEVISION – COACHES SHOWS AND GAME BROADCASTS**

1. How many affiliates are on the network?

Cox Sports – Local (One Station)

2. Who controls the local inventory?

Currently, athletics purchases 50% of the inventory for the rights to sell the opportunities within sponsorship packages – (\$20,000). Additionally, athletics invested in a Coach's Show this past season and invested (\$12,000). In both instances, we received inventory on both platforms that were sold into corporate sponsorship packages.

3. How much inventory is available to the University on the broadcast?

50%

4. Outline all costs associated with the television broadcast:

Cost Breakdown:

- a. Clearance Fees: None
- b. Talent: N/A
- c. Travel: N/A
- d. Production: N/A
- e. Equipment: N/A

5. What are the broadcast times for each affiliate?

N/A

6. Who currently pays for the expenses listed above?

Expenses for Coach's Show and expenses for broadcasts of our MBB games are covered by the local affiliate and the local cable provider.

### **PRINT**

1. Who prints the game program?

Multi-Ad

2. For which sports do you print a game program? Please provide quantities for each and total costs per sport.

Men's Basketball:

- a Game Day Programs – MBB: 6,000 Game Programs - \$12,430.00
- b Game Day Roster Cards – MBB: 8,500 Roster Cards - \$3,144.00
- c Design Costs - \$1,000

3. What quantities are sold for each sport? What is the annual amount of vending sales for each sport? What is the cost per program for each sport?

N/A

4. Who sells the game programs at the events and what is the commission rate?

Programs are distributed free of charge at our MBB Games.

5. For which sports do you print a rostrcard? Who prints the rostrcard? Are rostrcards sold at games? Is advertising available on the rostrcards?

A. Sport	8.5x11
Men's Basketball	10,000 (500 per game)
Football	2,500 (500 per game)
Women's Basketball	1,500 (100 per game)
Softball	600 (50 per game)
Baseball	900 (50 per game)
Men's Soccer	600 (50 per game)
Women's Soccer	600 (50 per game)
Volleyball	900 (50 per game)

B URI Athletics

C. No

D. Yes

6. Do you (or the alumni association) produce an athletic newspaper? If so,

N/A

**SIGNAGE**

1. Are there any third party vendors involved in any facility signage? If so, please provide a copy of the contract.

Yes – Van Wagner / Dorna – agreement attached

2. What is average attendance at football and men's basketball games?

Football Games: 4,715 Basketball Games: 3,710

3. What is the average annual cost to replace signage for sponsor use?

40' Dorna - \$2,000 20' Dorna - \$1,000

## **INTERNET**

### **Hosting and Management**

1. Who in the athletics department is responsible for this agreement?

URI Athletic Media Relations is responsible for the internet agreement

2. Is the athletics department aware of any conference-wide internet agreements that might impact any future internet agreements for the athletics department? If so please describe:

CBS Sports owns the right streaming/digital rights for all sports through June 30, 2013. URI is obligated to use the CBS All-Access video platform. Cox Sports New England brokered an auxiliary deal with CBS Sports that they would own the streaming/digital rights to all games they produce and air on their channel. During the 2011-12 season, Cox Sports produced and aired every home men's basketball game that did not receive a national or syndicated clearance through the A-10.

3. Please provide records of traffic on the official athletics web site during the previous two-year period. Traffic records should include at a minimum: Page Views and Unique Visitors.

Attached from CBS (thru July 1, 2011). I do not have any traffic forms from CBS past this date

### **Advertising**

4. What has been the total revenue derived from web site advertising sales over the last two years? Advertising defined as banner ads, micro banner ads, permanent sponsor logo placement, pre-video ads, Rovian ads, e-mail newsletters, etc.

Website advertising is a tremendous area of growth for URI Athletics. This question can not accurately be answered due to the recent contractual turn over of our website from a CBS Sports Client to a Presto Sports Client

Two years ago, we were paying for advertising rights on the CBS Platform. Whereas now, we have the advertising rights locally and regionally and receive 100% of whatever we generate. Additionally, we have not sold any website advertising as a "one off" opportunity. Rather, like the rest of our partnerships, everything is bundled together based upon the partner's desires and budgetary ranges

5. If using internet service provider, what is the commission split on advertising sales?

100% local sales; 50/50 on national ads sold by current ISP – Presto Sports

**Audio/Video Streaming**

6. What entity owns the audio/video streaming rights for the athletics department?

CBS Sports controls the rights through June 30, 2012.

7. How many subscribers utilize the athletics department web site for audio/video streaming?

This past year, URI did not stream many of its home events due to lack of equipment. URI's MBB team had its games streamed through Cox Sports Online

8. Is this a fee-based or free model for subscribers?

The CBS model is a fee-based subscription model.

9. If fee based:

- a. What is the revenue split between the athletics department and the rights holder?

70% CBS, 30% URI.

- b. What is the price to the user and how long has this current fee been in place?

\$9.95 per month; \$79.95 year-long

- c. What has been the revenue over the last two-year period?

Available on the attached traffic form

**Online Store**

10. What entity owns the online store rights for the athletics department?

URI Bookstore

11. What has been the revenue for the online store during the last two-year period?

N/A

**Mobile/Wireless**

12. What entity owns the online rights for mobile/wireless delivery of alerts, ringtones, wallpaper, etc. for the athletics department?

At this time, URI owns the rights to pursue these entities. Presto Sports has offered the services as part of its current ISP contract.

13. What has been the revenue from mobile/wireless delivery of content during the last two-year period?

N/A

14. What is the revenue split between the athletics department and the rights holder?

N/A

### **MISCELLANEOUS SPONSORSHIP OPPORTUNITIES**

1. Are there any restrictions regarding promotional sponsorships at any venues?

There are restrictions when it comes to Ryan Center related shows, concerts and events

2. Are there opportunities for branded vending?

Yes

3. Are season ticket mailing lists available for general marketing?

Yes

4. Are the sideline rights for football and basketball available?

Yes with the exception of sideline cooler system(s) which are part of the campus wide pouring rights deal which is excluded from this RFP

5. What kind of hospitality is currently offered and how much do you spend on hospitality in a year?

Six (6) Hospitality Suites and Two (2) Party Areas for upwards of 150 ppl

6. Do you have skyboxes at football or basketball venues? Are there any available? Does the athletic department or marketing staffs have a box for its use?

Yes and Yes

7. How closely does the athletic department align itself with the Alumni Association?

Alumni Association is a sponsor of URI Athletics. They invest \$10,000 annually to market and promote their dues-paying memberships through various assets offered.

8. Are there any third party sales agreements in place with any of the sponsorship opportunities outlined in this document?

One (1) - New England Chevy Dealers – agreement was orchestrated with Nelligan Sports Marketing as part of a three (3) school deal

9. Do you have a secondary ticket marketing program in place (i.e. StubHub)?

No

10. If so, please detail the internal support system (staffing) that you use to support this program.

N/A

11. Are the coaches able to do endorsement deals? If so, are these deals cut by the coaches or does the university hold their endorsement rights?

Yes. University holds their endorsement rights

#### **MISCELLANEOUS QUESTIONS RELATED TO URI**

1. Please detail your current sales team including:

##### SALES TEAM:

- a. Director of Business Development – Ryan Center / URI Athletics
- b. 80%
- c. Base Salary - \$72,930, Benefits - \$960 (this individual is currently receiving benefits from his wife's plan)
- d. Yes

2. Is URI open to a longer term than five years? Due to significant start up costs to a property of this magnitude, a rights holder may be able to offer a better financial package for URI if more time is given to earn money back later in the term.

Please propose a 5-year plan as requested in the RFP

In addition to the 5-year plan proposed in the RFP, the vendor may propose an alternate renewal term, but URI has the right not to review the vendor's alternate proposal.

3. Please define the new technology that URI Athletics is hoping to purchase in near future.





5. Does URI have a mobile app currently available or in development?

Through our third party relationship with Presto Sports who is hosting our website, gorhody.com, yes

6. Who controls video streaming?

Cox Sports for Men's Basketball; URI Athletics for everything else

7. Does the University wish for the selected firm to collect all sponsorship revenues and then issue a payment to the University? Or does the University wish to collect the sponsorship revenues itself and issue a payment to the selected firm?

Yes – URI Athletics would be the client and would receive the checks We prefer that the third party handle all collections and disbursements.

8. Can URI summarize their total expenses for all radio broadcasts (fees to stations, talent expenses – basically all in costs)?

Cost Breakdown:

- a. Clearance Fees: \$76,450
- b. Talent: \$22,586
- c. Travel: \$12,834
- d. Production: included
- e. Equipment: included
- f. Telephone: N/A
- g. Satellite: N/A
- h. Other: N/A

9. Does URI keep any inventory to sell on the radio broadcasts? If yes, how much?

Related to #8 – with our investment. we own the inventory 100%

10. When does the current radio contract end?

2014-2015

11. How many stations are part of the network?

Three – two stations through the contract with Clear Channel Radio and one station as an affiliate

12. Can you provide coverage maps for the stations that you are currently using?

Coverage Maps for our stations (WMOS-New London, WWBB-Providence, & WHJJ-Providence) can be found at [www.radiolocator.com](http://www.radiolocator.com).

13. Currently, are any of the following being broadcast on radio?"

No

14. Is URI Athletics currently buying or trading for any outdoor media? If so, how much and can we see this past years contract?

Trading – we do not purchase outdoor advertising - \$18,000 trade for BUS KONG ADVERTISING on 15 Buses that run throughout the State of Rhode Island.

15. Is URI Athletics currently buying or trading for any newspaper ads? If so, how much and can we see this past years contract?

No

16. The quality of the scan made the appendices difficult to read. Can URI summarize their total expenses for all TV broadcasts (fees to stations, talent expenses – basically all in costs)?

We made two (2) investments with TV - \$12,000 for a Coach's Show and \$20,000 for the rights to 50% inventory during our locally broadcasted games. Both investments gained us inventory and we paid no expenses for market clearance or television operational costs such as talent, etc.

17. Does URI keep any inventory to sell on TV broadcasts? If yes, how much?

Yes – see #16

18. When does the current TV contract end?

Annually we review our television agreements that are strictly related to gaining inventory to sell into packages. A-10 owns our TV Rights for MBB.

19. The \$25,000 payment to the head basketball coach was listed under TV and radio – does that mean the coach is getting \$50,000 or just the 25k for both?

\$50,000 - \$25K for each show

20. Are any of the weekly shows or coaches shows held at off campus locations (i.e bars, restaurants, etc.)?

Yes

21. Is there any revenue being generated by Presto that is currently paid to URI for the website inventory?

We just signed on with Presto this past July – with that said, national / regional advertising revenue generated from our relationship with Presto will not be a part of this deal.

22. Out of the total gross revenue (\$831,000), how much is allocated to the following – meaning, what revenue would URI place against:

N/A

23. Out of the \$831,000 in gross revenue, how much of that was budget relieving trade or barter agreements?

NONE

24. Appendix E – Existing Corporate Partners – as of January 2012 states that Total Gross Revenue as of January '12 is \$831,000. However, some of the stated agreements are classified as Multi-Year agreements. Can you detail the contracted revenues for this year only (not including any future years of the Multi-Year agreements)?

\$455,000 in revenue minus all multi-year deals

25. Can you detail what revenues are currently secured for next year?

Multi-Year Agreements include-

Beltone New England Hearing Aid Centers	2013-14	\$70,000
Cox Communications	2014-15	\$70,000
CVS Pharmacy	2013-14	\$55,000
Dunkin Donuts	2012-13	\$119,000
South County Hospital	2011-12*	-
Supercuts	2012-13	\$32,000

\*Currently in negotiations to renew

	Total	\$346,000
--	-------	-----------

26. Can you detail gross sponsorship dollars for 2009 – 2010 and 2010-2011 seasons?

2009-2010 - \$609,920

2010-2011 - \$780,345

27. Is there suite revenue or premium seating revenue in the current \$831,000 reported in gross revenue?

No

28. What percent (approximately) of the current inventory is sold?

Best guess would be 40 – 45% of the inventory listed within Appendix A

29. Are there any current deals that were done in conjunction with other Rhode Island schools (Brown and Providence) – meaning, URI joined forces with other schools to present a sponsorship opportunity across all three schools?

One (1) – New England Chevy Dealers – Nelligan Sports Marketing (Providence)

30. Can you provide electronic copies of all printed materials sent to us (programs, pocket schedules, posters, etc.)?

Electronic versions of printed materials are not available

31. How is the current staff set up at URI to sell / fulfill sponsorships? How many selling, how many handling fulfillment? Can we get a brief job description for each?

At current, the Executive Director of Business Development is the only full time employee who actively sells for the property. Seven people support him internally, collectively, within athletics and the Ryan Center. Fulfillment is primarily handled by the Director of Marketing / Athletics, Director of Marketing / Ryan Center, Box Office Manager, Premium Services Manager and the Ryan Center Finance Department (2 People).

The Director of Marketing/Athletics primarily handles the implementation of the sponsorship agreements for Athletics along with his staff of two (2) assistants

**END**

# GORHODY.COM TRAFFIC

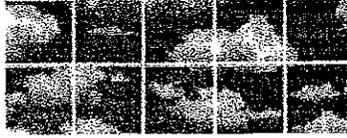
## Page Views

	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	% Growth
July	28,850	61,755	83,011	139,894	174,060	174,060	142,055	143,083	174,403	164,587	189,936	159,428	197,347	24%
Aug	63,687	88,731	133,285	181,975	238,225	238,225	239,602	237,063	240,799	262,872	279,809	275,423	442,448	
Sep	84,940	142,802	257,602	344,200	459,074	459,074	450,677	333,974	432,826	398,847	455,987	442,448	470,541	
Oct	97,201	178,576	285,636	359,247	583,450	583,450	424,707	405,941	412,181	364,297	394,071	470,541	494,566	
Nov	1,473	111,813	148,278	256,376	380,782	380,782	410,835	366,354	494,600	447,062	410,195	494,566	301,893	
Dec	5,673	71,595	105,236	228,341	289,111	289,111	307,351	250,633	422,300	291,565	359,323	301,893	349,907	
Jan	10,018	84,714	130,539	244,569	523,651	313,177	332,318	348,722	516,300	351,388	435,476	349,907	417,543	
Feb	48,904	106,459	115,197	251,314	342,697	342,697	315,223	359,649	419,970	460,792	541,804	417,220	329,177	
March	53,772	109,413	84,265	333,777	605,505	299,715	326,476	308,099	419,970	338,908	298,948	329,177	234,186	
April	50,379	107,083	130,431	264,880	540,560	288,887	282,981	270,436	350,052	233,719	225,941	234,186	174,606	
May	38,561	74,255	113,322	191,462	465,325	251,291	209,332	189,126	213,974	190,319	161,764	174,606	4,066,538	
June	23,047	58,277	55,873	135,353	174,611	165,934	127,460	131,901	153,164	3,926,373	4,183,721	4,066,538	197,347	
TOTALS	231,827	996,287	1,355,005	2,665,606	4,937,490	3,766,403	3,549,017	3,344,981	4,356,040	3,926,373	4,183,721	4,066,538	197,347	
Average	28,978	83,191	112,917	222,134	411,458	313,867	295,751	278,748	363,003	327,198	348,643	338,912	197,347	

## Unique Visitors

	1999-00	2000-01	2001-02	2002-03	2003-04	2004-05	2005-06	2006-07	2007-08	2008-09	2009-10	2010-11	2011-12	% Growth
July	3,029	7,756	14,221	52,409	23,496	23,496	17,976	18,563	23,306	23,552	26,308	27,443	38,488	40%
Aug	6,688	7,747	21,579	29,734	30,113	30,113	25,770	27,953	27,588	30,738	35,351	36,089	58,537	
Sep	8,919	20,227	33,946	44,611	44,846	44,846	40,499	40,265	47,073	47,235	56,128	58,537	59,344	
Oct	12,694	23,866	38,012	46,100	45,789	45,789	40,645	42,463	47,783	43,919	51,367	59,344	72,953	
Nov	15,845	22,048	37,447	50,760	36,061	36,061	42,704	45,057	54,933	56,703	52,763	72,953	49,043	
Dec	595	13,771	18,000	33,407	28,362	28,362	35,214	33,233	52,408	42,192	50,242	49,043	56,466	
Jan	1,052	15,464	23,557	38,055	33,909	33,909	38,827	42,798	64,779	50,969	62,257	56,466	59,947	
Feb	5,885	17,375	23,329	36,335	33,651	33,651	37,184	43,040	72,616	53,514	60,165	59,947	68,970	
March	5,544	16,681	19,431	44,602	29,370	29,370	37,989	41,520	53,168	58,404	83,867	68,970	48,118	
April	5,291	16,708	21,919	35,911	26,045	26,045	28,848	31,376	40,761	39,048	39,410	48,118	38,568	
May	4,049	13,765	19,165	33,158	25,849	25,849	24,681	25,865	30,347	31,877	33,023	38,568	33,903	
June	2,420	11,325	12,937	25,741	20,610	20,610	17,718	20,254	23,785	28,206	26,994	33,903	50,782	
Average	3,127	12,689	18,332	32,701	31,508	31,508	32,338	34,365	44,879	42,196	46,156	50,782	38,488	

2011-2012 BUSINESS DEVELOPMENT P & L	
<b>Income - Gross</b>	<b>\$831,567.00</b>
<b>Estimated Expenses</b>	
Signage Production	\$16,000.00
Promotional, Give-Away Merchandise	\$57,000.00
Printing	\$22,000.00
Marketing Materials - Creative Services	\$12,000.00
Merchandise - Year End Gift for Partners	\$1,000.00
Photography	\$1,500.00
	\$109,500.00
<b>Radio</b>	
Market Clearance	\$83,000.00
Talent Salary	\$24,000.00
Talent Travel	\$13,000.00
	\$120,000.00
<b>Television</b>	
Market Clearance	\$32,750.00
Salaries and Wages	\$115,000
Automobile Expenses	
Office Supplies	
Travel, Conferences, Hotels	
Entertainment	
Dues and subscriptions	\$7,335.62
Cell Phone Stipend	\$2,236.00
<b>Total Estimated Operating Expenses</b>	<b>\$386,821.62</b>
<b>Total Estimated NET Profit</b>	<b>\$444,745.38</b>



**VanWagner**

September 1, 2010

---

Daryl Jasper  
Executive Director – Business Development  
URI Athletics & The Ryan Center  
One Lincoln Almond Plaza  
Kingston, RI 02881

Dear Daryl,

The following will serve as a proposal between Van Wagner Dorna USA, LLC (“Dorna”) and URI Athletics & The Ryan Center (“URI”) for the 2010-2011, 2011-2012 & 2012-2013 NCAA men’s and women’s basketball seasons.

**OPTION 1**

❖ **Dorna will provide:**

- Delivery of sixty (60) feet of rotational systems
  - 40’ rotational courtside
  - (2) 10’ rotational baseline (16” table tops).
- Installation and setup of systems (first season only)
- Training on setup, operation, maintenance and breakdown of systems (first season only)
- Rotational signage systems that hold up to 24 advertisers
- 24 hour maintenance of the system, an 800 number will be provided
- Production point of contact
- URI has the right to sell all local and regional sponsors
  - Production costs are covered by URI or individual advertiser
  - Estimated cost per 10 feet: \$467

❖ **URI will provide:**

- \$3500 one-time fee for baseline systems (does not include production costs)
- 3 units of advertising for rotational courtside systems
  - Dorna will retain 100% of the units sold by Dorna, however URI will have approval rights to any advertiser prior to its installation at URI
- On site storage for duration of term
  - No on site storage - \$2500 fee per year (to cover shipping costs)

**VAN WAGNER DORNA U.S.A., LLC**  
800 Third Avenue, New York, New York 10022-7604  
Tel: (212) 699-8400 Fax: (212) 986-0927 [www.vanwagnersports.com](http://www.vanwagnersports.com)

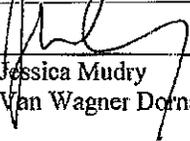
Please note:

Proposal is only valid for 30 days from the date of issue.

Please sign and return this agreement via fax to 212-308-7112 and retain a copy for your records. If you have any questions or concerns, please do not hesitate to contact me at 212-699-8627. We look forward to a successful partnership.

Sincerely,

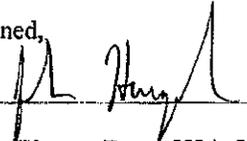
---



Jessica Mudry  
Van Wagner Dorna USA, LLC

Signed,

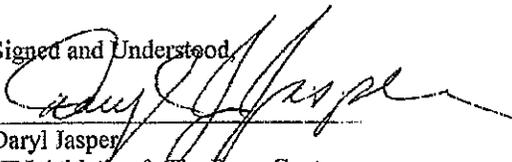
---



Van Wagner Dorna USA, LLC

Signed and Understood,

---



Daryl Jasper  
URI Athletics & The Ryan Center