

University of Louisville
DEPARTMENT OF PROCUREMENT SERVICES
LOUISVILLE, KENTUCKY

Invitation No: RP-093-20
Title: Naming Rights Partnership
Addendum No. **1**

Date 01/29/2020

The following shall clarify and/or modify the original bid document(s) as issued by the University of Louisville.

Add answers to all questions received in writing by the specified deadline.

Bidder must acknowledge receipt of this and any addenda either with bid or by separate letter. Acknowledgement must be received in the Department of Procurement Services, Service Complex Building, University of Louisville no later **February 5, 2020 at 2:00 PM**. If by separate letter, the following information must be placed in the lower left hand corner of the envelope:

Invitation No: RP-093-20
Title: Naming Rights Partnership
Due Date: 02/05/2020

BY: _____
Authorized Purchasing Officer

Receipt Acknowledged: _____
FIRM

BY: _____

RP-093-20 NAMING RIGHT PARTNERSHIP QUESTIONS

1. Can you better outline the expectations related to “customized brand engagement to elevate the Louisville fan experience, innovative and strategic consulting to push impact beyond stadium and game day.”
UNIVERSITY RESPONSE: Willing to provide assets outside of the normal football game day experience to enhance the overall value of the Naming Rights
2. Can you identify the list of companies that have been solicited for this RFP?
UNIVERSITY RESPONSE: Proposals are welcome to be submitted by any firm in the nation that can meet the requirements and needs of the University.
3. Can we assume that the ideal naming rights strategy will be to maximize revenue by minimizing the use of Learfield MMR assets?
UNIVERSITY RESPONSE: Yes
4. Do you anticipate extending the bid due date?
UNIVERSITY RESPONSE: There is no plan to extend the bid due date at this time.
5. What additional details are you willing to provide, if any, beyond what is stated in bid documents concerning how you will identify the winning bid?
UNIVERSITY RESPONSE: As indicated in the RFP, proposal submittals and the evaluation of the criteria is what will be used to identify the winning bid.
6. Was this bid posted to the nationwide free bid notification website at www.mygovwatch.com?
UNIVERSITY RESPONSE: It was not posted to www.mygovwatch.com.
7. Other than your own website, where was this bid posted?
UNIVERSITY RESPONSE: This RFP was only posted on UofL’s purchasing website.
8. How many non-football events take place in the stadium on an annual basis?
UNIVERSITY RESPONSE: 150+
9. On average, what’s the stadium’s annual attendance? Please include Football vs. Non-Football event attendance as well.
UNIVERSITY RESPONSE: 343k football, 100k other events
10. What stadium assets cannot be included in a Naming Rights Partnership package?
UNIVERSITY RESPONSE: Premium club spaces, suite levels, parking lots, upper level seating,
11. In addition to the Stadium Naming Rights, is the University of Louisville open to sub-naming rights? (i.e., club boxes, box office etc.)
UNIVERSITY RESPONSE: No
12. Are there any exclusive/restricted Naming Rights/Sponsor categories?
UNIVERSITY RESPONSE: No
13. Who reviews the submitted proposals?
UNIVERSITY RESPONSE: The committee will consist of individuals from Procurement Services and Athletics.
14. What’s the process/timing of getting a Naming Rights Partner approved by the University?
UNIVERSITY RESPONSE: As indicated in the RFP document, the intent is to have identified a firm to provide a letter of intent to award a contract by the week of March 2, 2020. All dates are subject to change if in the best interest of the University.

15. Can existing athletic sponsors be approached/solicited?
UNIVERSITY RESPONSE: Yes. We feel the financial structure (percentage paid to firm) should be different should a current partner commit to Naming Rights as opposed to a new partner. We can provide a list of partners that would fall into this category.
16. What additional benefits/services/business integrations with the University are included or envisioned for the naming rights partner?
UNIVERSITY RESPONSE: Unknown at this time. Open to suggestions.
17. Can you please provide details on the digital signage program currently in place at the Stadium?
UNIVERSITY RESPONSE: Ribbon boards 3120x36, 5248x48, 3168x48, 2912x48 | Main Boards 1920x1080, 2032x960, 2320x592
18. Prior to an official valuation, is there a targeted range/worth the University's seeking for the Stadium naming rights?
UNIVERSITY RESPONSE: Not at this time, we look forward to discussing
19. What are the minimum financial requirements for the stadium naming rights?
UNIVERSITY RESPONSE: Section 4 of Proposal Submittals: Financial stability would include providing 3 years' worth of audited financial statement, identifying any current or potential litigation against your firm that you are aware of, identifying any sale or merger of your firm that you are aware of, identifying any default on any loan or financing agreement with a bank or financial institution, and any other relevant financial information not included here.

Section 7 of Proposal Submittals: Financial Proposal would include all time, materials, fees required by your firm to provide the services indicated in the Mandatory Requirements under the Scope of Work.
20. Please elaborate on the weighted evaluation criteria of 45% for financial offering. The RFP does not clearly state what the University is looking for in terms of a financial proposal, can you please explain what the University is looking for?
UNIVERSITY RESPONSE: See question 19, part 2 that refers to Section 7.
21. Has the University been out to market with the naming rights opportunity since Papa John's was removed from the name of the stadium? If so, approximately how many companies have been approached, and what was the proposed investment/term?
UNIVERSITY RESPONSE: Yes, we have been to market in the Louisville Area, but we will not be including details. We are not currently in discussion with any companies/individuals regarding Naming Rights.
22. How many current sponsorships include exclusivity clauses that would prohibit the sale of naming rights to companies in those respective categories?
UNIVERSITY RESPONSE: None. There are some partners that have exclusivity in some areas of the stadium. Open to discussing more.
23. Does the University have any development plans at the stadium or adjacent to the stadium that may enhance the value of stadium naming rights?
UNIVERSITY RESPONSE: Yes. We are currently investing over \$1million in a "Fan Zone" adjacent to the stadium. We are also investing millions into a new WiFi system and refurbishing the stadium seats. Along Floyd Street there are two plans in place to build two hotels and a University Dorm.
24. Will there be any other entities, vendors or internal University employees selling naming rights to the stadium at the same time and separately from the selected vendor?
UNIVERSITY RESPONSE: No
25. Any thoughts on term length or fee range?
UNIVERSITY RESPONSE: No
26. Has University of Louisville identified other assets outside of the team / stadium that they are looking to offer as part of this package?
UNIVERSITY RESPONSE: No, open to suggestions. Look forward to working with someone to identify those.

27. Are there Campus wide assets or assets with other teams in the Athletics program available to the Naming Rights package?
UNIVERSITY RESPONSE: Open to suggestions.
28. Are there any brands already spoken too that should not appear on this list?
UNIVERSITY RESPONSE: Could be, this would need to be discussed.
29. What Campus Wide Partners do you already have that would close off the category for the Stadium
UNIVERSITY RESPONSE: None
30. Would the name “Cardinals Stadium” remain with a new sponsor attached?
UNIVERSITY RESPONSE: Not required.
31. What data / resources are at our disposal to use in our valuation study - I.e., do you track their tv visible signage through a Nielsen or other service?
UNIVERSITY RESPONSE: We will have information to provide regarding exposure
32. Do you conduct any fan research on sponsorship behavior, etc.?
UNIVERSITY RESPONSE: Yes, this would come through our marketing partner Learfield.
33. Can you provide some examples of ”additional” services they may like to see?
UNIVERSITY RESPONSE: Open to suggestions
34. How many offers to they expect to take forward to the presentation stage?
UNIVERSITY RESPONSE: After initial scoring, we will select the top 2-3 proposals and schedule on-site presentations with those firms.
35. Who will be deciding on the viability of each offerors scope of work? University Procurement team, Athletic team or a combination of both?
UNIVERSITY RESPONSE: The committee will consist of members from Procurement Services and Athletics.
36. Can our CFO send the company finances direct to you via a portal?
UNIVERSITY RESPONSE: Financial information should be submitted as a hard copy with your proposal. If desired, please send required number of copies in a separate envelope included in your proposal package and mark envelope as “Confidential” or “Proprietary”.