

Attachment A

Vendor Question

- 1 Is a word document available of the Financial submittal page?
- 2 What is the possibility of having the signage at the Cajundome included?
- 3 Who controls advertising at the Cajundome?
- 4 Are additional details regarding the replacement LED marquis on Bertrand and on Cajundome/Johnston corner available?
- 5 Are traffic counts available for Bertrand and Cajundome/Johnston signs?
- 6 Are revenue amounts available for current signs?
- 7 Is there signage behind home plate at Russo Park/Tigue Field?
- 8 What is the current campus concession agreement and merchandising agreements? Will they be included in the future?
- 9 Who sells the tailgating spots?
- 10 How is merchandising currently handled.
- 11 Is the layout of the Cajun Field scoreboard up for discussion.
- 12 What is the age of the scoreboard in Cajun Field?

Response

- Yes. It is attached to this email.
- The Cajundome static signs are the property of the Cajundome, which is a separate entity. There are a range of opportunities that include a future amendment of the Cajundome agreement with UL Lafayette. LED signs at the Cajundome are included in SFO.
- The Cajundome Commission controls all advertising at the Cajundome. As stated in the SFO, winning MMR will have the opportunity to sell sponsorships during home basketball games.
- The university and the city are currently working through the logistics. The signs should be in place fall 2017. The billboard specs will be 14' 0" x 48' 0", double sided LED with the ability to parse each LED board into 4 blocks.
- The Traffic counts for said areas average roughly 60k impression per week. Please see "Bertrand Congress Billboard Demographic Sample" Attachment B for more detail.
- See Attachment C.
- Currently the pads behind home plate do not have signs, but inventory is available.
- Concessions and Merchandising is not included in this solicitation but there may be an opportunity for discussion with the awarded contractor in the future
- Ragin Cajuns Athletic Foundation
Merchandising is handled by UL Lafayette.
- Yes.
Installed in 2014.

- 13 Can liquor and spirits be sponsored? Yes for marketing exposure but not for naming rights.
- 14 Are sales numbers available for season tickets and regular tickets for all sporting events? See Attachment D.
- 15 Are the naming rights of the APC available? No - they are committed, naming ceremony to take place in Oct or Nov of 2017
- 16 What is the size of Blackham? 5,500 is the seating capacity for basketball.
- 17 What constitutes University Property? See attachment E; highlighted items are not controlled by the University.
- 18 What is the seating capacity of sports venues? Cajun Field - 36,900; Cajundome - 12,300; Russo Park 4,650; Lamson Park - 2,790; Earl K. Long - 1,000; Cajuns Track/Soccer Facility - 5,000
- 19 Is there exclusivity on permanent signage? No.
- 20 Are pouring rights exclusive? Coke has the exclusive pouring rights for UL Athletics
- 21 Is ticketing at the Cajundome separate? Ticketing is not part of this MMR SFO. Ticket operations is currently handled by Cajundome.
- 22 What is the timeline for the LED sign at Blackham? Mid-October, 2017
- 23 Are tailgating spot layouts available? Yes - see Attachment F.
- 24 Will the new MMR vendor be required to "buy" current ticket sponsorships as they expire? The MMR will be responsible for purchasing tickets that the MMR includes in their sponsorship agreements. Tickets will be provided at fair market value.

SECTION 1.7 – RESPONSE FORMAT

- 25 1. Criteria 1, Section C: The University asks for financial reports on the company. Due to confidentiality concerns, we are hesitant to submit this information as part of our proposal. We would like to propose to show this information to Louisiana in-person, should we be selected for an on-campus presentation. Will this solution satisfy Louisiana's needs related to financial reports? The reason for our concern is that in past situations, this information has become public even when following all confidentiality protocols instructed by the University.
- Change Criteria 1, Section C to the following: Offerer must provide sufficient public information regarding the financial capability of Offeror's organization to successfully carry out the requirements of this SFO and the financial capability of any proposed partners (if separate firms). This can be in the form of financial reports, CPA statements, or Financial Institution reference letters, Credit Reports, audited financial statements or non-audited financial statements.

- 26 2. Certification Statement: Is filing out Attachment B all the Offeror must due to satisfy the requirements of this section? It states the signer should provide evidence of his/her authority. What type of evidence would Louisiana like to see? In the case of corporations, a Board Resolution indicating that the person signing has the authority to do so. Formal signature authority signed by the President of a private company is acceptable evidence.
- 27 3. Criteria 2: This section asks for information related to sales efforts for the Cajundome, campus-wide marketing and concessions. Is it correct that our financial response should be based on multi-media rights only and not related to these additional opportunities? Offering up sales & marketing concepts for the Cajundome, the campus and concessions is helpful but optional. Same with financials for these optional opportunities.
- 28 4. Criteria 3: Please detail the types of sample products Louisiana would like the Offeror to provide with their response. The term "products" should be replaced with "campaigns and sales materials"
- 29 5. Criteria 4: Regarding the “Annual Property Financial Statement”, is the University asking for a sample/example of what the Offeror provides to other partners annually or a specific Pro Forma based on the Louisiana partnership? A specific Pro Forma should be provided based upon the UL Lafayette partnership.
- 30 6. Criteria 4.2.a.i: Does Louisiana currently have an in-house production facility? If not, has Louisiana received any estimated expenses to build out such a facility? UL Lafayette currently has very limited production facilities, and is in the process of estimating expenses for developing these facilities going forward.
- 31 7. Criteria 4.2.b.i: Please list your priority items related to new LED equipment. Also, please provide any renderings or quotes you have received to replace such video/LED equipment. Basketball LED scorer's tables, new football videoboard capabilities, new baseball videoboard capabilities, new softball videoboard capabilities, and other sport venues

SECTION 1.34.2 – TERMINATION FOR CONVENIENCE

- 32 1. Is Louisiana open to discussing the removal or adjustment of the Termination for Convenience clause? The Offeror is expected to make a significant financial investment during the start-up phase of this agreement and this clause adds significant risk to such an investment. Yes. Section 1.34.2 has now been deleted.

PART II – UL LAFAYETTE ATHLETIC MULTI-MEDIA RIGHTS INVENTORY

- 33 1. Coca Cola pouring rights is an excluded category. Are the multi-media rights assets included in the pouring rights agreement also excluded or are they part of the SFO and the Offeror will receive revenue for such inventory? How is the category defined and what specific categories beyond carbonated beverage are excluded (i.e. juice, tea, water, coffee, milk, isotonic, energy, protein, etc.)? As the current pouring rights agreement moves closer to expiration, UL Lafayette will discuss the potential for the winning offeror to be included in the partnership.

PART III – UL LAFAYETTE ATHLETIC MULTI-MEDIA RIGHTS PROGRAMMING INVENTORY

Radio:

- 34 1. Which sports do you currently broadcast on the radio? Please detail which sports you currently broadcast vs. which sports you do not broadcast but would like the Offeror to do so moving forward. 3.1 & 3.2 list the sports that UL Lafayette wants to broadcast on radio going forward –3.1 are mandatory, 3.2 offers
- 35 2. Please detail the following for each sport that Louisiana currently broadcasts (broken down by each sport):
- Number of games aired
 - Stations that carry the game
 - Outline all costs, including:
 - o Clearance fees (please break down by affiliate):
 - o Talent (please break down by each individual):
 - o Travel:
 - o Production:
 - o Equipment:
 - o Telephone:
 - o Satellite:
 - o Other:
- 36 3. Does the broadcast team currently travel with the team when there is a charter flight and will that continue moving forward (and at what cost, if any, to the Offeror)? Radio talent travels on football charter flights
- 37 4. What other ancillary programming is carried (coaches shows)? Are these 30 or 60-minute broadcasts? Please detail all costs related to such shows and detail number of shows per year for each sport. 60-minute coaches shows for football, men's basketball, baseball. Some previous years have also included women's basketball and softball
- 38 5. Are there any radio rights limitations for digital distribution? No limitations on radio rights for digital distribution except for those that may be imposed by the Sun Belt Conference

Television:

- | | | |
|--|--|---|
| 39 | 1. Please detail what sports and coaches shows you currently air on TV (over the air, cable, PPV, etc.). Do you expect additional TV content to be aired by the Offeror (including live events and coaches shows) on top of what you currently produce? If so, which sports are in addition to what you are currently doing? | Currently sports our games are not broadcasted on local television. Currently working with a local tv station for the upcoming season to produce a weekly show (magazine format) and potentially game broadcasts. This agreement would expire at the end of the 2017-18 season. |
| 40 | 2. Are coaches shows sport specific or “all sport” focused? How long are the shows? | All sport |
| 41 | 3. Are there any clearance requirements for television broadcasts? | All programming is required to be cleared throughout the Lafayette Marketplace |
| 42 | 4. Outline all costs associated with television broadcasts you currently produce and distribute, including: <ul style="list-style-type: none"> o Clearance fees (please break down by affiliate): o Talent (please break down by each individual): o Travel: o Production: o Equipment: o Telephone: o Satellite: o Other: | <p>University incurs no costs for television broadcasts</p> |
| 43 | 5. Please detail any limitations on distribution of these shows based on conference television agreements or otherwise. | No limitations on the distribution of coaches shows. |
| PART IV: UL LAFAYETTE ATHLETIC PRINT INVENTORY | | |
| 44 | 1. Who will be responsible for layout and design of the programs? | UL Lafayette will be responsible for layout and design of programs. |

- 45 2. Please provide quantities that must be printed for all game programs. Historical data: Football--For the season - 14,250; Per game respectfully 3500, 3500, 2,000, 3250, 2000 for the 5 games in 2017
Volleyball--For the season 1,100 season, Per match 100, x 8 matches + 300 tournament
Soccer--For the season - 800, 100 x 8 matches
Basketball--For the season - 17900, between 150 - 1500 depending on the game
Softball--For the season - 10,400--300 per game or 1500 per series
Baseball--For the season - 48,000--2,000 per game, 6000 per series
- 46 3. Does Louisiana envision separate programs for men's basketball and women's basketball or can they be combined into one program? They can be combined into one program
- 47 4. Regarding gameday flip cards, is it required that each sport receive one per season or one unique flip card for each event? One per event
- 48 5. Do you currently sell the game programs at events? If so, what revenue derived from those sales in 2016/17? We did sell football game programs in 2016 generating \$3,500.
- 49 6. Is the Offeror responsible for the design of all items listed under Section 4.2? UL Lafayette will design promotional materials
- 50 7. Please provide the quantity that Offeror is expected to print for each sport of all items in Section 4.2. Historical data: Football--For the season - 14,250; Per game respectfully 3500, 3500, 2,000, 3250, 2000 for the 5 games in 2017
Volleyball--For the season 1,100 season, Per match 100, x 8 matches + 300 tournament
Soccer--For the season - 800, 100 x 8 matches
Basketball--For the season - 17900, between 150 - 1500 depending on the game
Softball--For the season - 10,400--300 per game or 1500 per series
Baseball--For the season - 48,000--2,000 per game, 6000 per series

PART V: UL LAFAYETTE ATHLETIC IN-VENUE SPONSORSHIP INVENTORY

- 51 1. It states that Offeror will receive a limited number of tickets for each sport. In Section 9.1 it states the Offeror is required to purchase at least the number listed in that section. Please confirm if tickets are at no cost or if the selected Offeror must purchase them. If the Offeror must purchase, please list the cost associated with such tickets and if the allotment fulfills all current sponsorship obligations.
- MMR will be responsible for the fair market value of the tickets for each sport. See Attachment G for 2016-2017 ticket prices.
- 52 2. What has been the annual expense related to hospitality events?
- We did not host any corporate hospitality events
- PART VI: UL LAFAYETTE ATHLETIC NAMING RIGHTS INVENTORY
- 53 1. Should the selected Offeror secure a naming rights opportunity, would the revenue fall within Annual Gross Revenues or will it be treated as a separate contract?
- Naming Rights revenues and allocations will be discussed with the winning agency once they are selected.
- 54 2. Please define the naming rights opportunities that are available.
- See Attachment H for Current Naming Rights Inventory.
- PART VII: UL LAFAYETTE ATHLETIC FACILITIES SIGNAGE INVENTORY
- 55 1. How much inventory will the selected Offeror have to sell on the two new digital marquees?
- Up to 50% of the inventory will be available to the selected offeror. Additional inventory will be discussed with awarded MMR.
- 56 2. What are the daily/weekly/monthly motor vehicle traffic counts near the two proposed digital marquees?
- The Traffic counts for said areas average roughly 60k impression per week. Please see "Bertrand Congress Billboard Demographic Sample" Attachment B for more detail.
- 57 3. Will Louisiana and the Conference permit the Offeror to have A-frame (soccer style) signage on the sidelines at the football stadium, specifically located field level in the endzone and redzone areas?
- A-frame signs will not be permitted on the football field due to safety concerns, however the field wall at the football stadium has space dedicated to sponsorship inventory. These walls could also be an area for potential upgrade to LED ribbon signage.
- PART VIII: UL LAFAYETTE ATHLETIC DIGITAL INVENTORY
- 58 1. What are the distribution rights and what limitations are there to provide content beyond the official athletic site?
- Worldwide distribution rights. Content distribution outside the official site can only take place with the approval of University
- 59 2. What advertising will be allowed on the website? If possible, please provide a rundown of what minimum IAB display units Louisiana will allow on the official athletic website (homepage and interior pages).
- All advertising is permitted except for the restrictions noted in Section 8 of the SFO
- 60 3. Is the Sidearm agreement a fee for service? If so, what is the cost?
- Our yearly cost is \$4,935
- 61 4. Please detail the video-based subscription revenue for each of the past 3 years (by year). How much of this revenue is shared with Sidearm?
- 2014-2015=\$7,600; 2015-2016=\$7,700; 2016-2017=\$4,575 (went free to viewer in March). We received 45% of gross sales. This contract expires 8/31/2018.

- 62 5. Please provide the past two years live content schedule that has been available inside your subscription product. 2016-17: Baseball and Softball games were free; Women's Basketball-13 games; Men's Basketball-13 games; Volleyball-15 games; Soccer-10 games. 2015-16: Baseball-21 games; Softball-17 games; Women's Basketball-16 games; Men's Basketball-15 games; Volleyball-12 games; Soccer-9 games.
- 63 6. Please details costs that go into the video productions. Will these costs be the responsibility of the Offeror moving forward? Offeror is responsible for production costs going forward. University and Offerer to work in partnership to help increase the production quality and sponsorship inventory of all video productions
- 64 7. Do the digital rights include coaches' websites or other ancillary Louisiana athletic websites? Digital rights do not include coaches' site or ancillary websites not controlled by UL Lafayette
- 65 8. Is Louisiana retaining ecommerce rights? If not, who is the current provider, revenue and contract length? E-commerce rights are currently and will continue to be held by UL Lafayette
- 66 9. It was mentioned in the Pre-Proposal Conference meeting that Louisiana might eliminate subscriptions moving forward. Please confirm if that is accurate. Subscriptions have been eliminated.
- PART IX: OTHER MULTI-MEDIA RIGHTS OBLIGATIONS
- 67 1. Are the promotional spots listed in bullet #2 currently provided to the school? No
- 68 2. Is it expected that the Offeror will have to pay coaches for the endorsement rights listed in bullet #8? Offerer will not have to pay endorsement rights for items in bullet #8
- ATTACHMENT A
- 69 1. It was stated that the Offeror must use this form. Is it acceptable to provide additional information beyond what is detailed on this form? It can be helpful to provide more information than what is listed in Attachment A. Yes
- ADDITIONAL QUESTIONS
- 70 1. Please provide the following information for 2015/16 and 2016/17 sponsorship contracts (including trade): See Attachment I & J
- Sponsor Name
 - Term of Contract/Expiration Date
 - Any extenuating circumstances (e.g. gives money to general scholarship fund as well)

- Does the agreement cover athletics only or does the deal extend to the University or a combination?
- 71 2. What is the total 2015/16 and 2016/17 cash revenue derived from sponsorship contracts that will be assigned to the rightsholder (excluding trade)? See Attachment I & J
- 72 3. What is the total 2015/16 and 2016/17 trade revenue derived from sponsorship contracts that will be assigned to the rightsholder? See Attachment I & J
- 73 4. What are the total hard costs associated with the assets related to contracts making up the total revenue and trade in 2015/16 and 2016/17? See Attachment I & J
- 74 5. Please list the name of the sponsor, the category and the expiration date related to all exclusivities. Coca Cola (pouring rights - water/soda; expires 12/14/18); Schilling (marketing exclusivity for beer distribution; exp. 6/30/19)
- 75 6. Do you have skyboxes at football or basketball venues? Are there any available and, if so, what is the cost? Does the athletic department or marketing staff have a box for its use? Football stadium has skyboxes. Offerer will be expected to purchase a skybox at the current annual fair market value and ticket costs; Athletics Director also has a skybox in the football stadium.
- 76 7. Please define what multi-media rights are retained by the conference (including TV and digital rights).
TV: institution retains rights after ESPN makes their selections. For digital rights, Sun Belt has an agreement with ESPN3 and institutions do receive ad inventory within campus productions.

Institution may stream worldwide any game not selected by ESPN on official athletic website.
- 77 8. Will office space be provided to the selected Offeror's sales team? Where will the office space be located and will there be any cost to the rightsholder? Please describe the office space (number of offices, cubicles, etc.). Are offices outfitted with furniture, phones, printers, etc. or will the rightsholder need to provide such items? University will provide office space to the MMR sales team at no cost. MMR will be responsible for all overhead costs (furniture, etc.)
- 78 9. Please detail the sales rights owned by the Cajundome vs. those available through this SFO. Cajundome's sales rights are not part of this SFO. Assume that all Cajundome rights, other than the inventory listed in this SFO, are not available as part of this solicitation

- 79 10. What facility improvements are currently planned? No improvements are planned for athletics facilities that have a start date to them. There is a master plan in place that was created in 2013 and is currently being reviewed by the new Director of Athletics. Renovations to the football stadium on are the horizon. On the University side - additional housing will be added in 2018, but specific start date and location still undetermined.
- 80 11. What has been the average per game attendance each of the past 3 years for football, baseball and basketball? Football: 2016-22,344, 2015-21,596, 2014-26,952; Men's Basketball: 2016-17-3,655, 2015-16-3,800, 2014-15-3,987; Women's Basketball-2016-17-872, 2015-16-994, 2014-15-787; Baseball: 2017-4,917, 2016-4,080, 2015-3,908.
- 81 12. What entitlement areas (if any) are available for sponsor entitlements at football, baseball and basketball venues? This could include entrance gates, private clubs, suite levels, etc. Wide range of opportunities to be discussed with the awarded Offerer
- 82 13. Are we correct to assume that entitlement areas would count as multi-media rights revenue and in Annual Gross Revenues? Entitlement areas would count as multi-media rights and Annual Gross Revenues
Please have your team provide us with as much detail as possible for the following:
REVENUE:
- 83 1. Terms of all current sponsorship agreements (2017-18) including contract length, expiration date, cash investment level, trade/barter investment level, expectation of renewal and other information you deem important as well as copies of all agreements. SEE ATTACHMENT
- 84 2. What is the total cash revenue resulting from sponsorship contracts (excluding trade)? See attachment for #83
- 85 3. What is the total trade revenue resulting from sponsorship contracts?
- 86 4. Terms of all sponsorship agreements for the previous 2 years (2015-16 and 2016-17) including contract length, cash investment level, trade/barter investment level, reason if did not renew and other information you deem important (sample summary included). See attachment for #83

- 87 5. 2017-18 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 on all for the previous 2 years (2015-16 and 2016-17). Typical revenue lines include:
- Currently creating new athletic revenue inventory opportunities that would be included in the SFO, such as email blasts, web streams, pre-game football tailgate/fan fest area, student tailgate area at football, digital marquee, digital billboard, radio inventory and in-house videos
- a. Game Program Sales
Not selling game programs for the 2017-18 season
- b. Official Athletic Website Revenues (those that will be included in partnership – i.e., subscriptions, auctions, etc.)
- c. Rights Fees (radio affiliates, television, mobile audio/video content)
40,000 plus associated ticket revenues
- d. Post-Season radio revenue billed to sponsors
- e. Other
- 88 1. Are there any restricted product categories (i.e., gaming, alcohol, etc.)?
Restricted categories are listed in the SFO
- 89 2. Are there any other third parties that have the opportunity to sell advertising/sponsorship inventory?
Going forward no other third parties will see advertising or sponsorship inventory with the exception of the cooperation outlined in the SFO with naming rights
- 90 3. 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.). Please describe the scope/involvement of the business related.
Pouring Rights - Coca Cola
- 91 4. Is the University open to a strategy that includes campus-wide, business-to-business partnerships?
Campus-wide rights are not part of this SFO but are encouraged, but can be discussed after an Offeror is chosen
- 92 5. Can the University please provide a list of all major categories (i.e. banking & financial services, office supplies, wireless, healthcare) that are coming up for renewal as it pertains to campus-wide business-to-business partnerships?
Campus-wide rights are not part of this SFO but are encouraged, but can be discussed after an Offeror is chosen
- a. Please provide company, investment level and expiration date of current agreements
- 93 Please provide detail on all expenses directly tied to the sponsorship and multi-media area. Please provide all contracts/vendor agreements (radio, television, internet, etc) where applicable. Please forward both 2016-17 actuals and 2017-18 forecasted expenses for all areas identified.
We are unable to provide the contracts but ATTACHMENT will show highlights of each current contract.

Operational Expenses:

Forecast of expenses for 2017-18 is comparable to 2016-17

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|---|--|
| 1. Signage Production (design, printing, installation) | |
| 2. Promotional Merchandise | |
| 3. Official Game Day Program (print & design) | Approx. \$55,000 for design and printing of football program |
| 4. Print (schedule cards/posters, flip cards, calendars, etc) | |
| 5. Equipment Rental (signage units, radio broadcast units) | None |
| 6. All Other Expenses | |

Media Expenses:

- | | |
|--|---|
| 1. 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 | Townsquare Media is our flagship. Currently finalizing the agreement and will provide to winning offerer upon completion. |
| 2. Line Transmission | All radio expenses covered by the flagship station |
| 3. Engineering | All radio expenses covered by the flagship station |
| 4. Digital/Internet/Streaming | All radio expenses covered by the flagship station |
| 5. Television Production (sporting events and coaches shows) | All radio expenses covered by the flagship station |
| 6. Broadcast Talent/Crew | All radio expenses covered by the flagship station |
| 7. Talent Travel (all air, hotel, meals, car rental, cabs, etc.) | All radio expenses covered by the flagship station |
| 8. Other | |

Coaches Fees/Endorsements:

- | | | |
|----|--|----------------------------|
| 94 | 1. Identify any Coaches Fees that are related to and charged to the current sponsorship and multi-media rights program. | There are no Coaches Fees. |
| 95 | 2. 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. | N/A |

Ticket/Suites:

- | | | |
|----|---|-----------------------|
| 96 | 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). | See Attachments I & J |
|----|---|-----------------------|

- | | |
|---|---|
| 1. Tickets | 0 |
| 2. Suites | 0 |
| 3. Premium Parking | 0 |
| 4. Donations/Memberships | 0 |
| 5. Other Tickets (i.e., Conference Tournaments) | 0 |
| 6. Other | 0 |

Travel and Entertainment:

- | | |
|--------------------------------------|---|
| 1. Airlines/Train | 0 |
| 2. Car Rental | 0 |
| 3. Hotel | 0 |
| 4. Entertainment/Sponsor Hospitality | 0 |
| 5. Meals | 0 |
| 6. Parking, Tolls, Mileage, Gas | 0 |
| 7. Cabs, Local Fares | 0 |

97 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. There is currently no MMR agreement

98 1. Personnel: Please identify the number of people assigned to the project from the current multi-media rights provider as well as the titles and any compensation information if available. There is currently no MMR agreement

99 2. Office Expenses: Please identify any expenses that the University either charges the current multi-media rights holder or provides at no cost per the terms of the agreement. There is currently no MMR agreement

3. Telephone
4. Computer
5. Postage & Delivery
6. Office Supplies

- | | | |
|-----|--|--|
| 100 | 1. Please provide a copy of the current sales proposal used by the sponsorship staff. | See Attachment K. |
| 101 | 2. Are any third party companies allowed to sell signage on behalf of the University? If so, can you detail what inventory this company(s) controls? Does the University receive any revenue/rights fees from this relationship? | Going forward no other third parties will sell advertising or sponsorship inventory with the exception of the cooperation outlined in the SFO with naming rights |
| 102 | 3. Is the cost of the identified promotional merchandise tied directly to sponsor agreements? If so, does the sponsor agreement stipulate that the University is responsible for the cost of promotional merchandise production? | Cost of promotional merchandise that is included in sponsorships is currently the responsibility of the University unless stated otherwise. |
| 103 | 4. Are any third parties allowed to sell advertisements in the program (i.e. University Sports Publications)? | No |
| 104 | 5. Who currently distributes the programs? Are the programs sold on game days? If so, what is the cost per program? | Football game programs have been sold in the past by our concessionaire, however we are moving towards a free game program at football this upcoming year. |
| 105 | 6. Since the Cajundome has certain inventory allocated toward their needs during home basketball games can the Offeror provide a "Do Not Call" List in regards to any exclusive Louisiana Lafayette sponsors? | Cajundome inventory is not part of this SFO, but opportunities can be discussed once a winning Offeror is chosen |
| 106 | 7. Can you share which sponsors the Cajundome included in their designated inventory during last year's Louisiana Lafayette basketball season? What is the term of these agreements? | Cajundome inventory is not part of this SFO, but opportunities can be discussed once a winning Offeror is chosen |
| 107 | 8. Is there a document or contact that spells out the inventory that the Cajundome sells related to what the Athletic Department has sold in the past? | Cajundome inventory is not part of this SFO, but opportunities can be discussed once a winning Offeror is chosen |
| 108 | 9. Would the University or Cajundome be open to allowing the rights holder for Louisiana Lafayette Athletics to also represent the Cajundome for their sponsorship sales rights as well? | Cajundome inventory is not part of this SFO, but opportunities can be discussed once a winning Offeror is chosen |
| 109 | 10. Who is the current flagship radio station and affiliates? What are the terms of this agreement? Can you provide a copy of the agreement? | Townsquare Media. UI Lafayette is currently finalizing the agreement and will provide to winning offerer upon completion. It will expire July 30, 2018. |
| 110 | 11. Please provide a copy of the SideArm Sports agreement. | See Attachment L |
| 111 | 12. Please identify any expenses (i.e. tickets, parking, suites) that the University would allow to be deducted from gross revenues. | All expenses incurred by the MMR will be the responsibility of the MMR |
| 112 | 13. Please provide the cost of the reserved season tickets that the Offeror is required to purchase per Page 35 of the RFP. | See Attachment G. |

113	14. How many staff members are designated to the management of the sponsorship program (selling and implementation)? Please provide titles for all individuals.	Two (2) staff members currently sell and fulfill sponsorships; Rob Stewart - Associate Athletics Director, Eric Maron - Director of Athletics Marketing
114	1. 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.	No improvements are planned that have a start date to them. There is a master plan in place that was created in 2013 and is currently being reviewed by the new Director of Athletics
115	2. 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 - many of the venues host outside events throughout the year including athletic events, festivals, mardi gras, etc. See Attachment M for annual events.
116	1. Typical naming rights packages include significant interior and exterior signage. a. Are there any limitations, university or city ordinances, that limit the bidders ability to place signage on the exterior of the building?	Potential limitations to be discussed with the winning Offerer.
117	b. Will the University permit the addition of interior signage in key locations, i.e. above video board, on arena fascia, in entry plaza, on back-stop (softball), across outfield wall (softball), and newly identified locations?	Yes if mutually agreed upon between the University and the MMR
118	2. Naming rights partner benefits also typically include tickets/suites. How will these assets be handled financially between the bidder and the University?	Priced in as part of entitlement package, with hard costs netted out of Gross Revenue
119	3. Naming rights buyers all seek different benefits. Would the University permit non-traditional branding, such as press back drops or logo on exterior of the arena roof?	Yes
120	4. The cost of naming rights signage is typically covered by the seller. How will that cost be shared by the bidder and University?	Priced in as part of entitlement package, with hard costs netted out of Gross Revenue
121	5. Will the University bear costs associated with changing the venue's name on all university controlled collateral, i.e. maps, websites, street signage?	Yes
122	6. Potential naming rights partners will want to establish a deep rapport with the University and Athletic department. Will the University and Athletic Department staff, including University President and Athletic Director, make every effort, within reason, to assist in securing and closing the naming rights deal?	UL Lafayette will make commercially reasonable efforts to collaborate with the winning Offerer and naming rights partners in building successful relationships.
123	7. A naming rights partner will expect category exclusivity across the entire campus and potentially business-back. Will the University entertain this type of partnership?	Campus naming rights are not part of this SFO, but can be discussed as these opportunities are developed by the winning Offerer

- 124 8. Can the bidder's naming rights guarantee be allocated toward venue entitlements? As an example, if the bidder guarantees \$500K toward venue naming rights, can that guarantee go toward \$300K arena naming rights, \$100K plaza entitlement, and a \$200K suite level entitlement? To be discussed with the winning Offeror as opportunities are developed
- 125 1. May the prospective rights holders advance a proposal with a contract term that automatically renews if a certain, mutually agreed upon, benchmark is reached at any point during the initial term? No automatic renewals will be included in the resulting contract.
- 126 2. Are audited financial statements a requirement applicable to non-public companies that do not publicly issue financial statements? May such a private company submit financial institution reference letters or other more general financial information in lieu of non-public financial statements? If the company does not have audited financial statements may it submit non-audited financial statements? See response to #25. Change Criteria 1, Section C to the following: Offerer must provide sufficient public information regarding the financial capability of Offeror's organization to successfully carry out the requirements of this SFO and the financial capability of any proposed partners (if separate firms). This can be in the form of financial reports, CPA statements, or Financial Institution reference letters, Credit Reports, audited financial statements or non-audited financial statements.
- 127 3. May the Bidder propose changes to provisions included in the SFO, including but not limited to, the provisions set forth in Sections 1.29-1.49 of the SFO. Offerer may propose changes but the following sections are non-negotiable: 1.29, 1.31, 1.32, 1.34.1, 1.35, 1.36., 1.37, 1.38, 1.39, 1.40, 1.41, 1.42, 1.43, 1.44, 1.45, 1.46, 1.48, 1.49
- 128 4. May the Bidder propose an alternative Financial Offer to the Financial Offer set forth in Attachment A of the SFO? If so, may the Bidder propose such alternative offer in lieu of Attachment A and /or in addition to the offer required by Attachment A.? Alternatives may be proposed in addition to Attachment A of the SFO.
- 129 5. Dependent upon when responses to questions are returned back to the Offeror would the University consider extending the deadline for proposals so the bidder has adequate time to compile a fully comprehensive proposal based upon the responses provided by the University? The timetable has been revised. The due date for proposals has been delayed to Tuesday, September 12, 2017. Presentations for Invited Offerers has been moved to Friday, September 29, 2017 and possibly into September 30, 2017.
- 130 1. Can the University provide additional details on any football, men's and women's basketball, volleyball and baseball game or coaches show broadcast or affiliate agreements – including terms, inventory controlled, etc.? Townsquare Media. Currently finalizing the agreement and will provide to winning offerer upon completion. Rights to Coaches' shows are currently retained by the flagship. That contract will sunset July 30, 2018.

- 131 a. Please attach the most recent radio show and live game broadcast agreement. Townsquare Media. Currently finalizing the agreement and will provide to winning offerer upon completion. Rights to Coaches' shows are currently retained by the flagship. That contract will sunset July 30, 2018.
- 132 b. Also, a copy of any/all TV coaches shows agreements. None currently in place, however expect to have one in place for the 2017-18 season.
- 133 2. In addition to football, men's and women's basketball, volleyball and baseball games, did the University broadcast any additional sporting events or coaches' show/athletic weekly programs during the most recently completed seasons? If so, please detail what stations carried this programming and how many years remain on each of the agreements. The university did not broadcast any events outside of web streams and no current agreements are in place.
- 134 3. Who owns the equipment being used for radio broadcasts? Townsquare Media. Currently finalizing the agreement and will provide to winning offerer upon completion. Rights to Coaches' shows are currently retained by the flagship. That contract will sunset July 30, 2018.
- 135 4. What company is providing internet radio streaming and what is the cost? ESPN 1420 uses Radio Pup to stream radio content currently and bears all costs.
- 136 5. Does the University have a television partner for the games not being picked up by the conference? No
- 137 6. Can you provide the total amount paid to radio stations during the most recent competed season as well as projected total for the upcoming season? This should include market clearance for all games as well as any coaches' shows. In 2016-2017, \$0 were paid to radio.
- 138 7. Can you provide the total amount paid in line transmission fees for the most recently completed season as well as projected total for the upcoming season (radio lines at arenas, costs to install radio lines for coaches' show, away games, tournament games, etc.) Not available. Costs assumed by flagship partner.
- 139 8. Please provide the total amount paid in talent salary relating to the radio broadcasts for this past season as well as projected for the upcoming season (including game broadcasts and coaches' shows). Not available. Costs assumed by flagship partner.
- 140 9. Please provide the total amount paid in talent travel relating to the radio broadcasts for this past season as well as projected for the upcoming season. Football radio talent travels on team charter; flagship bears all other travel expenses.

141	10. Does the University utilize an on-site engineer for the game and/or coaches' shows? If so please detail total amount paid to engineers for this past season as well as projected for the upcoming season.	All staffing for radio shows is covered by the flagship
142	11. Would the University be open to retaining all rights including production and personnel associated with the Radio broadcasts and related expenses?	No
143	12. When does the current radio carriage contract expire? Can the University provide a copy of each agreement?	Townsquare Media. Currently finalizing the agreement and will provide to winning offerer upon completion. Rights to Coaches' shows are currently retained by the flagship. That contract will sunset July 30, 2018.
144	13. Can you detail what games are broadcast under this agreement (men's and women's basketball only?)	3.1 & 3.2 list the sports that UL Lafayette wants to broadcast on radio going forward –3.1 are mandatory, 3.2 offers
145	14. How much sponsor commercial inventory does the University receive in the television broadcasts?	None
146	15. Please detail what sports had or will have its games aired on television during the upcoming season?	All of the football games will be aired on ESPN3 or an ESPN affiliate as part of the Sun Belt Conference package. The final of the John Breaux Tennis Classic this fall will be aired on ESPN3 and Cox Sports Televisionl. No other sports have been announced outside of SBC Tournament Games.
147	16. Can you provide the total amount paid to all television stations during this past season as well as any projections for upcoming season (should include clearance fees and productions costs)?	\$10,000 for 2016-2017 for Men's Tennis Classic fundraiser; will be the same for 2017-2018
148	17. Please provide the total amount paid in talent travel relating to the television broadcasts for this past season, as well as any projections for the upcoming season.	None
149	18. On average, how many home games are chosen by the conference television partner?	Two basketball games are chosen. Baseball and softball no longer have conference packages.
150	19. Does the university retain any television inventory within the broadcast to sell?	Not currently because all game broadcasts have been part of the conference package.
151	20. Has the university ever had a regional television partner?	Yes, local television station.
152	21. Travel for radio crew: What is the current expense for the crew to travel to all sporting events?	Travel for radio crew, for Football & sometimes Men's Basketball, is included in team travel.

153 22. Do you have any broadcast equipment or capabilities within the athletics department or University for radio or television production?	UL Lafayette currently has very limited production facilities, and is in the process of estimating expenses for developing these facilities going forward.
154 23. Do you have cost related to TV production or clearing of games that would be passed on to the successful respondent?	Offerors and media distribution partners would pick up the cost of production and clearance
155 24. Which cable company provides services for the University offices and dorms?	Cox Louisiana Telcom, LLC
156 1. Please detail all expenses related to sponsor signage production (design, printing, installation) paid by the University during this past season as well as projected for the upcoming season.	\$22,600 varies each year; includes print and installation. See Attachment I & J.
157 2. Are any third party companies allowed to sell signage on behalf of the University? If so, can you detail what inventory this company(s) controls? Does the University receive any revenue/rights fees from this relationship?	No 3rd parties sell signage
158 3. Can you provide a full list of your signage inventory?	See 7.1 in the SFO
159 4. Will the university athletic marketing department support/execute all in game promotions? Or will this be the responsibility of the MMR?	To be discussed with the winning Offeror as opportunities are developed
160 5. Please list all vendors/suppliers that the University uses in fulfillment of Athletic sponsorships and Marketing Rights?	A complete list is not available however, the following are known vendors used: Pixus, AAA Signs, Ice-X, All Star, Signs & Specialties, Credeur's Sports and Specialties; Advice Marketing Promotionals.
161 6. Will the university, or the Firm, negotiate and manage the relationships with the vendors and suppliers?	Both the MMR and the University will work together to secure the best possible vendor partnerships
162 7. What vendors/suppliers are being used for all print material (game programs, media guides, etc.)? Does the sponsor pay for the print ad outside of the sponsorship fee?	Express Printing, Lowry's Printing, University Print Center; sponsor costs are included in the sponsorship agreement.
163 8. What vendor/supplier is being used to print tickets and is there a cost for vendor to print on the back of the ticket (for sponsorship opportunities)?	National Ticket Co. (season tickets); WWL (thermal stock)...yes there is a charge to print on the back
164 9. Are there any 3rd party suppliers or vendors that currently sell Athletic and/or University sponsorship inventory (i.e. game programs, signage, etc.) or any other revenue on behalf of the University or the department of athletics?	No
165 10. What will be the process for approving future inventory and assets to market and sell to corporate partners?	Working in collaboration with the winning Offeror to develop saleable inventory that drives revenues and resources

- 166 11. Does the University have plans to invest in adding or improving any signage in facilities?
Football, basketball, baseball, soccer, etc. We would be interested in upgrading signage that also increases sponsorship inventory.
- 167 12. Will the University build out all in-game promotional support (video board, etc.)? No
- 168 13. Who runs the video board? Athletic Department? Athletics contracts to a third party to run the board at football and baseball; Cajundome staff runs the board for basketball.
- 169 1. In addition to football did any other sports produce game day print programs this past year, how about this upcoming season? 11x17 flip cards were produced for: soccer, volleyball, M&W basketball, baseball, softball
- 170 2. Do you have a contract with University Sports Publications and if so when does that expire? No
- 171 3. Please detail all expenses related to the printing of your game programs during this past season as well as projected for the upcoming season:
Football: design \$6,900, stories \$1,200, & printing \$53,305.59 totaling \$61,405.59 in addition to \$2,100 media guide; Volleyball=\$1,000; Basketball=\$8,000; Softball=\$3,400; and Baseball \$12,800
- 172 4. Who currently distributes the game programs at the home events? Concessionaire sold them in years past. This year the marketing office will distribute free to fans
- 173 5. Can you provide the specs (size, type) of all game day programs?
11x17 flip cards were produced for: soccer, volleyball, M&W basketball, baseball, softball; football is a 116-page game program
- Please detail total costs on any additional print items that will be included in financial model with the selected firm:
- 174 1. Are there any additional expenses that you anticipate the rights holder will be responsible for? No
- 175 2. What are current sponsors paying outside of the sponsorship fee/revenues that are related to the fulfillment of their sponsorship (signage, print, etc.?) For the most part all fulfillment costs of sponsorships are included in the actual agreement
- 176 3. Other than the fulfillment costs that Sponsors would pay, what specific costs would the University expect the chosen firm to pay in the execution of any sponsorship or related to the execution of the Agreement? They need to pay for their staff
- 177 4. Are there any in-kind or future trade agreements that will not be counted as revenue and managed by chosen firm? No
- 178 a. Please provide copies of any contracts associated with these expenses. None

- 179 5. Please detail all expenses related to promotional merchandise/game day promotions that were incorporated with a sponsorship during this past season as well as projected for the upcoming season. Is the cost of these promotional materials tied directly to sponsor agreements? If so, does the sponsor agreement stipulate that the University is responsible for the cost of promo merchandise production? See Attachment I & J; costs incorporated into sponsor agreement unless indicated otherwise.
- 180 1. How many people are involved in the management of the sponsorship program? This should include the selling/implementing of all sponsorship agreements. 2 staff members currently sell and fulfill sponsorships; Rob Stewart - Associate Athletics Director, Eric Maron - Director of Athletics Marketing
- 181 2. What is the total compensation for these employees (including salary and benefits)? Salaried full-time employees with benefits - non-commission
- 182 3. Will a clear expectation of fulfillment and sponsorship activation be in place, or will participating partner be responsible for all fulfillment execution? We expect the winning Offerer to fulfill and activate all Athletic Sponsorships
- 183 4. Does the University and/or Athletics have a minimum required staffing solution from the selected firm? We expect the MMR to use its best professional judgment to fulfill the obligations of the agreement.
- 184 1. Please provide copies of this past year's sponsorships. We are unable to provide the contracts but Attachments I & J will show highlights of each current contract.
- 185 2. Does the University have any current categorical sponsorship exclusivities that would apply to the sale of naming rights? All exclusivities are listed in SFO
- 186 3. What percentage of major sponsorship inventory (digital, signage, etc.) is available to be sold? Substantial percentage
- 187 4. If a respondent proposes a guarantee model to the University, would the University consider including the pouring rights and apparel contracts into the revenue threshold? If no, would the University consider including any "Up sells" or additional revenue sold (within the contract term) to those partners, into the revenue threshold (pay commission)? Pouring rights and apparel contracts may be available once they expire and will require discussion with winning Offerer
- 188 5. What naming rights opportunities are available? Can you list potential buildings, fields, etc? Can you also provide annual foot traffic by venue? See Attachment H; do not have accurate foot count numbers
- 189 6. Do any sponsors other than pouring rights or shoe partner have category exclusivity? How many years remain on these agreements? All exclusivities are listed in SFO

- 190 7. Are there any prohibited types of sponsors or industry that are excluded, or cannot be sold to (i.e. tobacco, gambling) for the length of the contract with chosen firm? All exclusivities are listed in SFO
- 191 8. Is the University open to including the opportunity to execute campus-wide, business-to-business agreements? Campus rights are not part of this SFO, but can be discussed as these opportunities are developed by the winning Offeror
- 192 9. Regarding the list of accounts and dollars associated with them. Can you provide the expiration date of each contract, month and year? If multiyear, can you indicate that with year of expiration? Attachment I & J.
- 193 10. Does the University currently have any campus-wide, business-to-business agreements? (i.e., office supplies, banking, pouring rights, wireless, etc.)? Please describe the scope/involvement of University business related to these sponsorships as well as copies of those agreements if applicable. Campus rights are not part of this SFO, but can be discussed as these opportunities are developed by the winning Offeror
- 194 11. Please detail any additional revenue the athletic department generated in the most current final FY, as well as forecasted for the upcoming FY. Attachment N is the publicly released state budget for the most recent fiscal year.
- 195 12. Will selected firm receive financial credit for and therefore manage the relationship and fulfillment of these multi-year sponsors? Yes
- 196 13. Does the University expect firm to set aside the Inventory/assets pledged for these multi-year agreements? If so, please identify all assets involved Inventory has already been set aside.
- 197 14. Are there any facilities or venues whereby inventory cannot be sold or is excluded for sponsorships? Please explain in detail. Cajundome inventory is not part of this SFO, but opportunities can be discussed once a winning Offeror is chosen
- 198 15. Are there any facilities or venues that are not owned by the University? Cajundome and surrounding parking lots. See Attachment E.
- 199 16. Please indicate all athletic venues and/or facilities that are used for events or activities outside of athletic games and contests. Please provide details of those events, attendance, etc. Yes - many of the venues host outside events throughout the year including athletic events, festivals, mardi gras, etc. See Attachment M for annual events.
- 200 1. Will you provide a copy of the OAS agreement? See Attachment L.
- 201 2. Did the University stream (either audio or video) any events on the athletic website during the most recent completed athletic season? If so, can you detail what sponsorship opportunities exist in the streaming broadcasts? Volleyball, Soccer, Men's Basketball, Women's Basketball, Golf, Track and Field Baseball and Softball were streamed on the website in 2016-17. Sponsorship opportunities include title sponsor, Starting Lineups, Halftime/Postgame Stats, Player of the Game, Keys to the game.
- 202 3. Does the University have a plan for a mobile app (iPhone/iPad, Android, etc.)? No plan but would like one for the 2018-19 season

- 203 4. Does the University use Facebook Credits for Athletic event admissions of any kind? No
- 204 5. How big is the University Athletics email blast database? How often do they solicit this list? 12,000 currently. Yes advertising placement is possible on emails.
Is this something that can have advertising space as well?
- 205 6. Is there a social media rewards program in place or in development? If so, is the University None in place currently
currently using anyone to help filter their content and monitor the reward points? If a program exists will the awarded rights holder have the right to sell the rights to it (i.e. Powered by Nike)?
- 206 7. How many events/games did the University stream during the most recent athletic season, as All of the Volleyball. Soccer, Men's Basketball, Women's Basketball, Golf,
well as scheduled for the upcoming season (audio or video)? How many of these events were live Track and Field, Baseball and Softball home contests were streamed on the
and how many were taped? Can you detail what sponsorship opportunities exist in the streaming website in 2016-17 totalling 93 events. Those sports will be streamed again
broadcasts (pre-roll, :30 commercials, live-reads, logo recognition)? Halftime/Postgame Stats, Player of the Game, Keys to the game.
- 207 8. Please provide total costs paid to OAS during this past athletic season in regards to management of the athletics website as well as projected costs for the 2014-2015 season.
Hosting fee was \$4,115
- 208 9. Can the University provide monthly impression and unique visitor numbers for the athletic In the last 30 days RaginCajuns.com has had 440,303 page views with 68,201
department's web site? visitors.
- 209 10. Are there any Sun Belt conference-wide digital agreements that may affect any current or No
future sponsor agreements with the Athletic Department? If so, please describe:
- 210 11. Is there a subscription model in place for video or audio streaming with current web provider? Subscription model has been eliminated
- 211 1. Will the University agree to provide to the Selected Firm, no matter the financial model The MMR will be responsible for purchasing tickets that the MMR includes
proposed, an allotment of tickets and memberships equal to the number of tickets and in their sponsorship agreement. Tickets will be provided at fair market value.
memberships those which are part of all current sponsorship packages, at no additional cost? If
they will need to be purchased, can the University detail the total cost of tickets utilized in sponsor
contracts for the most recently completed season as well as the projected forecast for the upcoming
season?

212	2.	Is the value of the tickets being utilized in sponsor agreements included in the sponsor investment level detailed above?	Yes
213	3.	Will there be seats available to the MMR holder on the team charter to entertain corporate partners?	The University will work with the selected MMR to provide access to seats on selected team charters - pending availability
214	4.	Are there football or basketball suites available to MMR holder for entertainment and client cultivation?	Football stadium has skyboxes. Offerer will be expected to purchase a skybox at the current annual fair market value and ticket costs
215	5.	How many FB sideline passes will be available to MMR holder for entertainment and client cultivation purposes?	The University will work with the selected MMR to provide as many sideline passes as possible to help enhance partnerships
216	6.	How many regular and post season tickets are currently set aside for corporate sponsor use?	Various sponsor contracts include season tickets. Outside of those agreements additional tickets are not set aside for corporate sponsor use. Sponsors have the opportunity to purchase their seat locations for any post season events hosted on-campus.
217	7.	What percentage of the premium-seating inventory is currently available?	Limited Quantity
218	8.	Is there a corporate hospitality program in place and if so what is amount, in dollars, generated by this program?	No
219	9.	How will tickets be handled for new Sponsorship Agreements that are not a renewal?	To be discussed with the winning Offeror as opportunities are developed
220	10.	Please detail total costs related to sponsor hospitality/entertainment during the most recent FY and athletic season as well as projected for the upcoming season.	Currently limited expenses, if any, are dedicated to sponsor hospitality
221	11.	Will university facilities make a mutually agreed upon number of VIP seats available for top sponsors? If so, will there be a hard cost associated to do so?	Tickets can only be made available to Athletic Department events
222	12.	Will the rights holder have access to tickets for concerts/shows/non-athletic events held at Facilities for perspective sponsors/clients?	Tickets can only be made available to Athletic Department events
223	1.	When does the concession contract expire	6/30/18
224	2.	When does the merchandise contract expire?	There is no merchandise contract.
225	3.	Is office space available at the University Athletic Department Offices?	University will provide office space to the MMR sales team at no cost. MMR will be responsible for all operating expenses.
226	4.	Who is University's current venue concessionaire? What is the expiration date of that agreement?	Sodexo - June 30, 2018

- 227 5. Will the awarded MMR holder have the first right of refusal sell naming rights of all University facilities? Process is outlined in the SFO
- 228 6. Are there any current capital projects that are already planned for any University or athletics venues? No improvements are planned for athletics facilities that have a start date to them. There is a master plan in place that was created in 2013 and is currently being reviewed by the new Director of Athletics. Renovations to the football stadium on are the horizon. On the University side - additional housing will be added in 2018, but specific start date and location still undetermined.
- 229 7. How many alumni are there? Approximately 103,000
- 230 8. Has University ever attempted to secure venue naming rights (basketball arena or football stadium)? If so, were any previous offers received and what were the basic terms? Yes - discussion about FB naming right with 2 local companies. One was for \$25M over 15 years, the other was \$15M over 10 years. Both were declined. Discussions are underway with a 3rd local company who has been verbally assured of "first right of refusal"
- 231 9. Can you share the terms/expiration of the University Dining partnership w/ Aramark? UL Lafayette does not have a University Dining partnership with Aramark. The University Dining Contract is with Sodexo and expires June 30, 2024.
- 232 10. Who is the on Campus Wi-Fi provider? Cox
- 233 11. Would the University allow for an alternate proposal that included Arena Management, Ticketing Software, and Cable solutions? These are not part of the SFO but may be offered in the future.
- 234 1. May we place information we designate as confidential in its own separately sealed envelope which may not be released without our written approval? Yes
- 235 1. Is there a specific type of financial plan that the University would be interested in? For example, revenue share model with growth targets or a guarantee model or other? Please follow the guidance provided in Attachment A of the SFO and include alternatives at your option
- 236 2. Is the Financial Offer based solely on cash? Is the University open to trade opportunities that are approved and considered budget-relieving toward financial targets? Open to a range of options, but revenue support would be a preferred part of any proposal
- 237 3. Please attach a copy of all corporate partners from the past three (3) years. This would include an itemized report of each FY, detailing corporate partners and financial amount paid to University on an annual basis. See Attachment I & J & O

238	4. Is the University open to additional services and revenue opportunities from chosen firm to offer such as but not limited to: selling of tickets, events and other types of revenues?	Potentially, though not part of the SFO
239	5. As naming rights agreements expire over any given period of time, will the selected firm be given the opportunity to sell naming rights?	As outlined in the SFO
240	Has a new date been confirmed for the MMR presentations in late September or early October?	Begin 9-29-2017 and possibly extend to 9-30-2017
241	1. What is the historical revenue related to program vending for all sports?	Only sold at football; We did sell in 2016-2017 generating \$3,500. We were not going to sell in 2017-2018.
242	2. Does the university have a partnership with USP that the rights holder will inherit? What is the term of that agreement?	No
243	1. Please provide historical printing/production expenses related to game programs, schedule posters, schedule cards etc. for all sports, as well as the desired future quantities of all printed materials.	See Attachment P
244	2. Will the rights holder supply assets for the current pouring rights provider? If so, what are those assets and what is the amount of revenue the rights holder will receive for those assets?	No
245	3. Will the rights holder be supplying assets as part of the Adidas partnership? If so, what are those assets and what is the amount of revenue the rights holder will receive for those assets?	No
246	4. Which sports (and how many total games) are currently being streamed on the OAS? What are the costs associated with streaming these events?	Soccer, Volleyball, Men's Basketball, Women's Basketball, Golf, Track and Field, Softball and Baseball are currently being streamed. Those costs include the \$3,999 fee to provide all streams for free and the cost of the student workers to run the events.
247	5. Can the University provide clarity on the request to develop concepts for marketing & sponsorship sales efforts in the Cajundome, for campus-wide marketing efforts and concessions? What current marketing & sponsorship concepts are in place for the Cajundome, campus-wide and concessions, that the offeror would inherit?	Cajundome, campus-wide and concession opportunities are not a required part of the proposal. At the Offeror's option, concepts can be provided, although formal discussion of these potential opportunities will not take place until after an Offeror is selected
248	6. Please provide a breakdown of current Coaches radio and television shows along with how they are being distributed. What are the current expenses associated with streaming the events?	Coaches radio shows are done by ESPN 1420 AM. We currently don't have any coaches TV shows.

249	7. Can the University provide clarity on the campus-wide marketing efforts and what all is included?	Campus rights have not been developed to date, and are not part of this SFO, but can be discussed as these opportunities are developed by the winning Offeror
250	8. Will the University include campus-wide assets in this proposal? Will the University accept a combined Athletics and Campus-wide proposal from the offeror? What assets are available on campus?	Campus rights have not been developed to date, and are not part of this SFO, but can be discussed as these opportunities are developed by the winning Offeror
251	9. Can the University explain how bidders should handle the initial offering, knowing there could be a BAFO process?	Offerors should utilize their best professional judgement and experience in developing their offers
252	10. Will the University provide clarity and expectations around the Proposed Multi-Media Marketing Plan and implementation schedule for UL Lafayette Athletics?	Offerors should utilize their best professional judgement and experience in developing their plans
253	11. Can the University please clarify the current inventory and any exclusivities in the Cajundome?	See Section 2.5 In the SFO
254	Are the TVs in the Cajundome concourse available as inventory as part of the SFO	TVs in concession area of Cajundome used for concessions and upcoming events and are not included in the SFO
255	Please clarify the relationship between the Cajundome and the University.	The University owes the CAJUNDOME, however it is operated by a separate entity which reports to a commission including representatives of the University and city government