March 3, 2015

ADDENDUM TWO TO ALL FIRMS:

Reference: Request for Proposal (RFP) #SH020915

Commodity: Multi-Media Rights Plan for University Athletics

Dated: February 9, 2015

Proposal Due: March 9, 2015

Please reference the following for clarifications and changes to the RFP #SH020915 issued on February 9, 2015 for a Multi-Media Rights Plan for University Athletics:

B. Issuance of RFP and Questions

Attention: John Gerding, Procurements Manager
Telephone: (434) 982-2563
Fax: (434) 982-2690
TDD: (434) 982-HEAR
Email: jeg5y@virginia.edu

Any questions concerning this RFP will be directed to John Gerding as listed above and not to any other person at the University, with the exception of issues directly related to SWAM business and SWAM subcontracting opportunities. Such SWAM issues may be alternately directed to Les Haughton, Director, Supplier Diversity, at (434) 924-7174 or lh7sn@virginia.edu. The University will determine whether any addenda should be issued as a result of any question or other matters raised.

The information below in this document is a compilation of questions from the Pre-proposal conference. Along with each question are the answers, which the University subsequently compiled to respond to the questions.
Question: What expenses comprise the categories listed on attachment 8?

Answer: Production includes talent fees, travel, radio production, satellite fees, radio equipment, radio clearances, professional services, affiliate entertaining, print (programs, schedule cards, posters), TV equipment, and miscellaneous. Signage includes replacements of static signage, primarily in Scott Stadium and John Paul Jones Arena (includes concourse signs). Hospitality includes suites catering, tents, food and beverage for hospitality sponsorships, sponsor travel, and golf tournament expenses. Tickets, Sales Commissions, and Salaries/Benefits are self-explanatory. Sales includes travel, entertainment, and gifts. Marketing includes creative services, production, premium items, collateral materials, and technology upgrades. The entry for GA for FY 2014-15 was an error. That amount is projected to be $20,000. The Rights Fee payment is self-explanatory.

Question: When do the radio affiliate agreements expire?

Answer: None of the radio affiliate agreements extend past the 2015-16 season.

Question: What expenses are associated with the use of the athletics department's video services unit?

Answer: The current agreement with CSBSCP / Out Front Media outlines annual support of $105,000 to UVa Athletics for fulfillment by the video services unit. There are no additional expenses for video production beyond this amount.

Question: Could you provide the terms of sponsorship agreements and associated revenues?

Answer: Please see the attached VSP FY15-FY16 Account Summary Updated.xlsx. This represents current revenue contracted toward the goal of $6,050,000.

If you have any questions concerning this Addendum or the RFP, please contact me at (434) 982-2563. Thank you for your participation in this RFP process. I look forward to receiving your firm's proposal.

Sincerely,

John Gerding
Procurements Manager

Please sign below, acknowledging receipt of this Addendum and return this document with your response to the RFP.

________________________________________  __________________________
Signature                                      Name of Firm

________________________________________  __________________________
Please Print Name of Person Signing Above      Date