

**RFP No. 01032024**

**Q&A #1**

Q: **Are Vendor Registrations required at the time of the RFP Proposal Submission or are they to be completed and submitted once the business is Awarded?**

A: Vendor registration is not required in order to submit a proposal. However, we recommend to begin the process before the business is awarded, as it can take some time.

Q: **What role, if any, will Athletics play in the process? Are they a key stakeholder group?**

A: Although the RFP does not include Department of Athletics assets or IP, Razorback Athletics and its licensing partner (Learfield) will be consulted prior to any award.

Q: **What Learfield product/service categories are currently precluded from University-wide partnerships in competing categories?**

A: The Learfield agreement applies to the university as a whole. The following sponsorships would be considered competing categories and are subject to change over time pending prior review and approval of any new agreements:

* Pouring Rights (Exclusive)
* Isotonic (Exclusive)
* Energy Drinks
* Coffee including retail (Exclusive)
* Casino
* Banking and Financial Services
* Insurance
* Automotive (Exclusive for trucks)
* Alcohol
* Trucking
* Broadband Internet (Exclusive)
* HVAC (Exclusive)
* Secondary Tickets (Exclusive)
* Carwash (Exclusive)
* Certain Athletic Equipment, Footwear and Apparel (Exclusive)
* Rings, graduation regalia, diploma frames and announcements (Exclusive)

Q: **Is Learfield willing to explore expanding current Athletics categories to include University-wide assets if it provides incremental revenue to the University?**

A: Learfield would be interested in expanding into select universitywide assets that would be mutually beneficial and align with their target market.

Q: **Proposed strategy shall be completed within 5 months, however on page 8 the contract Term is for an initial period of one (1) year. Can you please explain the difference?**

A: The contract term of one year is part of the university’s standard terms and conditions in general, however the expectation is that this specific work be completed within the 5-month timeframe.

Q: **Does UA have a committee or stakeholder group who will oversee the project?**

A: There is a group evaluating responses to the RFP, however the university will identify appropriate stakeholders to oversee the project itself at a later date.

Q: **Will Consultant have one point of contact to gather the high-target asset inventory lists across multiple departments for valuation?**

A: The RFP respondent is expected to gather the information in order to identify these assets, and the university will consult with the awarded vendor to determine how to best structure work processes after selection.

Q: **Can UA please explain their understanding of the differences between sponsorships, preferred partnerships, and/or naming rights?**

A:

* + Sponsorship: An individual or organization that funds an event in return for advertising
  + Preferred Partnership: An agreement between the university and a vendor, wherein the vendor gives the university certain benefits such as funds or discounts in return for recognition
  + Naming Rights: Allows for a vendor to purchase naming rights for a space, object, location, program or event for a defined period of time

Q: **Are Athletics naming rights granted to Learfield or part of this project scope?**

A: Naming rights for Athletic Facilities are excluded from the RFP.

Q: **Does UA have a rough estimate of the number of high-target assets to be valued?**

A: The quantity of high-target assets is expected to be identified as part of the services provided after the business is awarded.

Q: **What additional permits/licenses in the State of Arkansas are required for this project?**

A: The awarded vendor will be responsible for determining any additional permits/licenses needed for any services performed.

Q: **Are Background Checks required at the time of RFP Proposal Submission or are they to be completed and submitted once the business is Awarded?**

A: Background checks are to be completed and submitted once the business is awarded.

Q: **Is proof of Insurance Coverage required at the time of RFP Proposal Submission or is it to be completed and submitted once the business is Awarded?**

A: Certificates of Insurance are requested as part of the proposal response – please refer to Section 11, fourth paragraph, last sentence.

Q: **Please define what UA means by Market Segments in this context? Is it referring to the category list on Page 6, 3.1.1?**

A: Yes, it is referring to the referenced category list.

Q: **It’s our understanding that this engagement would include the actual selling of the assets?  Is that correct or would we only be doing the asset identification, evaluation, packaging, contract creation, and assisting on negotiations (basically everything EXCEPT for creating leads lists and doing outreach)?**

A: The awarded vendor is expected to provide the services outlined under *Requirements and Deliverables*, per the terms of the RFP. This includes asset identification and inventory, asset valuation, revenue generation, development planning, and establishment of universitywide corporate partnership structure.

Q: **Will there be office space provided for any staff that sits in Fayetteville?**

A: The university will consult with the awarded vendor to negotiate workspace details following the selection process.

Q: **What department inside the University will be the main point of contact?**

A: The Division of Student Affairs

Q: **Would you have time for a quick phone call for us to ask just a few logistics questions?**

A: Section 9.1 of the RFP requires all questions to be asked in writing via email, and they will be answered in a Q&A document (such as this)