



June 3, 2013

ADDENDUM 1

REQUEST FOR PROPOSAL NUMBER: 281302

INTEGRATED ADVERTISING, MARKETING, AND SPONSORSHIP SALES

Please note the following responses to questions submitted in response to the above referenced Request for Proposal:

Q1. Can you expand on the digital signage components (i.e. quantity, locations, functionality, campuses)?

A1. *No. Refer to the examples of the potential locations and types of digital signage that was attached to the original RFP. Besides those shown, there are many other potential advertising, marketing, and sponsorship opportunities. This solicitation is a qualifications based solicitation. The University expects proposers to provide your experience and capability to sell such opportunities however they evolve.*

Q2. Will there be signage at the football and basketball facilities?

A2. *Both facilities already have signage.*

Q3. Are you able to estimate the number of eyeballs that could see each unit (or the total number)?

A3. *No.*

Q4. Will this partner be responsible for the fulfillment of the advertising contracts (i.e. uploading ads to the digital signage units)?

A4. *The firm selected under this solicitation, the firm selected to provide the digital technology, and the University will decide how content will be loaded.*

Q5. Is non-advertiser content a component (i.e. news/sports content)?

A5. *Yes. The University will extensively use the digital assets. The closer to the core part of each campus, the more University content will be on the digital system. The farther from the core part of each campus, the more advertising content will be on the digital system.*

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File: RFP #281302
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