



June 6, 2013

ADDENDUM 2

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. Is ASU open to Naming Rights opportunities apart from advertising, marketing, and sponsorship opportunities?

A1. We consider naming rights to be included in sponsorship. Our intent is to maximize the potential of looking at the University as an integrated opportunity.

Q2. What other integrated opportunities for advertising, marketing, and sponsorships are currently available or in development at ASU than the new University Digital Sign, Communication Network and electronic billboards at major traffic points?

A2. These will be developed in an alliance among the University, our sales contractor, and our technology contractor.

Q3. Is ASU open to other opportunities that include advertising, marketing and sponsorship / naming rights at ASU athletic venues, libraries, museums, other facilities, ASU communications, ASU website, etc?

A3. The intent is to maximize the potential of the entire University with the understanding that we are first a major research University, and we will complement our image, not dilute it.

Q4. Is there a Small Business and Small Disadvantaged Business goal as percentage of revenue associated with this RFP?

A4. No.

Q5. Is it mandatory to subcontract a SB/SBD?

- A5. No. But we seek to do business with small and/or diversity businesses and we expect that our contractors will share this desire.
- Q6. Under Exceptions, the RFP states that "Proposals that are contingent upon any changes to these mandatory contract terms and conditions may be deemed nonresponsive and may be rejected." We understand that this is desirable but does not preclude respondent from proposing suggested changes to the agreement. Please advise if this is not the case.
- A6. The more changes you suggest to our standard terms and conditions, the less favorably we will look upon your proposal.
- Q7. Can Pricing Schedule include a combination of fixed fee plus commission on revenue generated?
- A7. The Pricing Schedule can contain whatever methodology you suggest.
- Q8. Can you please provide a list of the assets ASU is currently commercializing as well as a list of current sponsorship/advertising deals?
- A8. No. What we are currently doing should have no impact on your ability to demonstrate your qualifications and experience.
- Q9. Example renderings of the University Digital Sign and Communication Network are referenced as enclosed in the Scope of Work but we couldn't find them.
- A9. They can be found on our bid board under RFP #281302 Attachment 1 located at: <http://asu.edu/purchasing/bids/index.html>.

Lorie Sheppard

Lorie Sheppard, C.P.M.
Senior Buyer
480.727.6954
lorie.sheppard@asu.edu

File: RFP #281302
John Riley