

RFQ – Sponsorship Evaluation & Measurement & Related Services Q&A (#2)

Under Section 4: General Requirements

- 1) Respondents are asked to describe experience assessing North Carolina sports properties and community events. If an agency has not worked within North Carolina (but does have very relevant experience in other parts of the country) will they be excluded from consideration? **No, they will not be excluded. If an agency has relevant experience please describe.**

Regarding Affidavit A -- Identification of Minority Business Participation & Affidavit C-- Intent to Perform Contract with Own Workforce

- 2) If we are submitting a joint bid with a minority owned business rather than subcontracting (Affidavit A) and can perform all work with our own joint workforce (Affidavit C), should we complete Affidavit A as N/A or list the minority partner agency there? **Please complete Affidavit A and note that a joint bid is submitted by a minority owned business.**

General Questions

- 3) Will preference be given to North Carolina based companies during the RFQ selection process? **Yes. In compliance with the North Carolina Governor Executive Order 50, the NCEL will apply a price-matching preference for North Carolina resident vendors on contracts for the purchase of goods so that qualified North Carolina vendors whose price is within five percent (5%) or ten thousand dollars (\$10,000) of the lowest cost proposal, whichever is less.**
- 4) Will the selected contractor have access to work directly with sponsored properties to assemble the information needed to create the assessment and valuation? **Yes. If the NCEL is unable to provide the Successful Contractor with all requested information in order to create the assessment and valuation, the Successful Contractor can contact the sponsored property directly to obtain such information.**
- 5) Under the Pricing, Option 1 section it reads twenty-one (22) for the number of sponsorships. Can you confirm 22 is the correct number? **It should be 22.**
- 6) Since we currently work the North Carolina Education Lottery do we need to resubmit Affidavits A and B or C again or are we covered already? **We require new completed forms for each procurement.**
- 7) Under the additional options, bullets 1-3 ask for fixed pricing while the fourth bullet ask for a description of services and no pricing. Is this the correct interpretation? **Yes, that is correct. The NCEL is interested in conducting media valuations in the future and would**

like to obtain a better understanding of each Contractor's capabilities. The NCEL may choose to have certain media assets valued from the Successful Contractor at a negotiated rate.

RFQ SUBMISSION:

- 8) Is there a preferred format for the response: PPT, Word, etc.? **No, we would leave it up to each Responding Contractor to determine how to present their Proposal.**

RFQ REQUIREMENTS:

- 9) How do you distinguish return on investment (ROI) as it relates to Evaluation of Sponsorship Portfolio & ROI Assessment Model? Contractor typically approaches them as two separate processes and methodology Responding Contractors must **describe their approach. The NCEL is looking to have our current sponsorship portfolio evaluated and would like to understand what the ROI is for each sponsorship agreement. Furthermore, the NCEL is looking for an ROI assessment model that can be used independently to value all sponsorships in the future once the initial evaluation is completed.**
- 10) Below are a few examples of KPIs we track/ include in other Contractor clients post sponsorship assessments: broadcast exposure value, digital/social engagement value, in-market fan surveys to measure sponsorship lift/impact, internal metrics, etc. Is this what you mean by post sponsorship assessment? **Yes**

SECTION V (PRICING):

- 11) Contractor builds project fees based on a staffing plan, term, and hours/week to deliver against the scope. Would you like to see this broken out in the pricing section? **Yes**
- 12) It states that Option 1 consists of an evaluation of 22 sponsorships and Option 2 consists of 49. On the NCEL sponsorships document, Option 1 lists out 49 sponsorships and Option 2 lists out 22. Which should we follow? The RFQ or list within NCEL Sponsorships document? **The document is labeled correctly. One option shows a list of 49 sponsorships and the other shows a list of 22 sponsorships. When the RFQ states provide pricing on 49 sponsorships, use the list of 49 sponsorships. When the RFQ states provide pricing on 22 sponsorships, use the list of 22 sponsorships.**

ATTACHMENT B:

- 13) A contractor investigation is of the Company and not a specific individual, correct? **Yes.**

ATTACHMENT C:

- 14) Who specifically are you looking for a background check of? Contractor employees that would be working on the business? **All officers and employees working on the NCEL account.**

ATTACHMENT E:

- 15) To clarify, are you looking for Contractor to provide a list of the minority businesses we work with? If so, what information about those business would you need? **See Affidavit A of Attachment E for required information. Please only list minority businesses that will be working on the NCEL account.**

- 16) With regards to Listing of Good Faith Efforts, are these questions based on the work against this RFQ or general Contractor business? **Only work applicable to the NCEL project.**

- 17) Evaluation of Sponsorship Portfolio
 - a. Is there a specific reason those 22 sponsorships have been chosen? E.g., Are these coming up for renewal? Are these sponsorships you're already questioning from a "value" standpoint? Etc.? **The 22 sponsorships that were chosen are our sponsorships with the largest investment.**

 - b. With regard to recommendations (A-c), is NCEL looking for specific recommendations on every deal the vendor will assess? In other words, vendor would evaluate the existing deal and then potentially help develop a new sponsorship package for NCEL to use in negotiations? **Essentially, only if a new deal is required because the current sponsorship has a low ROI.**

- 18) ROI Assessment Model
 - a. Are you expecting this to be in a certain format (e.g., online portal/dashboard vs. Excel-based)? **No, we will leave it up to the Responding Contractor to recommend format.**

 - b. Can you define "independent" – or at least how independent you expect this ROI Assessment Model to be in the future? E.g., if the vendor you choose required future involvement (from a management/license perspective, etc.), is that a disqualification or consideration? **The NCEL would like to have ownership of the ROI assessment model to use as a tool to evaluate and conduct pre and post sponsorship measurement. Future involvement from the Successful Contractor is not preferred but would be considered based on what is being proposed.**

 - c. Is the ROI Assessment Model expected to enable the evaluation of new proposals from existing partners, or also to enable the evaluation of new potential partnerships that vendor has not yet evaluated? **Yes**

 - d. Is the ROI Assessment Model expected to enable both the front end evaluation of a specific deal ("what should we pay for UNC Athletics sponsorship?") and the back end evaluation for the same sponsorship ("what was the value that we received from the UNC Athletics sponsorship?")? **Yes**

 - e. Within the confines of an "independent" ROI Assessment Model, would NCEL independently source data from teams and third-parties (e.g., broadcast/social

monitoring) required to conduct a valuation (if vendor was not retained for those services)? **Yes**

19) Additional Options

- a. Do these additional options function as potential alternatives to the ROI Assessment Model, or supplemental to the ROI Assessment Model? **No, they are separate.**
- b. Can vendor (and other vendors) propose additional options – outside of NCEL’s requests – that vendor feels can help NCEL better assess and evaluate its sponsorships beyond those provided? **Yes**