

**REQUEST FOR PROPOSALS #2021-028**  
**Multimedia Rights Consultant**  
**RESPONSE ADDENDUM # 1**  
**March 23, 2021**

**QUESTIONS**

1. Does the proposed scope of work strictly include athletics assets, or does it also include the evaluation of the multimedia rights opportunities for non-athletics assets as well?  
Answer: The current scope of work is limited to Athletics. And to ensure we can properly evaluate the responses please remain within the purpose statement / scope of work provided.
2. Please confirm the desired completion date of each phase of the scope of work  
Answer: We are seeking professional opinions on the length of the duration of each phase, with the understanding that the RFP and its resulting contract will need to be in place by May 2022 so that there is no gap in coverage.
3. Please confirm the expiration date of the current MMR agreement.  
Answer: July 2022
4. Appendix D Section 2: Please provide more explanation regarding the expectation of a 5-year term with the Contractor, and the services that will be provided once a new MMR deal has been executed.  
Answer: There is no identified longer-term need, however the University may need consulting services and the extended term would allow us to engage the Contractor through the Agreement term.
5. Appendix C – Required Cost Evaluation Exhibits: Is the University open to receiving alternative financial proposals for this RFP?  
Answer: The requirement is to follow what is outlined in Appendix C and in the format provided. This allows us to fairly compare the submission.
6. Can the University provide Respondents a Word Document (.docx) version of this RFP?  
Answer: Yes, please email