

Addendum 1

RFP for Sponsorship Right Holder

Contract Number DSU20012403-SPN

Questions and Answers

The work/ clarification/ answers listed in this addenda shall be considered part of the Bid/ RFP document for the referenced project/ product/ services, etc.

Below are questions and answers regarding subject RFP. All questions are written in black color font and the **answers are provided in red color font.**

1. **Question:** Request for prior consent to discuss the RFP with University employee "A".

We would like to discuss the RFP with University employee "A", who is an important member of our organization and has been so for several years as a play-by-play announcer and salesperson. Beginning this month, University's employee "A" also began teaching a single course at DSU as an adjunct professor. We do not expect University employee "A" will have any role in DSU's decision-making process related to this RFP and thus see no material conflict of interest.

Your section 1, part D, requires consent prior to discussing this RFP with any University employees. We would appreciate that consent for University employee "A". **Answer: This will be allowed per the RFP.**

2. **Question:** Questions about the scope of work:

- a. Can you please provide clarity about the venues and duration of the naming rights to be offered to sponsors? Please note that negotiating naming rights contracts generally requires extended relationship-building and discussion with counterparties, and it is common for resulting agreements to be extended length, as well.
- b. Can you please help us understand what is meant by Athletics digital network inventory, and provide a current inventory?
- c. Can you please describe the scope of athletics game day and community engagement sponsorships? Can you please provide examples of current activity in this category? **Answer: "a" The duration for naming rights would be in conjunction with the term of the RFP. Naming rights for venues can be extended as long as it mirrors the agreement of the RFP. "b" Digital network inventory would include any advertisement that can be displayed on digital platform's such as: videoboards and mobile apps. We do not have a current inventory list. "c" Mission BBQ "Hero of the Week" would be an example of a community**

engagement sponsorship. This would be the lone community engagement sponsorship we currently have.

3. **Question:** Questions about Approach to Services:

- a. Is a process currently defined or foreseen for coordinating efforts of the RFP service provider with other DSU fundraising efforts? If so, can you please describe it.
- b. Is there an explicit (or implicit) code-of-conduct or other regulation, guideline, or any other constraint that would limit the service provider's ability to deliver products or services within the scope of work, or to delivery of services or products to any current or future clients (beyond legal regulations applicable to any commercial transaction involving any US university)? If so, please describe these.
- c. Is there a process currently defined for delivery to the eventual client of the RFP'ed services and/or products to be sold? If so, please describe this.
- d. The RFP Bid / Pricing Sheet only includes "Percent for University" and "Percent for Rights Holder". Are you open to other fee structures, in particular the inclusion of fixed, per-year fees paid by DSU as part of the profit sharing? If so, please help us understand how such alternate structures would impact the attractiveness to DSU of the bid. **Answer: a. A process is not currently defined for coordinating with other DSU fundraising efforts, but that can be revisited once the awarded RFP'ed is onboarded.**
b. Service provider must abide by code-of-conduct for Delaware State University and the NCAA when it comes to delivery of services or products.
c. There is no current process for the deliverables to the eventual client.
d. We will stick with the profit sharing model throughout the duration of the agreement. We are open to "start-up" costs during the initial year.

4. **Question:** Questions about current DSU Activity in the scope of RFP'ed work:

- a. For each of the past five years, what are the DSU revenues and number of clients for each of the sponsorship activities listed in the RFP scope of work?
- b. Can we please have a current price list for each of the products / service categories within the scope of work? **Answer: a. Generally speaking, corporate sponsorships revenues are between 30k-50K each year. b. There is no current price list for the products/services within the scope of work.**