

Saint Cloud State University RFP for Athletic Sponsorships, Corporate Rights and Multimedia Rights

ADDENDUM NO. 3

The Proposal due date Monday, October 4, 2021 by 3:00pm CT will change as a result of this Addendum and is listed below.

CLARIFICATIONS/QUESTIONS:

Updated timeline (changes are underlined):

Friday, September 10, 2021	Publish RFP notice at minnstate.edu/vendors
Monday, September 20, 2021 3:00pm CST	Virtual pre-proposal vendor conference via Zoom
Friday, September 24, 2021	Deadline for RFP questions
<u>Friday, October 15, 2021</u>	Answers to RFP questions on web site
<u>Monday, November 8, 2021 by 3:00pm CST</u>	Deadline for RFP proposal submissions
<u>Tuesday-Friday, November 9-26, 2021</u>	Review RFP proposals
<u>Tuesday-Friday, November 9-26, 2021</u>	Meet with individual responders
<u>Friday, November 26, 2021</u>	Complete selection process and initiate contract
<u>Friday, December 31, 2021</u>	Desired goal to finalize contract

1. The RFP repeatedly states “football” as part of this agreement, since the University does not currently host Football as a school sponsored sport, is this a typo? **Yes, this is a typo as SCSU no longer has a football program. Any mention of football or golf teams should be stricken and please note men’s soccer has been added.**
2. Has the concession or food service vendor ever provided in-kind services for hospitality areas or a cash investment directly to the multimedia rights contractor? If so, please detail the arrangement in 2018-19, 2019-20, and 2021-22. **Yes, Chartwells, our university food service partner, has partnered with our current Media Rights partner to supply meals in the Husky Den in the HBNHC for home men’s hockey games. Our current Media Rights partner holds the specific details of that agreement, but in general I believe we received free meals for Husky Den “members” in return for free advertising for Chartwells.**
3. Does St. Cloud State plan to further adjust its sponsored sports in the near future? **No.**
4. Can you provide us with a full list of available athletic department-controlled inventory for sponsorship and advertising opportunities? **Please see Exhibit H of RFP.**
5. Can you provide your current sales/marketing collateral? **Normal social media – Facebook, Twitter, Instagram, etc.; 2 website – athletics website and ticketing website;**

KVSC student radio station and good relationship with nationally renowned Husky Productions on campus TV production; Side Arm streaming of DII sports (via Blue Frame).

6. Can you provide clarification as it relates to trade/barter contracts? Our current Media Rights partner has some deals that instead of the vendor paying cash they supply free product, like team meals or hotels rooms for recruits, to SCSU Athletics. In our current Media Rights contract we had (pre-COVID) set parameters on what type of “trade” is accepted and at what monetary levels.
7. Where does St. Cloud State currently stand as it relates to eSports strategies and is that component sellable to the MMR holder? eSports is a recognized growth category and SCSU is currently exploring how best to implement this into our overall campus portfolio going forward. Decisions have yet to be finalized as to which department on campus will manage this group, where it will be housed, etc.
8. Is St. Cloud State requiring an on-site general manager to handle local/regional sales? Yes, that is expected.
9. Is an annual monetary guarantee a requirement to participate in the bid? Are you accepting other business models? An annual guarantee is not required, each vendor may submit their proposal as best they see fit, but a guarantee is preferred. In addition, SCSU desires the vendor to manage the contracts, billing, payment collection, etc.
10. What's the annual athletic marketing budget? Approximately \$50K to \$60K to cover the items not included in the Media Rights agreement. When promising opportunities develop we also have the potential to use Foundation funds for additional spending.
11. Are there any categories that are already exclusive due to donors or pre-existing partners? Viking Coca Cola is the university pouring rights partner, Chartwells is the food service provider, DI hockey has an equipment/gear/apparel agreement with CCM, the DII sports have an equipment/gear/apparel agreement with BSN. Our ticketing partner is Audience View. The university manages the bookstore partnership. NCHC.tv is the streaming partner for men’s hockey. The Big 10 is the streaming partner for women’s hockey. For DII sports under the NSIC, we use Side Arm for streaming services via Blue Frame. Any outside party we do business with oftentimes will need to be a registered MinnState vendor, which basically entails logging into the purchasing system and recording your company’s name, address, Tax ID number. Of note, we are close to a new RFP for our licensing/royalty partner and close to RFP to outsource our some of our Athletic Training / Medical Services.
12. What are the athletic department’s annual revenues and expenses?
 - a. Can this be broken down by category? (e.g., marketing, ticketing, concessions, etc.) Per our FY20 EADA financial reporting submission, our total revenues and expenses equal \$10.8M for the 2019-2020 academic year.
13. How many events are held in each venue annually? Following are varsity sport season averages for home games: men’s and women’s basketball have about 15 home games each per year in the main Halenbeck Hall gym, men’s and women’s hockey have between 17 and 20 home games each per year in the HBNHC, men’s and women’s soccer have about 10 home games each per year in the Husky Stadium, softball has

about 30 home games per year split between the Husky Stadium Dome and Selke Field, men's and women's swim/dive have about 7 home meets each per year in the Husky Pool, volleyball has about 12-13 home matches per year in the main Halenbeck Hall gym, wrestling has about 9-12 home meets per year in the main Halenbeck Hall gym. We host multiple summer camps in all venues – Halenbeck Hall, Husky Stadium, HBNHC, the Fieldhouse (Campus Rec gym) in sports like boys/girls basketball, volleyball, wrestling, youth hockey, etc. We are the home ice sheet for St. John's University Hockey in the HBNHC and for Cathedral High School football and soccer in Husky Stadium. We host high school regional football, basketball, soccer, and la crosse playoffs regularly. We host other high school sports in all venues as requested/availability allows. The university intramurals and student organized club sports use the same venues as our varsity sports.

14. Are venues accessible to be rented out to area high schools/local communities? **Yes, and often are rented out.**
15. Are any facilities saleable for naming rights opportunities? **That would be something we would be open to discuss, but the university would be involved in that decision, not just Athletics.**
 - b. Are any club/suite areas available for naming rights opportunities? **That would be something we would be open to discuss, but the university would be involved in that decision, not just Athletics.**
16. On the video scoreboard, how often can St. Cloud State play video ads for sponsor brand? What's the duration each time the video ads are displayed? - (Ice Hockey / Basketball) **As many as you can fit into pre-game and during breaks, time permitting.**
17. How many concourse displays would be permitted per sponsor? (Ice Hockey/Basketball) **Traditionally, 7-10 for hockey and 4-6 for basketball. To date this has not been an issue.**
18. How much dasher board inventory is available per sponsor? (Ice Hockey) **60 spots.**
19. How many PA announcements could be dedicated to sponsors in total? **No set number has ever been determined, we've had opening available; again time permitting.** (Ice Hockey/Basketball/Baseball)
20. What's the average attendance for each athletic program? **FY20 numbers tracked and available (we just switched ticketing systems): Volleyball = 370 avg attendance for 13 home games; Wrestling = 309 avg attendance for 4 home meets; Men/Women Basketball (combined) = 1,300 avg attendance for 15 home games; and Men's Hockey = 4,485 avg attendance for 17 home games.**
21. How many regular and VIP tickets can the school offer to a sponsor? What's the price of each ticket/VIP ticket? **Current base rates are \$425 per seat for men's hockey corporate sponsors, and \$175 per seat for men/women basketball (combined) corporate sponsors. The actual contracted price and quantity of seats sold is the proprietary proper of our current MMR partner; and those terms are based on the individual corporate partner contract negotiations.**
22. How often does the athletic department hosts VIP events (banquet) throughout the year? **Bi-annually we host our Hall of Fame banquet, annually we host our Senior Send-Off event (year in review, celebrate awards, achievements, championships), we host**

celebrations for national championship teams and for teams reaching a high level of achievement (ex. Frozen Four). Each team holds their own year-end banquet, usually off-site at a corporate partner restaurant. The Husky Den, a large gathering space in the front of the HBNHC can be rented out by campus or third party vendors to hold meetings, banquets, etc.

23. What is the rental rate for the ice hockey and basketball venues and how many times can the school provide access to these facilities to the sponsor? Rentals are available after the priority of varsity sports, contracted outside collegiate sports, and contracted area high school sports needs are fulfilled. No special arrangements are made for sponsors, available spaces are rented on a first-come first-serve basis. Ice sheet rental rates range from \$185/hour to \$195/hour depending on season; rental rates for the main gym, fieldhouse, stadium/dome range from \$150/hour up to \$400/hour depending on venue, season, time and date, etc.
24. What's the viewership numbers for St. Cloud State ice hockey games on NCHC.tv? The report provided to us does not include viewership totals, but for FY20 SCSU received the 2nd largest payment share behind only UND. Historically, SCSU is in the top 3 in NCHC.tv viewership revenue sharing, UND holds the top spot and SCSU or UMD are 2nd or 3rd.
25. How many events are available for air on local linear/RSNs? (e.g., Bally Sports North) Each home series is televised by Fox Sports Plus and the games moved to CBSSports is a conference decision.
26. How much advertising inventory is withheld to St. Cloud State on NCHC broadcasts? This is the proprietary property of our current MMR partner; and those terms are based on the individual corporate partner contract negotiations.
27. How many ads are in the game program and what is the total potential inventory that can be sold? COVID forced us to go to all digital programs which we will maintain going forward; since it is a digital platform there is really no limit to the number of possible ads sold. Last year, we only sold sponsors for MHK programs. 13 logos were included in those programs.
28. Does the athletic department control the pre-roll and mid-roll video ads for all home events on NCHC.tv? No, to the pre-roll, but once the stream starts our internal broadcast is used which hold our ads. This is the proprietary property of our current MMR partner; and those terms are based on the individual corporate partner contract negotiations.
29. Does the school control any of the 30-second commercial units on NCHC.tv? And how many of the units can be offered to each sponsor? See #28 above → No, to the pre-roll, but once the stream starts our internal broadcast is used which hold our ads. This is the proprietary property of our current MMR partner; and those terms are based on the individual corporate partner contract negotiations.
30. How many events annually air on radio? Does St. Cloud State athletics control all audio inventory during broadcasts? I believe all ticketed events air on the radio between a combination of our MMR agreements or via student radio; all 34 men's hockey games aired over the radio with our corporate partner, and other specifics are the proprietary

property of our current MMR partner; and those terms are based on the individual corporate partner contract negotiations.

31. Is their flexibility on outsourcing staffing for coaches shows on-campus to students, local broadcasters? **Currently, coaches shows are held at a corporate partner establishment and the staffing is outsourced to a media corporate partner. Future plans could be open for negotiation to winning RFP vendor.**
32. What's the total number of page views for other St. Cloud State athletics on athletic department website? **Accessing the last 30 days: 188,356 total views / 6,278 views per day.**
33. Can you provide any details on St. Cloud State athletics current licensing agreements? **We currently partner with CLC but are looking to go to RFP soon.**
34. Is there flexibility on providing a look-in at any point within the five (5) year contractual period? **The contract has parameters for reviews and opt-outs for both sides of the agreement. If additional or specific language is desired that would be part of the negotiating with the chosen vendor to the RFP.**
35. Please provide the terms and a copy of the agreement that the University has with the current Multi-Media Rights provider. **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request.**
36. Please provide a copy of the final settlement/royalty report for the last three fiscal years with the current Multi-Media Rights provider. **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**
37. Please provide any detail on any revenues excluded or carved out of current MMR provider's annual Revenues. **This is the proprietary property of our current MMR partner.**
38. Please identify if any of the above revenue lines are included in the current MMR holder's agreement. In addition, please identify which revenue line items will be included in the new MMR holder's agreement. **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner. Future contract details will be negotiated between the university and the chosen RFP responding vendor.**
39. Outside of the current MMR holder, are there any other third parties that have the opportunity to sell advertising/sponsorship inventory? **No, not concerning athletics. Upon mutual consent with current MMR partner, Athletics does have some manage some deals on our own, usually smaller long-standing deals the current MMR partner is not interested in.**
40. Please provide a list of sponsors and investment level (cash and trade) for each of the last 3 fiscal years. **This is the proprietary property of our current MMR partner.**
41. Please provide total cash revenue to date for the 2021-22 fiscal year. **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner. Athletic generated revenues would be mainly tickets sales and any camps / fundraising activities completed YTD.**

42. Please provide total barter revenue to date for the 2021-22 fiscal year. **This is the proprietary property of our current MMR partner.**
43. In addition to the Pepsi pouring rights deal, please identify any category exclusivities and how many years remain on those agreements. **We partner with Viking Coca Cola, not Pepsi. This request would need to follow the open records process previously mentioned.**
44. Please identify any restricted categories (i.e., gaming, tobacco, etc.) **Restricted categories would include, but not limited to: advertising of alcohol (Alcohol on Campus policy); weapons, which could include stores that sell weapons – check in advance for approval (Respectful Workplace policy); gaming/gambling unless is it a legal activity like the MN lottery; businesses with past/current history of mistreating students/interns – which would be a case-by-case basis; sponsors who promote exploitive images of women such as gentlemen’s clubs or strip clubs; caution must be used with political advertising; tobacco and other tobacco delivery devices are not permitted; advertising that goes against the contract of an existing exclusive vendor would be prohibited (i.e. possibly food or beverage vendor contracts); and any advertising that includes copyrighted material, images obtained without consent, false advertising, or anything else that goes against city, state, or federal laws.**
45. 2021-22 forecast of all additional related revenue (gross and net) that would be included in a sponsorship and multi-media rights partnership as well as the terms and detail for 2019-20 and 2018-19. **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request.**
 - a. Game Program Sales **Provided free on our app and website.**
 - b. Official Athletic Website Revenues (those that will be included in partnership – i.e., subscriptions, auctions, etc.) **Not applicable.**
 - c. Rights Fees (radio affiliates, television, mobile audio/video content) **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**
 - d. Post-Season radio revenue billed to sponsors **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**
 - e. Other
46. Identify if any of the current corporate sponsorships are tied to a broader partnership or business relationship with either the Athletic Department or University (office supplies, banking, pouring rights, etc.). **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**
47. Please provide detail on all forecasted property expenses for 2021-22 and actuals for 2019-20 and 2018-19 as reported from the current multi-media rights holder. Expense areas may include: **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**

48. Operational Expenses: **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**
- a. Signage Production (design, printing, installation)
 - b. Promotional Merchandise
 - c. Official Game Day Program (print & design)
 - d. Print (schedule cards/posters, flip cards, calendars, etc)
 - e. Equipment Rental (signage units, radio broadcast units)
 - f. All Other Expenses
49. Media Expenses: **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**
- a. Radio Market Clearance (per each sport and coaches show). Please provide a copy (copies) of radio affiliate contracts related to game day and coaches show broadcasts
 - b. Line Transmission
 - c. Engineering
 - d. Digital/Internet/Streaming
 - e. Television Production (sporting events and coaches shows)
 - f. Broadcast Talent/Crew
 - g. Talent Travel (all air, hotel, meals, car rental, cabs, etc.)
 - h. Other
50. Identify any Coaches Fees that are related to and charged to the current sponsorship and multi-media rights program. **No coaches fees are charged to the MMR agreement.**
51. Please identify all endorsement agreements that current Head Coaches have under contract with outside businesses. Please include the expiration date of these agreements and the fee paid to the respective coach by each entity. **No coach has an endorsement agreement, all agreements are at the department level.**
52. Detail all expenses directly tied to corporate sponsorship agreements that are NOT included in the identified gross corporate sponsorship revenues. (i.e., if the value of the tickets included in an agreement is not deducted from the gross revenues, this number should be \$0). **This is the proprietary property of our current MMR partner.**
- a. Tickets
 - b. Suites
 - c. Premium Parking
 - d. Donations/Memberships
 - e. Other Tickets (i.e., Conference Tournaments)
 - f. Other
53. Please identify all expenses or information tied to the personnel currently assigned to the corporate sponsorship and multi-media rights program including any University personnel expectations. **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**

- a. Personnel: Please identify the number of people assigned to the project as well as the titles and any compensation information if available.
 - b. Office Expenses
 - c. Telephone
 - d. Computer
 - e. Postage & Delivery
 - f. Office Supplies
54. Does the Athletic Department currently utilize LED center court, LED arm stanchion and/or baseline signage units during its home basketball games? **Not applicable, we have no LED boards.**
- a. If so, please identify which units.
 - b. If so, does the University own the unit?
 - c. Please provide the size of any units currently being utilized in this capacity
55. Is the Athletic Department open to producing only Digital Game Day Programs in the future? **We already only provide digital game day programs, via our app or website.**
56. Who is the current flagship radio station and affiliates? What are the terms of this agreements and any associated costs? Can you provide a copy of the agreement? **Leighton Broadcasting, KNSI. Beyond that information: As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**
57. Does the University currently own all the radio equipment needed for any broadcasts or is this owned by the current MMR holder? **KVSC, the on-campus radio station, the university owns the equipment; for the MMR partner, Leighton/KNSI, they own their equipment.**
58. Please provide a copy the SideArm website provider agreement and/or terms of the current agreement. **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request.**
59. Please identify any expenses (i.e. tickets, parking, suites) that the University would allow to be deducted from gross revenues. **This would become part of the contract negotiating for the winning vendor.**
60. Please provide a breakdown, by sport, of the number of season, individual or group tickets and parking currently utilized by the MMR holder/in sponsor agreements. **As a state entity, an open records request needs to be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.**
- a. Please provide the pricing, at face value, associated with the above
 - b. What is the overall value that the current MMR holder pays for all of these tickets and parking passes?
 - c. Please provide detail on the current tickets, parking passes and suites that are utilized but not charged to the current MMR holder
61. Does the Athletic Department currently have copies of all current sponsorship agreements for their own reference? **Future-state: this would be a point of contract negotiation, though desired, if only to best support fulfillment of terms with our corporate partners. Current-state: As a state entity, an open records request needs to**

be submitted to our legal department to fulfill this request. And/or this is the proprietary property of our current MMR partner.

62. Does the University plan to build or renovate any of its sports venues in the near future? If so, please provide detail of the venues and the timeline to start or complete any respective project of this nature. Several capital-planning projects are currently in discussion, funding being a major decision-point as to their individual timelines. An incomplete list, for example only, might include: Audio/Visual and scoreboard in the HBNHC; scorer's table and scoreboard in the main gym, refurbish sound system in the main gym, new floor in the fieldhouse, new dome covering for the stadium, replacement of turf field in the stadium. We also always look for funding on projects of continued improvement for items such as locker rooms, etc.
63. Do the current University athletic facilities host any major events that do not include the Athletic Department's sport teams? (i.e. High School Championships, Concerts, Commencements) Yes. Our venues are used for USA Hockey camps in the summer, MSHSL (MN State High School League) weekly games and regional playoffs games. St. John's University uses the HBNHC as their home ice. Several of our own teams hold summer camps in our venues. Various groups, including some colleges, use our Husky Dome for games and practices. SCSU Intramurals uses our facilities.
64. Given the investment necessary for a multi-media rights partner to appropriately and successfully launch a partnership with a university, an initial term longer than that detailed in the RFP would be financially and logistically advantageous to the University. May the prospective rights holders advance a proposal with longer initial and renewal terms, which is more in line with University Multi-Media Rights industry standards? Any vendor can submit their proposal as best they see fit, though as a state entity we have protocols we must follow and may be limited in which plans we can agree to.
65. Section 1.1 of the RFP provides that a contract resulting from the RFP will be available for use by all Minnesota State institutions. Will the successful vendor have the option not to enter into a contract or not to provide services to a Minnesota State institution other than St Cloud University? The successful vendor will have an option not to enter into a contract with other Minnesota State institutions.
66. Section II, 2.2 par 11 states that the contracted services does not include the footwear and apparel categories unless otherwise agreed upon and then lists 5 bulleted items including exposure on team uniforms, licensed products, tickets ,parking passes and recognition on the University website. Please clarify how the 5 bulleted items relate to the exclusion of the footwear and apparel categories. While difficult to decipher, I believe this essentially means the 5 bulleted items are also excluded from this agreement unless future arrangements are negotiated. Exposure on team uniforms, Licensed products, Ticketing, Parking Passes, and Recognition on the University official website are exclusive of this RFP at this time.
67. Please clarify whether a vendor that does not have more than 40 full time employees in Minnesota on any single working day in the last 12 months but does have more than 40 full time employees in another state is required to obtain a Minnesota Equal Pay Certificate. The requirements in Section 3.12 and Exhibit D of the RFP and section 23 of

the sample contract in Exhibit J seem inconsistent. **If the contract is awarded to a company does not employ more than 40 full time employees in Minnesota on any single working day in the last 12 months they will not be required to obtain a Minnesota Equal Pay Certificate.**

68. The RFP references Attachments A – D which are not included in the PDF. Can you please provide these? **This was an error on our part. Attachments A-D are included as Exhibits G-I. There was not an Attachment D in the original document.**
69. May the Offeror ask any follow up questions based upon the responses the University provides to our submitted questions? **We will not accept any further questions. Any further discussion would occur after receipt the RFP Responses.**

The above ADDENDUM shall be attached to and become part of the bid. Receipt of this Addendum shall be acknowledged by including it with the bid. Failure to do so may subject BIDDER to disqualification.

END OF ADDENDUM NO. 1