

**REQUEST FOR PROPOSALS #2022-048**  
**Multimedia Rights Agreement with**  
**University of Maine Athletics**  
**RESPONSE ADDENDUM #1**  
**January 28, 2022**

**QUESTIONS**

**Q1:** Please provide total cash revenue for the last three (3) fiscal years.

**A1:** [As stated previously, Maine will not provide cash revenues for the past three years.](#)

**Q2:** Please provide total barter revenue for the 2021-22 fiscal year. Please provide a breakdown of any trade obtained by the rights holder on behalf of the University.

**A2:** [Fluctuates year to year. Examples include: hotel rooms & restaurant trade.](#)

**Q3:** Please provide detail on any of the MMR revenues above that are directly tied to campus partnerships (i.e., Pepsi). including if any of the revenues are split between the University and Athletics.

**A3:** [Please refer to RFP Section 1.1.5, Pouring Rights is not included in this RFP. No other campus partnerships impact athletics.](#)

**Q4:** Please provide detail on any other MMR revenues, for each of the last three fiscal years, (i.e., game program vending, radio affiliate fees, etc.).

**A4:** [As stated previously, Maine will not provide cash revenues for the past three years](#)

**Q5:** Please provide detail or at a minimum a percentage of the amount of current MMR sponsorship revenue, for each of the last three fiscal years, that comes from outside the state of Maine.

**A5:** [We estimate that more than 90% of sponsorship revenue is derived from in-state sources; however, the annual reports we receive aren't specifically broken down in-state vs national, thus being an estimate.](#)

**Q6:** Please detail any capital projects that the University has planned for the next 36 months with specific mention of new assets that would be available to the partnership/rights holder.

**A6:** [The master plan can be found on \[www.goblackbears.com\]\(http://www.goblackbears.com\), with the first projects beginning in the Summer 2022.](#)

**Q7:** Are there are inventory restrictions (i.e. categories) that a rights holder must adhere to?

**A7:** Only can sell/promote products and services that are legal in the state of Maine.

**Q8:** Can you detail any expenses that you are requiring the rights holder to take on outside the usual and customary multi-media operation?

**A8:** There are no additional expenses outside the usual and customary MMR agreements.

**Q9:** Can you please provide fulfillment expenses audited from sponsorship agreements for the last three (3) fiscal years, including a detailed outline of the number of season tickets that were purchased for those agreements and the spend for those tickets?

**A9:** As stated previously, Maine will not provide revenues or expenses from the past few years.

**Q10:** Are there any specific radio coverage requirements beyond the home market?

**A10:** While we consider the state of Maine to be our home market, our expectation is the MMR partner will be able to provide a digital signal that can be reached throughout the country and worldwide.

**Q11:** What are the terms of the current flagship radio agreement?

**A11:** The University of Maine won't disclose the terms, as this confidential information.

**Q12:** Please provide the MS Excel Version of all financial tables that are required as part of this RFP submission

**A12:** Provided on the website: [www.maine.edu/strategic/upcoming\\_bids.php](http://www.maine.edu/strategic/upcoming_bids.php)

**Q13:** Will the University accept any follow-up questions based upon responses to our initial questions?

**A13:** Any follow up questions must be submitted within 48 hours of the University of Maine responding to the initial list of questions.

**Q14:** Is Maine able to distribute media events locally or regionally on linear outlets? Or does the ESPN and Flo Sports commitments prevent that?

**A14:** Yes, please refer to section 1.1.5 from the RFP.

**Q15:** If events CAN be distributed, can you please list the specific media assets that are available for distribution?

**A15:** By way of example, pre-game and post-game shows, approximately half of the commercial inventory per event, features, enhancements, branded promos, etc.

**Q16:** Would you consider a business model that does not involve revenue guarantees with focus on incremental deals and/or on-site personnel?

**A16:** The University of Maine is willing to consider various types of proposals.

**Q17:** How would you rate your in-house production for Football and Men's and Women's basketball? Is it of RSN quality?

**A17:** Our games, as produced on campus, have been distributed by RSN's, ESPN +, and local carriers.

**Q18:** Does this engagement include naming rights opportunities for any on-campus athletic venues?

**A18:** Naming rights opportunities are open for consideration in the future, but they aren't part of this RFP, at this time.