

UNIVERSITY OF LOUISVILLE®

PROCUREMENT SERVICES ADDENDUM

Date of Notice:	5/30/2026
Solicitation No.:	RFP339-PSC
Title:	Marketing Partner - Name, Image, & Likeness (NIL) for Student Athletes to Third Parties
Addendum No.:	1

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

Questions and Answers:

1. What types of third-party deals are prioritized? (e.g., local businesses, national brands, social campaigns, appearances)
All types of deals that maximize brand development for our student athletes are valuable. Finding the right fit for both parties is the priority over the specific type. As an aside—most social media campaigns are an easier fit for a student-athlete’s busy schedule.
2. To what extent can student-athletes use the university’s branding (logos, uniforms, venues, etc.) in NIL campaigns?
Currently, any use of university trademarks would need to be negotiated with Learfield, the school’s multimedia rights partner. Exceptions for various circumstances have been made in the past for specific situations.
3. Is the chosen partner expected to negotiate contract terms with third parties or only facilitate introductions and campaigns?
Likely this will depend on the athlete. Some athletes have their own representation; others will look to internal resources to help complete the deal like NIL resources or development department for assistance.
4. How is success defined for this partnership—number of deals, revenue, engagement, athlete satisfaction, etc.?
As this is a brand-new platform/space for all parties, success definitions will evolve with time. Initially, the number of deals and fan engagement will be key indicators. Aligning goals of the partner and the athlete to generate positive outcomes for both is the primary indicator.
5. Who are the main internal stakeholders we’ll be collaborating with (e.g., NIL coordinator, compliance officer, athletic director, the collective)?
 - **Director of NIL & Partnerships**
 - **Asst. AD Development**
 - **Sr. Assoc AD, External Relations / CMO**
 - **Sr. Assoc AD, Revenue/ CRO**

6. Will the University be responsible for ensuring all deals and campaigns are compliant with NCAA, state, and NIL policies?
The University will work with the athlete and any outside representation to ensure the deals are reported correctly. Ultimately it is the athletes responsibility to complete reporting and disclosures to the clearing house and compliance department.
7. What is the yearly budget allocated for NIL agreements?
A specific budget has not been allocated at this time.
8. Is the budget based per athlete? per sport?
It will be a lump sum based on the fees associated with the chosen marketing partner
9. How many athletes will be the focus for deals?
All student-athletes are eligible to participate. Likely third-parties will look to focus on 10-15 high-profile athletes.

Bidder must acknowledge receipt of this and any addenda either with bid or by separate letter. Acknowledgment must be received in the Department of Procurement Services, Service Complex Building, University of Louisville no later than **6/9/2025 at 2:00PM, EST**. If by separate letter, the following information must be placed in the lower left-hand corner of the envelope:

Solicitation No.:	RFP339-PSC
Title:	Marketing Partner - Name, Image, & Likeness (NIL) for Student Athletes to Third Parties
Due Date:	6/9/2025 @ 2:00PM EST

Authorized By:

Procurement Services	Emily Lush  Digitally signed by Emily Lush Date: 2025.05.30 13:32:03 -04'00'
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Receipt Acknowledged:

Company	
Signature	
Name (print)	
Date	