



ADDENDUM 2 TO REQUEST FOR PROPOSAL 624-RD

Naming Rights Consulting Services

University of Nevada, Las Vegas
Purchasing Department
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Date of Addendum: October 24th, 2014

Date and Hour of RFP Opening: Wednesday, October 29th 2014 3:00 PM Local Time

NOTICE TO PROPOSERS

THE FOLLOWING ADDITIONS, DELETIONS, AND/OR CHANGES SHALL BE MADE AND INCORPORATED IN THE SUBJECT REQUEST FOR PROPOSAL 624-RD:

QUESTIONS:

1. **Question:** What is the term of the agreement?

Answer: Per Section C 3. (c) of the RFP:

The initial term of the Contract will be (1) one year ("Initial Term" or "Term"). Upon mutual agreement of both parties, the Contract may be extended for an additional three (3), one (1) year renewals terms ("Renewal Term(s)" or "Term(s)").

2. **Question:** Would UNLV be open to negotiate a fix fee + commission structure or any other alternative compensation structure?

Answer: The fee structure must be submitted as on the Pricing/Commission Fee Response Form. However, you may submit an alternate commission proposal with no guarantee of review/acceptance.

3. **Question:** Is UNLV open to commercialize the naming rights of the facilities (Thomas & Mack Center, Mendenhall Center) or is the University only looking to find sponsors / naming rights partners for the assets listed on page 17 of the RFP? Could the Thomas & Mack name come off the building?

Answer: UNLV is open to any/all ideas proposers have to maximize the income potential for these facilities and assets. However, the Thomas and Mack Center; Cox Pavilion; and Mendenhall Center names must remain associated with the building.

4. **Question:** Do we have to include a MWDBE as part of our response not knowing the potential revenue of the project?

Answer: Please refer to sections F & G of RFP 624-RD and Section C (15) of the RFP for this information

5. **Question:** Does agency need to have a specific university naming rights protocol for executing a naming rights partnership?

Answer: Naming Rights protocols will be addressed in the finally negotiated agreement consistent with NSHE and UNLV policies and procedures, including, but not limited to,

NSHE Handbook Title 4, Chapter 10, Section 25

<http://system.nevada.edu/Nshe/index.cfm/administration/board-of-regents/handbook> and

NSHE Procedures and Guidelines Manual Chapter 1, Section 2

<http://system.nevada.edu/Nshe/index.cfm/administration/board-of-regents/procedures-guidelines-manual>

6. **Question:** Does naming rights agency need to have a naming rights valuation division and sales representation arm?

Answer: No, it is not required. Please refer to Section B (2) (f) (1).

7. **Question:** Are you requiring the naming rights consultant to have worked with IMG in past projects?

Answer: No, it is not required. Please refer to Section B (2) (f) (1).

8. **Question:** Does UNLV prefer the agency to already understand the local market commercial rights landscape with sports and entertainment properties?

Answer: UNLV is focused on the success of bringing revenue from these assets and wish to consider the broader overall expertise of the vendor. While knowing the local market can be helpful, bringing new clients to the market is also important.

9. **Question:** Does consultant need to have specific naming rights sales execution as part of the requirement?

Answer: Please refer to Section B (2) (f) (1).

10. **Question:** Are you open to University-wide business partnerships as part of your athletic department commercial sales strategy?

Answer: For the purposes of this RFP, any naming rights shall be limited to The Athletics and Entertainment Complex that includes the Thomas & Mack, the Cox Pavilion, and the Mendenhall Center at UNLV. While other campus opportunities may present themselves, we cannot guarantee their availability.

11. **Question:** Is UNLV willing to provide the naming rights partner with a customized platform including academics, athletics, employee recruitment, business, and more?

Answer: For the purposes of this RFP, any naming rights shall be limited to The Athletics and Entertainment complex that includes the Thomas & Mack, the Cox Pavilion, and the Mendenhall Center at UNLV. While other campus opportunities may present themselves, we cannot guarantee their availability.

12. **Question:** How many naming rights agreement does consultant need to have executed?

Answer: Please refer to Section B (2) (f) (1).

13. **Question:** Does the University have any current categorical sponsorship exclusivities that would apply to the sale of naming rights for any of the three venues?

Answer: No. Any sponsorship agreements exclude naming rights.

14. **Question:** How many events are held each year at the Thomas & Mack Center? What is the breakdown of number of family shows, concerts, sporting events and other shows?

Answer: From 7/1/13-6/30/14 the events are as follows:

TMC	BOXING	2
TMC	BULL-RIDING	5
COX	CHEER	5
TMC	CONCERT	4
TMC	CONFERENCE	5
COX	FAMILY	17
TMC	GRADUATIONS	9
TMC	MMA	3
TMC	NBA Summer League	19
COX	OTHER/MISC	7
TMC	RODEO	10
TMC	WWE	2

15. **Question:** On average, how many events (non-UNLV games) at the Complex are televised? Please provide general details regarding the regularity of these events and what networks/stations carry them.

Answer: Yearly events include:

**National Finals Rodeo – CBS Sports
Professional Bull Riders – CBS Sports
NBA Summer League – Madison Square Garden Network, ESPN, and NBA TV
USA Basketball – ESPN, ESPN2
Boxing – Pay per view
Mountain West Conference Basketball Tournament – CBS Sports
WWE – Pay per view, and/or Monday Night Raw USA Network**

16. **Question:** What is the average annual attendance of the Thomas & Mack Center and the Cox Pavilion?

Answer: Thomas & Mack Center 800,000 and Cox Pavilion 60,000

17. **Question:** Has the University ever attempted to secure venue naming rights for the Complex before? If so, were any previous offers received and what were the basic terms?

Answer: There have been no formal attempts to secure naming rights for the Complex; therefore, no offers have been received.

18. **Question:** Can you please provide details on the UNLV radio broadcast of basketball games, including network reach, affiliates, and any other pertinent information?

Answer: Currently, UNLV Men's Basketball is aired on Lotus Broadcasting/ESPN Radio 100 AM and 98.9 FM in the Las Vegas Valley and surrounding areas.

19. **Question:** Can you please provide details on the UNLV's annual television coverage including: The Mountain West Conference package and how many home men's and women's basketball games are to be televised and on what network?

Answer: For the Mountain West Conference Basketball, 9 Men's games, and 2-3 Women's games per year.

20. **Question:** Does UNLV or IMG, the multi-media rights holder control Tier 2/Tier 3 broadcasts? If so, how many games? Historically, who televises those games? What is the reach?

Answer: Broadcast rights are managed by the Mountain West Conference on behalf of its members. The Mountain West Conference has agreements with several different broadcasters, including ESPN and CBS Regional. Some games are available for broadcast by entities other than those designated by the Mountain West Conference through its existing broadcast agreements.

21. **Question:** Can you please provide details on the numbers of viewers or any metrics you have regarding RebelsTV and/or other digital distribution of content for games hosted at Thomas & Mack Center and Cox Pavilion?

Answer: See Exhibit D

22. **Question:** Will a suite be available to package into the naming rights partnership? If not, are there suites available to purchase to include in partnership and what is the cost?

Answer: UNLV is looking for a consultant who has experience with packaging assets and will consider inclusion of suites.

ALL OTHER TERMS, CONDITIONS AND SPECIFICATIONS OF THIS REQUEST FOR PROPOSAL REMAIN THE SAME. ADDENDA MUST BE RETURNED WITH THE ORIGINAL RFP PACKAGE