



State of Rhode Island
Department of Administration / Division of Purchases
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ADDENDUM # 1

1/17/13
RFQ #7458398

Title: Promotions, Sponsorship, Media and Corporate Rights - URI

Bid Opening Date & Time: 01/28/13 @ 11:00 AM (EST)

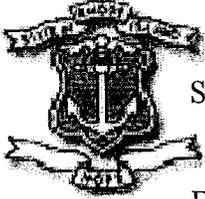
**Vendor Questions & Answers
(see attached)**

Interested parties should monitor this website, on a regular basis, for any additional information that may be posted.

Gary P. Mosca

A handwritten signature in cursive script that reads "Gary P. Mosca".

Buyer



STATE OF RHODE ISLAND AND PROVIDENCE PLANTATIONS

Department of Administration
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January 17, 2013

Bid #7458398

VENDOR Q&A for PROMOTIONS, SPONSORSHIP AND MEDIA URI#7458398

At-Event Impact:

Q1. Can the University detail what portion/amount of the \$50,000 in promotional, co-branded giveaway items for fans, in-game contests/promotions and event marketing sponsorship fulfillment items are tied directly to elements of corporate sponsor agreements and what portion/amount is solely for University branded items?

A1. The \$50,000 amount was tied to a variety of expenses last year (2011-2012) related to promotional, co-branded giveaway items for fans, etc. A portion was tied directly to elements of corporate sponsor agreements while there was also a portion/amount solely for University Athletic Marketing initiatives. For the University Athletic Marketing initiatives, the business development office had the opportunity to brand (bonus) sponsors on such items. In comparison to last year, this year's promotional giveaway/collateral line item is closer to \$25,000. Of the \$25,000, \$15,000 was tied directly to elements of corporate sponsor agreements while \$10,000 was tied to University Athletics Marketing initiatives.

Facility Signage:

Q2. Can the University provide additional detail on the \$16,000 for the additional branding opportunities related to promotional advertising and value adds opportunities for existing sponsors?

- a. What are the branding opportunities?
- b. Is the full \$16,000 in expense related to sponsorship agreements?

A2. While the sponsors incur most installation and production charges for branding/signage, there are some instances where those charges were incurred by URI. Therefore, we wanted to have a line item budget. Use of that money was determined on a case-by-case (agreement by agreement) basis. Additionally, there are branding opportunities that we provide our game day sponsors at the Ryan Center and the business development office incurs those costs. Those costs are estimated at \$4,000 related to sponsorship agreements.

At Event Hospitality Events:

Q3. Will the rights holder be required to purchase the suite tickets for all men's and women's basketball games along with football games? If so, can you detail the costs of these tickets? Is this cost included in the \$45,000 for sponsor tickets?

A3. Yes. The rights holder will be responsible for all costs related to tickets. The rights holder will be allowed to purchase an inventory of tickets, including suites, for use with sponsorship fulfillment and/or procurement. The \$45,000 is related to costs associated with tickets that are currently included within sponsorship agreements. At current, suites hold up to twenty people and offer up to 20 tickets (\$32 per ticket / \$37 per ticket for premium games)

Q4. While the RFP states the fee will be waived for the first season, can the University detail the total cost of the suite rental fee should it be a requirement for the rights holder to purchase moving forward?

A4. \$460 / \$560 premium – rental fee for suites; \$225 / \$250 – rental fee for concourse areas where rights holder will have access to corporate, hospitality parties for sponsors.

Print:

Q5. Can the University detail what amount of the \$20,000 in printing costs was attributed to the printing of the men's basketball game programs?

A5. \$10,600 can be attributed to the printing of the Men's Basketball Game Day Program.

Television Network

Q6. Can the University provide further detail on the costs incurred by the University regarding television inventory?

a. # 8 in the Television Network section details costs of \$48,000 however # 14 of the Television Network section states that URI Athletics currently does not pay for any costs associated with the TV Network.

A6. For clarification related to TV Costs, at current, neither URI Athletics nor the business development office pays fees related to production charges/costs associated with TV broadcasts of our games. However, we do pay \$48,000, as outlined in the RFP, which provides the business development office inventory related to sponsorship opportunities with those investments. As an example, for game telecasts – we receive 50% of the advertising inventory per game (24 Units) that can be packaged into sponsorship agreements.

Coaches Shows:

Q7. Is the Head Men's Basketball Coach paid \$25,000 for the radio show and \$25,000 for the television show for a total for \$50,000 or was the coach paid \$25,000 for both the radio and television shows?

A7. The Head Men's Basketball Coach will be paid a total compensation of \$50,000 - \$25,000 for TV appearances & \$25,000 for radio appearances.

Official Website Advertising:

Q8. Can the University detail the amount paid to both Presto and CBS Sports for the 2012-13 season?

A8. We are no longer affiliated with CBS Sports. Presto Sports is now our website host partner. We did not pay Presto any money related to website advertising. Per our agreement, athletics retains 100% of any website advertising generated by the business development office. URI athletics pays Presto an annual fee for hosting and providing technical support. The rights holder will not be responsible for said cost.

Miscellaneous Questions:

Q9. Can the University provide the anticipated final gross sponsorship revenue for 2012-13?

A9. \$780,400.00 Cash

Q10. How many people were involved in the management of the sponsorship program? This should include the selling/implementing of all sponsorship agreements.

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

A10. At current, there is only one (1) - full time person – Director of Business Development. He has a support staff that consists of one, part-time employee (20-25 hours per week). Additionally, he is supported by the Associate AD for Athletics – Marketing – related to fulfillment. Lastly, the director of business development has a contact from the Ryan Center, Premium Services and Event Manager to assist with all items related to fulfillment of sponsorship agreements.

Total Salary and benefit information related to the Director of Business Development position (full-time):

Salary & Commissions:	\$112,470
Payroll Taxes:	\$13,552
Benefits:	\$25,506
Total:	\$150,528

Total Salary and benefit information related to the Business Development Assistant (part-time position):

Salary & Commissions:	\$6,588
Payroll Taxes:	\$823
Total:	\$7,411

Q11. Can the University confirm, per Section 5 Evaluation Criteria, that the financial proposal can include a guarantee and/or a revenue/profit share model?

A11. Yes

Q12. On Page 5 of the RFP, #20 under “Specific Requirements” it asks for an initial to certify that offeror is proposing a term in accordance with the RFP specifications. Do we need to include this page in our proposal responses or can we just include a statement that we are proposing a term in accordance with the RFP specifications?

A12. Please include page #5 of the RFP with a signature along with your response.

Q13. Can the University confirm that this RFP does not fall under a “public works project” nor a “Master Price Agreement” and is therefore not subject to the new law stating any bid or proposal exceeding five hundred thousand (\$500,000) dollars are required to include a “public copy”?

A13. This is not a Public Works Contract.

Q14. Do we need to utilize Appendix C in our proposal response or can an offeror submit their financial proposal in its own format?

A14. Provided that your revenue projection offer / proposal is for the duration of the 10 year term to be outlined as an initial 7-year agreement plus a 3-year option to be exercised, you may submit the proposal in your own format.