

PROCUREMENT SERVICES

PERSONAL SERVICES CONTRACT (PSC) REQUEST FOR PROPOSAL(RFP)

REQUEST DATE:	
DUE DATE & TIME:	6/6/2025 @ 12:00PM EST
SPEED TYPE:	A0235
DEPARTMENT NAME:	Athletics
DEPARTMENT CONTACT:	Sarah Foote
CONTRACT ADMINISTRATOR:	Emily Lush
CONTRACT ADMINISTRATOR EMAIL:	Emily.lush@louisville.edu

SERVICE REQUESTED (brief description)	Marketing partner to help drive NIL (Name, Image, & Likeness) revenue stream by marketing student-athletes to third parties.
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EMAIL OR MAIL PROPOSALS TO:

UNIVERSITY OF LOUISVILLE
ATTN: PROCUREMENT SERVICES, SERVICE COMPLEX BUILDING
LOUISVILLE, KY 40292

CONTRACT ADMINISTRATOR NAME: Emily Lush

EMAIL : emily.lush@louisville.edu

THE BOTTOM PORTION OF THIS FORM IS TO BE COMPLETED BY THE VENDOR AND SUBMITTED WITH PROPOSAL

Equal Employment Opportunity – All parties must be in compliance with executive order 11246 of September 24, 1965 as amended by executive order 11375 of October 13, 1967.

STATEMENT OF NON-COLLUSION AND NON-CONFLICT OF INTEREST

I hereby swear (or affirm) under penalty for false swearing as provided by [KRS 523.040](#):

- That attached Request for Proposal has been submitted without collusion with, and without any agreement, understanding or planned common course of action with, any other vendor of materials, supplies, equipment or services described in the Request For Proposal designed to limit independent competition.
- That the proposer is legally entitled to enter into the contract with the University of Louisville, an agency of the Commonwealth of Kentucky, and is not in violation of any prohibited conflict of interest, including those prohibited by the provisions of [KRS 45A.325](#), to [45A.340](#), [45A.990](#), [164.990](#), and [164.821](#) (7).
- That I have fully informed myself regarding the accuracy of the statements made above.

SIGNATURE:		PRINT NAME	
FIRM NAME:		ADDRESS:	
PHONE:		CITY, STATE, ZIP CODE:	
EMAIL:		WEBSITE:	

REQUEST FOR PROPOSAL COMPONENTS

1. SCOPE OF SERVICES:

Marketing partner to help drive NIL (Name, Image Likeness) revenue stream by marketing student-athletes to third-parties. Specifically, sourcing and closing third-party deals featuring student-athletes driven content. Will work with the athletics staff on areas of ideation, project management, content creation and fulfillment of NIL deliverables. Additionally, selected partner will help provide performance analytics back to third parties.

2. INFORMATIONAL BACKGROUND:

In the changing landscape of college athletics, the University of Louisville Athletic department is seeking a partner skilled in helping to identify new opportunities to drive revenue, expand partnerships and source athlete-focused deals with third-parties. All output will be student-athlete focused and any association with the master brand would be negotiated with multimedia rights partner. Ideally, this partner will work in lockstep with Athletics multimedia rights holder to maximize value return with existing partners while identifying new opportunities for the athletic department and student-athlete.

3. REQUIRED PROPOSAL SUBMITTALS:

- a. Proposed Cost:
 1. Monthly Retainer/Flat Fee and/or
 2. Percentage of Deals Secured
 3. Travel Expenses
 4. Other Expenses
- b. Experience:
 1. Resumes/Org Charts
 2. Previous Client Experience
 3. References
- c. Timeframe:
 1. Desired project length
 2. Timeline of phases/milestones

4. METHOD OF AWARD:

Cost:	30%
Experience:	50%
Timeframe:	20%
TOTAL	100%

5. DESIRED CONTRACT PERIOD:

Desired contract start and end dates are July 15, 2025 through June 30, 2026.

NO SERVICES ARE TO BE PROVIDED PRIOR TO THE START DATE INDICATED ON THE FULLY EXECUTED PSC (sample provided).

6. QUESTIONS:

All questions regarding this RFP are due by May 23rd at 12pm Eastern Standard Time and are to be emailed to (contract administrator name and email). Answers to all questions submitted in writing before the deadline above will be issued as an addendum to this solicitation and posted at [University of Louisville Active Bids and RFPs](#).

7. COMMUNICATION:

All communication with the University regarding this solicitation shall ONLY be directed to the Contract Administrator indicated on the first page of the solicitation. **Failure to do so may result in disqualification of submitted proposal.**