The university has received the following questions (below) from vendors. The corresponding department has provided answers for the questions provided within the allocated time to respond. The questions and answer should be considered incorporated as part of the Request for Proposals. Please see below:

**REVENUE:**

1. **Question:** Terms of all current sponsorship agreements (2016-17) including contract length, expiration date, cash investment level, trade/barter investment level, expectation of renewal and other information you deem important (sample summary included) as well as copies of all agreements.
   
   **Answer:** Open records request through the university must be submitted in order to have access to these agreements.

2. **Question:** Terms of all sponsorship agreements for the previous 2 years (2015-16 and 2014-15) including contract length, cash investment level, trade/barter investment level, reason if did not renew and other information you deem important (sample summary included).

   **Answer:** Open records request through the university must be submitted in order to have access to these agreements.

**Additional Revenues:**

3. **Question:** 2016-17 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 2014-15). Typical revenue lines include:

   a. Game Program Sales

   **Answer:** We do not currently sell game programs.
b. Official Athletic Website Revenues (those that will be included in partnership – i.e., subscriptions, auctions, etc.)
   **Answer:** Online webcast service is currently a free service. We do not currently conduct any auctions on our website.

c. Rights Fees (radio affiliates, television, mobile audio/video content)
   **Answer:** We currently do not have any rights fees.

d. Post-Season radio revenue billed to sponsors
   **Answer:** We currently do not have any radio revenue billed to sponsors.

e. Other

**Additional Revenue Information:**

4. **Question:** Identify all category exclusivities and how many years remain on the current sponsorship agreements.
   **Answer:** The only exclusivity agreements we currently have is with Adidas (4 years remaining) and a university wide beverage provider with Coke (5 years remaining).

5. **Question:** Are there any restricted product categories (i.e., gaming, alcohol, etc.)?
   **Answer:** Alcohol is allowed with restrictions. Tobacco is not permitted.

6. **Question:** Are there any other third parties that have the opportunity to sell advertising/sponsorship inventory?
   **Answer:** No

7. **Question:** 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.
   **Answer:** Pouring Rights contract for the entire university is held by Coke.

8. **Question:** Is the University open to a strategy that includes campus-wide, business-to-business partnerships?
   **Answer:** Possibly, more details would be needed in order to make a decision.

**EXPENSES:**

9. **Question:** 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 2015-16 actuals and 2016-17 forecasted expenses for all areas identified.
   **Answer:** Open records request through the university must be submitted in order to have access to these agreements.

**Operational Expenses:**

10. **Question:** Signage Production (design, printing, installation)
### Answer: $5,000 - $15,000 annually

11. **Question:** Promotional Merchandise  
   **Answer:** $15,000 - 20,000 annually for merchandise and promotional events/activities

12. **Question:** Official Game Day Program (print & design)  
   **Answer:** We do not currently produce game programs

13. **Question:** Print (schedule cards/posters, flip cards, calendars, etc)  
   **Answer:** Cost of printing team posters is currently provided by a partnership with a local distributing company. Cost of printing schedule cards is $2,500 annually.

14. **Question:** Equipment Rental (signage units, radio broadcast units)  
   **Answer:** N/A

15. **Question:** All Other Expenses  
   **Answer:** N/A

### Media Expenses:

16. **Question:** 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  
   **Answer:** We currently do not produce any coaches shows on radio

17. **Question:** Line Transmission  
   **Answer:** N/A

18. **Question:** Engineering  
   **Answer:** N/A

19. **Question:** Digital/Internet/Streaming  
   **Answer:** GoIslanders.com: $4,500/year; Islanders Digital Network Video/Audio Streaming: $8,000/year

20. **Question:** Television Production (sporting events and coaches shows)  
   **Answer:** Closed Captioning for Islanders Insider: $450

21. **Question:** Broadcast Talent/Crew  
   **Answer:** Digital Network Crew: $8,000; Digital Network Talent: $4,500

22. **Question:** Talent Travel (all air, hotel, meals, car rental, cabs, etc.)  
   **Answer:** N/A

23. **Question:** Other  
   **Answer:** N/A

### Coaches Fees/Endorsements:

24. **Question:** Identify any Coaches Fees that are related to and charged to the current sponsorship and multi-media rights program.
25. **Question:** 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.

**Answer:** None

**Ticket/Suites:**

26. **Question:** 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).

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

**Answer:** If tickets and/or athletic fund donations are included in the sponsorship agreements, then dollar amounts of these elements are deposited into ticketing and athletic fund accounts and NOT into corporate revenue accounts. For example, if a corporate sponsor signs a $5k agreement with $1k going to tickets and $1k going to the athletic fund, then the net deposit towards corporate sponsorship would be $3k.

**Travel and Entertainment:**

27. **Question:**

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

**Answer:** None

**Administrative:**

28. **Question:** 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.

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.
**Answer:** The athletic department employs a Director of Corporate Sales and Broadcasting. This person is a university employee as we do not have a current agreement with a multi-media rights provider.

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.
   **Answer:** N/A

3. Telephone
   **Answer:** N/A

4. Computer
   **Answer:** N/A

5. Postage & Delivery
   **Answer:** N/A

6. Office Supplies
   **Answer:** N/A

**OPERATIONAL:**

**Inventory:**

29. **Question:** Please provide a detailed listing of all applicable multi-media inventory (signage, radio, print, digital, on-site marketing) both sold and available.
   **Answer:** Please see attached spreadsheet

30. **Question:** Please provide a copy of the current sponsorship sales deck/proposal.
    **Answer:** Please see attached spreadsheet

31. **Question:** 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?
    **Answer:** No third party companies are allowed to sell signage on behalf of the University.

32. **Question:** Does the Athletic Department currently utilize LED center court and/or baseline signage units during its home basketball games?
    **Answer:** YES
    If so, does the University own the unit?
    **Answer:** YES
    Please provide the size of any units currently being utilized in this capacity In addition; does the Athletic Department currently utilize LED arm stanchion signage during its home basketball games?
    **Answer:** YES
33. **Question**: 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 promo merchandise production?
   **Answer**: Depends on the agreement. A majority of our sponsorship agreements include the value of fulfillment cost. On occasion, however the sponsor may be directly billed for certain fulfillment items.

34. **Question**: What sports currently produce game programs?
   **Answer**: None, we only provide complimentary roster card.
   Are any third parties allowed to sell advertisements in the program (i.e. University Sports Publications)? Who currently distributes the programs?
   **Answer**: None at this time

35. **Question**: Who is the current flagship radio station and affiliates? What are the terms of this agreement? Can you provide a copy of the agreement?
   **Answer**: We do not air our games on radio. Only through the internet.

36. **Question**: Please provide a copy the PrestoSports agreement and/or terms of the current agreement.
   **Answer**: This contract has expired. We are currently under contract with SideArm. You must request an open records request to obtain.

37. **Question**: Please identify any expenses (i.e. tickets, parking, suites) that the University would allow to be deducted from gross revenues.
   **Answer**: If a sponsorship agreement includes any of these items, the value is deducted from the sponsorship to cover these costs.

38. **Question**: How many staff members are currently designated to the management of the sponsorship program (selling and implementation)? Please provide titles for all individuals.
   **Answer**: One. Director of Corporate Sales & Broadcasting.

**Facilities:**

39. **Question**: 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.
   **Answer**: Yes. Basketball Practice Facility. New Baseball Stadium. New Softball Stadium. New Basketball Arena/Convocation Center. We do not have a current timetable for these facilities.

40. **Question**: 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)
   **Answer**: Currently host UIL Cross Country Regional Championships.

**RFP SPECIFIC INFORMATION:**
41. **Question:** Is the University open to a partnership where the MMR’s holder would invoice all sponsors for sponsorship contracts and be responsible for all revenue collection?  
   **Answer:** Not at this time.

42. **Question:** Please clarify how many originals and hardcopies of the proposal response are required. The information provided on Page 6, Section 3.3 is unclear…. Respondents shall submit one (1) original of Section 5, Execution of Proposal, and one (1) original Exhibit A HUB Subcontracting Plan, along with one (1) original hard copy, and four (4) electronic copies…….”  
   **Answer:** Vendor is required to submit one original hardcopy of their response. The original should include an original “wet-ink” copy of the Execution of Proposal, and an original “wet-ink” copy of the HUB Subcontracting Plan.

43. **Question:** May the prospective rights holder submit information we designate as confidential in a separately sealed envelope which may not be released without our written approval?  
   **Answer:** Trade secrets or other confidential information, submitted as part of a Proposal, shall be clearly marked at each page it appears. Such marking shall be in boldface type at least 14 point font.

44. **Question:** 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?  
   **Answer:** Texas A&M System does not allow for contracts longer than 5 years.

45. **Question:** May the respondent submit a compensation plan that is different than the one contemplated by the RFP, including a plan that does not include guaranteed compensation and that provides for a different billing, collection and payment process?  
   **Answer:** You may, however we cannot consider it at this time.

46. **Question:** The request in Section 3.7 for compensation information for “each product/service to be performed “does not appear to be applicable to the nature of the services to be provided pursuant to this RFP. Please confirm that respondents need not provide this information, but rather may propose an aggregate compensation structure for all services provided.  
   **Answer:** You may propose a different compensation structure and it will be evaluated accordingly.

47. **Question:** If the respondent proposes changes to the general terms and conditions listed in Section 4.1, may the respondent submit a marked copy of Section 4.1 showing those changes and reference that marked copy in, and attach the marked copy to, the Questionnaire required by Section 7.1 of the RFP?  
   **Answer:** Yes.

48. **Question:** May the respondent submit its own form of proposed contract?  
   **Answer:** Yes. However, many of the general terms and conditions noted in Section 4.1 will not be negotiable. TAMUCC reserves the right to refuse any vendor proposed contract form.
49. **Question:** In the sample contract provided in Section 4.1, do subsections 3B and 3C apply to both alternative sections 3A or only to the second alternative Section 3A?

**Answer:** Typically, they only apply to the second alternative Section 3A.

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**RFP PROCESS:**

Based on how these types of RFP’s are typically submitted and to allow for Bidders to have the appropriate information and time to submit the most advantageous proposal would it be possible to add some or all of the following steps to the process:

50. **Question:** Add additional time between when the University provides answers to Bidder’s questions and when the Bidder’s proposals are due. Ideally the Bidder would have at least 2 weeks after receiving answers and the proposals being due.

**Answer:** Yes, two-week extension was allowed on Addendum #1 for this RFP.

51. **Question:** Add a Pre-Bid Meeting on Campus for Bidder’s. This would allow for Bidder’s to tour the facilities and meet with purchasing and Athletic Department staff to answer additional questions and for the University to provide it’s vision for the University and Athletics.

**Answer:** At this time we will not be offering a Pre-Bid Meeting on Campus. However, vendors are more than welcome to stop by and see the facilities at any time.

52. **Question:** After Bids are submitted, allow for Finalists to have ability to come to campus and make a presentation and answer.

**Answer:** After reviewing and evaluating Proposals, we will consider this as we feel necessary.

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**SPONSORSHIP**

53. **Question:** What is the total cash revenue derived from sponsorship contracts (excluding trade)?

**Answer:** The total cash revenue in FY16 was $217,025. The current total cash revenue for FY17 is $167,050.

   a. If possible, please provide a contract list that includes sponsor name, contract end date and annual cash amount.

   **Answer:** Please see attached spreadsheet

   b. Are there any extenuating circumstances related to the cash sponsorship contracts (i.e. portion of revenue goes to the University, portion of money goes to general scholarship fund, etc.)?

   **Answer:** If tickets and/or athletic fund donations are included in the sponsorship agreements, then dollar amounts of these elements are deposited in to ticketing and athletic fund accounts and NOT in to corporate revenue accounts. For example, if a corporate sponsor signs a $5k agreement with $1k going to tickets and $1k going to the athletic fund, then the net deposit towards corporate sponsorship would be $3k.
c. Detailed list of sponsor benefits/elements (rotational signage, program ads, radio spots, tickets, etc.)
   \textbf{Answer:} Please see attached spreadsheet

d. Does the agreement cover athletics only or does the deal extend to the University or a combination?
   \textbf{Answer:} Majority are Athletics only. There are approximately 5 agreements that are joint with the university.

54. \textbf{Question:} What is the total trade revenue derived from sponsorship contracts?

55. \textbf{Question:} Are there any exclusivities that are currently in place?
   a. Please provide the specific category in which any client is exclusive and length of contract.
      \textbf{Answer:} The only exclusivity agreements we currently have is with Adidas (4 years remaining) and a university wide beverage provider with Coke (5 years remaining).

56. \textbf{Question:} Please provide the following regarding your sales team:
   a. How many people are responsible for sponsorship sales?
      \textbf{Answer:} One
   b. Are sales their main responsibility or are they responsible for other tasks (i.e. manage a sport, marketing and promotions, etc.)?
      \textbf{Answer:} Sales & Broadcasting
   c. What is the current salary (not including benefits) of the person/people responsible for corporate sales?
      \textbf{Answer:} $38k
   d. Is your sales person/team able to earn sales commissions?
      \textbf{Answer:} Annual performance bonus

57. \textbf{Question:} Currently, are there any restricted product categories (e.g. liquor, tobacco, etc.)?
   \textbf{Answer:} Yes, to alcohol, no to tobacco. Alcohol is allowed with restrictions. Tobacco is not permitted.

58. \textbf{Question:} Please provide a list of all advertising/sponsorship inventory as well as rates associated with each piece of inventory.
   \textbf{Answer:} Please see attached spreadsheet

59. \textbf{Question:} Are there any third parties that have the opportunity to sell advertising/sponsorship inventory?
   \textbf{Answer:} No

60. \textbf{Question:} Are any other events held in the basketball facilities? Please list and provide attendance numbers
   \textbf{Answer:} Our game facility is owned by the city of Corpus Christi. There are many other events that take place in that facility.

61. \textbf{Question:} What is average attendance for men’s & women’s basketball?
62. **Question:** Please list all signage opportunities at Olympic sport venues.  
**Answer:** Please see attached spreadsheet.

63. **Question:** What has been the average annual cost to replace sponsor signage (i.e. to update with new sponsors, change logo, etc.)?  
**Answer:** Between $250-$750 per sign depending on the sign type.

64. **Question:** Per section 2.4, is the institution open to alternative revenue structures outside of the guarantee structure mentioned?  
**Answer:** Possibly, it depends on the structure.

65. **Question:** Per section 2.5, is it necessary for the institution to be responsible for all invoicing and revenue collection?  
**Answer:** Yes.

66. **Question:** Per section 2.5, please define or provide examples of what fulfillment costs associated with corporate sponsorships the institution will remain responsible for?  
**Answer:** Fulfillment costs are usually included in the overall value of the sponsorship agreement, and therefore paid by sponsorship dollars. On occasion though, fulfillment costs are billed directly to the sponsor.

### RADIO

67. **Question:** Which sports are currently broadcast on radio?  
**Answer:** None...all sports are broadcast via the internet.

68. **Question:** How long are the pre and post-game shows for each sport?  
**Answer:** N/A.

69. **Question:** Who is the current flagship (include wattage and term)?  
**Answer:** N/A.

70. **Question:** How many affiliates are associated with each sport? Please list each affiliate and the contract end date.  
**Answer:** N/A.

71. **Question:** Who controls the local inventory in the flagship market and on the affiliates?  
**Answer:** N/A.

72. **Question:** How much inventory is available to the University on the broadcast (for promotional purposes) or required of affiliates outside of broadcasts?  
**Answer:** N/A.

73. **Question:** Outline all costs associated with the radio broadcast:  
Clearance fees (please break down by affiliate):

Talent (please break down by each individual):

Travel:
Production:
Equipment:
Telephone:
Satellite:
Other:

Answer: N/A

74. **Question:** Who currently pays for the expenses listed above?
   **Answer:** N/A

75. **Question:** How many broadcasts for each sport (i.e. number of games)?
   **Answer:** N/A

76. **Question:** What other ancillary programming is carried (coaches shows)?
   a. Are these 30 or 60 minute broadcasts?
   b. How many shows per year?
   **Answer:** N/A

77. **Question:** Are there any radio rights limitations for digital distribution?
   **Answer:** N/A

78. **Question:** Are stations allowed to stream the live broadcast of games and/or coaches shows?
   **Answer:** N/A

79. **Question:** Please provide copies of the current University contracts with radio affiliates and flagship.
   **Answer:** N/A

80. **Question:** Please provide format/script from a recent game radio broadcast.
   **Answer:** N/A

**TELEVISION**

81. **Question:** Who is the current flagship (include wattage and term)?
   **Answer:** We currently do not have a flagship television station agreement. We produce between 1-2 games annually at our own expense, depending on budget availability.

82. **Question:** How many affiliates are on the network?
   **Answer:** N/A

83. **Question:** Who controls the local inventory?
   **Answer:** We currently do not have a flagship television station agreement. We produce between 1-2 games annually at our own expense, depending on budget availability.

84. **Question:** Does the athletic department have any available inventory on game broadcasts?
a. How much inventory is available to the University on the broadcast?
   **Answer:** Yes, for games that we produce on our own. Varies depending on the selected network partner.

85. **Question:** Outline all costs associated with the television broadcast:
   - Clearance fees (please break down by affiliate):
   - Talent (please break down by each individual):
   - Travel:
   - Production:
   - Equipment:
   - Other:
   **Answer:** N/A

86. **Question:** What are the broadcast times for each affiliate?
   **Answer:** N/A

87. **Question:** How many coaches’ shows are produced each year?
   **Answer:** N/A

88. **Question:** Do the shows pay the coaches a talent fee for the coaches’ show or is their compensation paid by the University?
   **Answer:** N/A

89. **Question:** Please detail any limitations on distribution of these shows based on conference television agreements or otherwise.
   **Answer:** N/A

90. **Question:** Please provide a summary of game footage usage rights within coaches shows based on television agreements.
   **Answer:** N/A

91. **Question:** Please provide total TV schedule for each sport over the past 3 years.
   **Answer:** N/A

92. **Question:** Please provide copies of the current University contracts with any Regional TV.
   **Answer:** N/A

93. **Question:** Is there a local third-tier over-the-air package for men’s and women’s basketball?
   **Answer:** N/A

94. **Question:** Have delayed TV events ever been done?
   **Answer:** No
95. **Question:** If these broadcast have been produced, what are the total expenses associated with each broadcast? Who pays this expense?

**Answer:** $7,500 - $15,000 per game depending on the production company being used. Athletics covers the expense.

### PRINT/DIGITAL PUBLICATIONS

96. **Question:** Would the university remain responsible for all expenses related to the production of game programs/annuals currently being produced?

**Answer:** We currently do not print game programs, only game day complimentary roster cards. We are open to adding game day programs.

97. **Question:** For which sports do you print a game program? Please provide quantities for each and total costs per sport.

**Answer:** N/A

98. **Question:** What quantities are sold for each sport?

   a. What is the annual amount of vending sales for each sport?
   
   b. What is the cost per program for each sport?

**Answer:** N/A

99. **Question:** For which sports is some other form of Game Day Publication (rostercard, flipcard) provided? Does the publication change for each home event and what quantities are provided per event? Are these publications sold? Is advertising inventory available?

**Answer:** We produce complimentary game day roster cards/handouts for each sport. The format would offer limited advertising inventory. We are open to adding a more comprehensive game day program.

100. **Question:** What production responsibility does the university assume with the Game Day Publications?

   a. Provide all editorial content (text, photos)?
   
   b. Provide design assistance (print ready files) of front cover and editorial pages?

**Answer:** N/A

101. **Question:** How many pages of complimentary ad space does the athletic department/university receive in game programs?

**Answer:** N/A

102. **Question:** What Promotional Materials (schedule cards, posters, magnets, etc.) are provided for each sport? Please provide quantities for each item.

**Answer:** Team posters are designed/produced for each sport, with quantities between 500-1000 per sport. The printing is covered by an agreement with a local distributing company. Basketball schedule cards are produced, with quantities of 1,000 per card sponsor. Other promotional materials are produced whenever sponsors are secured for each item.

103. **Question:** What production responsibility does the university assume with the Promotional Materials?

   a. Provide all editorial content (text, photos)?
   
   b. Provide artwork (print ready files) for all items?

**Answer:** Yes and yes.
104. **Question:** Do you produce a yearbook for any sport? Is advertising available within the yearbook?  
   **Answer:** We currently do not produce yearbooks.

105. **Question:** Do you have a partnership with University Sports Publications? If so, what is the term and revenue model?  
   **Answer:** Not currently.

106. **Question:** Do you (or the alumni association) produce an athletic newspaper or magazine? If so, what production responsibility does the university assume with the publication?  
   a. Provide all editorial content (text, photos)?  
   b. Provide design assistance (print ready files) of front cover and editorial pages?  
   c. Who is responsible for the mailing preparation and postage costs? Is advertising inventory available?  
   **Answer:** The Alumni Association produces its own magazine.

107. **Question:** Does the athletics department or a third-party produce Digital Publications (e.g. game programs, yearbooks, etc.)? If yes, approximately how many people are on the digital publication distribution list(s)?  
   **Answer:** Yes. Not distributed. Available online.

108. **Question:** How do recipients join the digital publication distribution list(s)?  
   **Answer:** N/A

109. **Question:** What has been the total revenue derived from digital publication advertising/sponsorship sales over the last two-to-four years on an annual basis? Advertising/sponsorships defined as presenting sponsors, full-page ads, half-page ads, quarter-page ads, pre-video ads, etc.  
   **Answer:** N/A

110. **Question:** What are the current athletic department expenses attributable to digital publications?  
   **Answer:** N/A

111. **Question:** Who within the athletics department is responsible for producing the Digital Publications?  
   **Answer:** Athletics Communications staff

**DIGITAL**

112. **Question:** What are the athletic department’s goals with respect to digital media platforms and channels?  
   **Answer:** Provide the best information and content while promoting the Islanders athletics program

113. **Question:** Is the athletics department aware of any conference-wide digital agreements that might impact any future digital agreements for the athletics department? If so, please describe:  
   **Answer:** Not at this time.
114. **Question:** Please provide records of traffic on the Official Athletics Site (OAS) during the previous four-year period.
   a. Traffic records should include at a minimum: annual Page Views and Unique Visitors on a month-by-month basis.
   **Answer:** We have recently launched a new website on 9/1/16 with a new host, SIDEARM Sports. The traffic numbers from our previous website partner were as follows:
   - Total Hits – 4,915,621 average/month
   - Total Visits – 174,341 average/month

115. **Question:** What has been the total revenue derived from OAS advertising/sponsorship sales over the last four years on an annual basis? Advertising/sponsorships defined as rotating banner ads, micro banner ads, permanent sponsor logo placement, pre-roll ads, etc.
   **Answer:** Sponsor logo placement on the website has been included as an add-on for featured sponsors. It has not been sold as a stand-alone piece of inventory.

116. **Question:** What are the current athletic department expenses attributable to the OAS?
   **Answer:** $4,500/year

117. **Question:** Are there any restrictions regarding promotional advertising and sponsorships on the OAS? If so, please describe:
   **Answer:** Not at this time

118. **Question:** What entity hosts the OAS?
   **Answer:** SIDEARM Sports
   a. What is the term of the current OAS agreement?
      **Answer:** One year with automatic renewal up to four years
   b. If using website service provider, does the athletics department receive a rights fee or does the athletics department pay a service fee to the provider?
      **Answer:** pay the provider
   c. What is the fee and schedule of payments?
      **Answer:** $4,500/year
   d. Who in the athletics department is responsible for this agreement?
      **Answer:** Mary Wallace

119. **Question:** Who produces content for the OAS?
   a. Athletic department’s media relations/sports information staff
   b. Athletic department’s digital media staff
   c. Digital media staff provided by outside entity (e.g. current rights holder)
   d. Other
   **Answer:** Athletic department’s media relations/sports information staff

120. **Question:** Who currently manages social media messaging/strategy?
   **Answer:** Athletics Communications staff

121. **Question:** Does the university have any goals or metrics for social media presence?
   **Answer:** Not at this time

122. **Question:** Please list any third-party vendors the athletic department is working with in social media?
   **Answer:** None at this time
123. **Question:** What are the current athletic department expenses attributable to Social Media?

   **Answer:** None at this time, other than occasional Facebook advertisements placed by Athletics Marketing

124. **Question:** Are there any restrictions regarding promotional advertising and sponsorships on Facebook, Twitter, YouTube, Pinterest, etc.? If so, please describe.

   **Answer:** Not at this time

125. **Question:** What social media channels does University participate in? Please provide a list and associated handles.

   **Answer:**
   - Twitter: @Go_Islanders
   - Instagram: Go_Islanders
   - Facebook: /GoIslanders
   - SnapChat: Go_Ders
   - YouTube: Islanders Athletics

126. **Question:** Is there an official wireless service provider for the University? If so, what are the terms?

   **Answer:** Not at this time

127. **Question:** If other than the athletics department, what entity owns the rights for mobile and tablet applications?

   **Answer:** Texas A&M University-Corpus Christi

128. **Question:** What are the current and future plans for the development of official athletic department mobile and tablet applications?

   **Answer:** There is the possibility of developing an Islanders Athletics mobile and tablet app, either through our new website provider or as a separate application.

129. **Question:** During the life of the current mobile and tablet applications, how many downloads have been achieved per platform on an annual basis?

   **Answer:** N/A

130. **Question:** To the extent applicable, what has been the annual revenue derived from user download fees from mobile and tablet applications during the life of the applications?

   **Answer:** N/A

131. **Question:** Does the university have wireless access points inside the sports venues?

   a. If so, who is the provider?

   **Answer:** The university has a guest wi-fi connection on campus. The American Bank Center, where we lease to play our basketball games downtown, offers wireless.

   b. If no, are there any plans to wire athletic venues?

132. **Question:** Who is the ticketing provider/platform?

   **Answer:** Ticket Return for all campus events. Ticketmaster for basketball games at the American Bank Center.

   a. Do the venues scan tickets, or does the provider offer mobile formatted ticketing pages?

   **Answer:** Scan or tear tickets
133. **Question:** Does the athletics department or a third-party produce an e-mail newsletter?  
**Answer:** Yes  
  a. If yes, approximately how many subscribers receive the newsletters?  
**Answer:** There are currently over 10,000 subscribers in the general athletics fan e-newsletter database.

134. **Question:** How often is the email newsletter distributed?  
**Answer:** As needed to promote upcoming events. We are considering a weekly distribution schedule.

135. **Question:** Are there any restrictions regarding promotional advertising and sponsorships within the email newsletter?  
**Answer:** Not at this time.

**TICKET SALES**

136. **Question:** Of the stadium capacity for each sport offering a season ticket, what is the number of tickets sold in each year for the past 3 years and the pricing of each type?  
**Answer:** The below chart reflects the total amount of ticket sales per sport.

<table>
<thead>
<tr>
<th>Sport</th>
<th>2015-16</th>
<th>2014-15</th>
<th>2013-14</th>
</tr>
</thead>
<tbody>
<tr>
<td>Soccer</td>
<td>$3,608.75</td>
<td>$4,517.00</td>
<td>$7,358.00</td>
</tr>
<tr>
<td>Indoor Volleyball</td>
<td>$10,094.75</td>
<td>$4,618.00</td>
<td>$6,887.00</td>
</tr>
<tr>
<td>Men's Basketball</td>
<td>$104,346.88</td>
<td>$75,743.87</td>
<td>$76,015.00</td>
</tr>
<tr>
<td>Women's Basketball</td>
<td>$30,225.89</td>
<td>$29,842.01</td>
<td>$29,595.00</td>
</tr>
<tr>
<td>Softball</td>
<td>$7,448.75</td>
<td>$3,604.00</td>
<td>$2,797.00</td>
</tr>
<tr>
<td>Baseball</td>
<td>$7,389.75</td>
<td>$7,192.33</td>
<td>$10,391.00</td>
</tr>
<tr>
<td>Track &amp; Field</td>
<td>$15,425.00</td>
<td>$15,495.00</td>
<td>$4,117.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$178,539.76</strong></td>
<td><strong>$141,012.21</strong></td>
<td><strong>$137,160.00</strong></td>
</tr>
</tbody>
</table>

137. **Question:** What is your season ticket renewal rate for the past 3 years for each sport that offers a season ticket?
138. **Question:** Do you sell partial plan tickets? If so, please provide unsold inventory and pricing for past 3 years.

**Answer:** We sell an Island Sports Pass, which includes a general admission ticket to the non-basketball sports (Soccer, Volleyball, Baseball, Softball, Track & Field) for $80. We also sell a Basketball Flex Pack that includes ten (10) vouchers good for any home game in any combination for $100.

139. **Question:** Explain any proactive ticket sales events currently performed.

**Answer:** We are about to launch our basketball season ticket sales campaign, as the renewal deadline was September 1.

140. **Question:** Is the athletic department willing to look at another model besides a traditional "rights holder" model? If so we would like to propose a revenue share model with a guarantee that would include revenue thresholds. We would be looking for the exclusive right to sell on behalf of the athletic department but the ownership of all the rights still retains with the athletic department.

**Answer:** Possibly. You may submit another model and it will be reviewed accordingly.

141. **Question:** Would the athletic department consider having the marketing firm perform the invoicing and collecting of the service provided?

**Answer:** Not at this time.

142. **Question:** I looked through the RFP and didn't notice disclosure of the following
  - List of revenues secured for all corporate sponsorship revenues cash and trade for the year
  - List of sponsorship agreements that will be retained as university wide agreements
  - List of all agreements that indicate annuals and multi years
  - List of all assets that are available to sell on behalf of athletics

**Answer:** See above.

This Document Shall be attached to and become a part of the contract documents for this project. The Addendum shall be signed for acknowledgement that you have received the Addendum # 1 and return within your proposal.
<table>
<thead>
<tr>
<th>Item</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Player Nights</td>
<td>$750</td>
</tr>
<tr>
<td>Boom Signs</td>
<td>$300/ea</td>
</tr>
<tr>
<td>Post Game Clinic</td>
<td></td>
</tr>
<tr>
<td>Autograph Sessions</td>
<td>$500/ea</td>
</tr>
<tr>
<td>Kills</td>
<td></td>
</tr>
<tr>
<td>Giveaways</td>
<td></td>
</tr>
<tr>
<td>Marketting Table</td>
<td>$1,000</td>
</tr>
<tr>
<td>Game Sponsorships</td>
<td>$1,000</td>
</tr>
<tr>
<td>Public Address Announcements</td>
<td>$1,500</td>
</tr>
<tr>
<td>Promotional Posts</td>
<td>$2,000</td>
</tr>
<tr>
<td>Promotional Posters</td>
<td>$3,000</td>
</tr>
<tr>
<td>In Game Promotions</td>
<td>$4,500</td>
</tr>
<tr>
<td>Printed T-shirts</td>
<td>$500/ea</td>
</tr>
<tr>
<td>Opening Serve</td>
<td>$250</td>
</tr>
<tr>
<td>Service Ace (T-shirts)</td>
<td>$500</td>
</tr>
<tr>
<td>Fan of the Game</td>
<td>$750</td>
</tr>
<tr>
<td>Court Signage (soft-a-frame)</td>
<td>$1,500</td>
</tr>
<tr>
<td>Blocks</td>
<td>$750</td>
</tr>
<tr>
<td>Volleyball Game Sponsorships (Approx. 10 gms)</td>
<td>$2,000</td>
</tr>
</tbody>
</table>

Promotional Inventory List - Women's Volleyball