

## **RFP – SPONSORSHIP AND TICKET SALES SERVICES**

### **Amendment 1 – Comments and Questions/Answers**

**NOTE to all Proposers:** We received many excellent questions, some of which pointed out deficiencies in the wording and format of our original RFP. As a result of the questions posed and Tennessee Tech's delay in providing answers, Tennessee Tech has made modifications to the RFP, in Section 2 (Schedule of Events) and in Attachment 6.6 Cost Proposal. The new deadline for Proposals is November 10, 2025. The revised RFP will be posted to the Purchasing and Contracts webpage.

#### **Questions/Comments and Answers**

**Q1:** Are there any other entities, such as local radio stations, new papers, online outlets or other 3<sup>rd</sup> parties that have the ability to sell TT assets and inventory?

**A1:** Radio Station, but the agreement currently is year to year.

**Q2:** Are there any category limitations related to sponsorships? e.g. pouring rights provider, medical care providers, apparel providers, etc.

**A2:** Apparel and gear- Nike/BSN Sports; Pouring Rights - Pepsi

**Q3:** Will they provide any visibility into historical sponsorship fulfillment and activation costs?

**A3:** Winning Proposer would have to work with the individual companies.

**Q4:** What is the situation with any live television or video streaming platform? Is there any inventory to sell, or is 100% of that controlled by the league or a third-party entity?

**A4:** Games are streamed on ESPN+. Currently, all inventory is sold by the OVC. When we move to the SoCon, we will be able to sell 4-5 in-game elements and 20-25% of the commercial inventory; however, they are still in the process of finalizing their rights agreement for 2026-27, so this could potentially change. They expect it to be somewhat similar to this.

**Q5:** Regarding Attachment 6.6 (Cost Proposal & Scoring Guide), is there a separate cost proposal for Sponsorship Sales with revenue estimates if available? In addition to that, is there a way to combine costs for both ticket sales and sponsorship services in this cost proposal?

**A5:** We are asking what each party would receive should we hit certain benchmarks, i.e., what is the cost breakdown and what are the net proceeds to each party. The RFP Attachment 6.6 has been revised to include Sponsorship Sales as well as Ticket Sales.

**Q6:** Please provide the breakdown of sponsorship revenue, by sponsor, for each of the last three (3) fiscal years (2022-23; 2023-24, 2024-25)

**A6:** See Excel attachment titled "Sponsorship Revenue by Sponsor." This document lists CASH sponsorships only.

**Q7:** Please provide projected cash sponsorship revenues for 2025-26.

**A7:** \$305,000

**Q8:** Please provide total barter revenue for 2024-25 and projected barter revenue for 2025-26

**A8:** 2024-25 = \$170,148.62; Projected for 2025-26 = \$170,000.00

**Q9:** Please provide detail on any revenues that are directly tied to campus partnerships (i.e., Pepsi), including if any of the revenues are split between the University and Athletics.

**A9:** Pepsi- revenue is split between University and Athletics.

**Q10:** 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.).

**A10:** None

**Q11:** Please detail any capital projects (including facility renovations, technology enhancements, etc) that the University has planned for the next 12-24 months with specific mention of new assets that would be available to the partnership/rights holder.

**A11:** Currently, the West Stadium at Tucker Stadium has been demolished and is being built with a brand-new structure. The Hooper Eblen Center is receiving a new sound system in the arena and concourse. Track and field will be receiving a new track and turf infield and throws field. Baseball will be receiving a new hitting facility. Fundraising efforts are underway for a football operations center. The indoor tennis center is receiving a new roof and insulation on the inside of the facility. We are renovating the natatorium in the Academic Wellness Center which will include a new training room for Sports Medicine and meeting rooms for all sports to use.

**Q12:** Is Athletics open to a strategy that includes campus-wide, business-to-business partnerships and is there an opportunity to provide for that in our response?

**A12:** Yes, we are open to considering a Proposal with this type of partnership.

**Q13:** Please detail all expenses that the selected rights holder will have to pay by category. Please provide historical information for the expenses paid in total and, if possible, by category.

- a. Signage
- b. Game Day Programs-

- c. Hospitality & Tickets
- d. Fulfillment/Promotions
- e. Website/Digital
- f. Radio (market clearance, production, talent, equipment)
- g. TV (market clearance, production, talent)
- h. Travel & Entertainment

**A13:** We have no historical information to provide. The selected rights holder would be expected to pay all of the above categories.

**Q14:** Please identify any expenses (i.e. tickets, parking, suites) that the University would allow to be deducted from gross revenues.

**A14:** Tickets and Parking can be deducted from gross revenues. Any suite and club seats at football would need to be purchased separately from the agreement. The suites and club seat revenue are used for the bond repayment of the stadium.

**Q15:** Are fulfillment expenses already netted out of the above-mentioned revenues or are there specific fulfillment expenses, including tickets, that the rights holder needs to account for? If so, please provide those amounts that have been deducted for each of the last three years (should be identified in settlement reports).

**A15:** Please see Answer #13.

**Q16:** If available, please provide a general sales deck overview and/or rate card of current assets packaged into sponsorships.

**A16:** See PDF attachment titled "Q16+Q172025-2026 Corporate Partnership Rates." Anything with a red SOLD marker is unavailable.

**Q17:** Please provide a list of current available inventory.

**A17:** See Answer #16.

**Q18:** What is the staffing make up of any and all personnel that have been responsible for generating the above-mentioned revenues?

**A18:** Assistant Athletic Director for External Relations (1), Director of Marketing & Video (1), Marketing & Promotions Coordinator (2)

**Q19:** Do any third-party companies have formal agreements with the University to sell any multimedia rights assets (i.e. radio station receives inventory in game broadcasts)?

**A19:** Radio Station is able to sell inventory during radio broadcasts; the agreement is a year to year agreement currently.

**Q20:** Does the Athletics Department produce hardcopy or digital game day programs? If hardcopy, is the University open to moving to digital only?

**A20:** Currently hard copy, but open to moving to digital.

**Q21:** Who is the current flagship radio station and affiliates? What are the terms of these agreements and any associated costs? Can you provide a copy of the agreement?

**A21:** Zimmer Broadcasting/Cookeville Communications. It is a year-to-year agreement, and it can be requested through a Public Records request, (email your request to [openrecords@tntech.edu](mailto:openrecords@tntech.edu) ).

**Q22:** Which sports does the Athletics Department currently broadcast on the radio?

**A22:** Football, Men's Basketball and Women's Basketball

**Q23:** Please list out the current radio/tv talent by title and sport.

**A23:**

Football- Home Games:

Noah McKay- PxP

Justin Matheney- Analyst

Jacob Vinson- Sideline Reporter

Football- Away Games:

Dylan Vazzano- PxP

Frank Harrell- Analyst

Basketball- Home Games (specific roles TBD)

Noah McKay

Justin Matheney

Jacob Vinson

Basketball- Away Games

Dylan Vazzano- PxP

Analyst TBD

**Q24:** Does the Athletics Department currently produce any TV or radio Coaches Shows? If so, for which sports?

**A24:** Not currently. A coach's show was produced in previous years; however, it ended around 2018 due to low interest, no viewership, and production costs.

**Q25:** Would the Athletics Department be open to providing radio broadcasts via streaming only moving forward?

**A25:** We would lean towards no, but we would consider.

**Q26:** Who is the current website provider for Tenn Tech Athletics? Can you share a copy of the agreement or at a minimum the length of the term and annual expense?

**A26:** Currently using Presto but may be moving to a different provider next year. We are working on an RFP process for a website host. Costs are currently unknown because we do not know who will win the bid.

**Q27:** Please provide your total ticket revenue by sport for each of the past three athletic seasons as well as your 2025-26 ticket sales projection (not budget).

**A27:** Football:

- 22-23: \$135,608.00
- 23-24: \$123,975.00
- 24-25: \$191,893.00
- 25-26 projected: \$195,000-\$200,000

Basketball:

- 22-23: \$181,215.00
- 23-24: \$210,513.00
- 24-25: \$195,701.00
- 25-26 projected: \$196,000-\$201,000.00

**Q28:** Please provide your total annual fund revenue for each of the past three giving years as well as your 2025-26 annual fund projection (not budget); please differentiate between required seat donations and philanthropic gifts.

**A28:** \$25 required seat contribution for 2026-27. No required seat contribution currently.

Our annual fund has been the Golden Eagle Fund, but until July 1, it has not been a focus of fundraising efforts.

Funds raised by team:	FY21	FY22	FY23	FY24	FY25
Golden Eagle Fund =	\$27,542	\$49,023	\$62,728	\$45,532	
\$44,516					
Baseball =	\$74,767	\$92,892	\$98,253	\$139,122	
\$162,571					
Football =	\$106,795	\$62,024	\$51,160	\$186,171	
\$231,775					
Men's Basketball =	\$28,854	\$52,175	\$15,220	\$48,878	

\$60,947					
Men's Cross Country =	\$4,796	\$6,018	\$8,713	\$5,905	
\$11,696					
Men's Golf =	\$18,379	\$19,692	\$19,891	\$26,857	
\$25,961					
Men's Tennis =	\$3,074	\$3,345	\$3,574	\$3,427	
\$2,517					
Soccer =	\$4,131	\$4,051	\$2,741	\$4,608	
\$6,089					
Softball =	\$8,916	\$39,986	\$9,529	\$65,743	
\$37,720					
Volleyball =	\$4,359	\$8,308	\$3,162	\$2,915	
\$11,743					
Women's Beach VB =		\$100	\$725	\$600	\$182
Women's Basketball =	\$56,590	\$109,947	\$84,143	\$78,864	
\$96,799					
Women's X Ctry/Track=	\$18,896	\$29,284	\$27,932	\$8,345	
\$13,250					
Women's Golf =	\$14,815	\$22,177	\$21,464	\$19,244	
\$17,267					
Spirit Squad =				\$12,337	
\$10,266					

Total Annual Giving for the department (not including capital projects gifts)

FY20 \$871,560.82  
 FY21 \$758,270.96  
 FY22 \$573,840.27  
 FY23 \$769,722.55  
 FY24 \$478,808.24  
 FY25 \$450,831.78

**Q29:** Please provide the number of group tickets, individual tickets and season tickets sold by sport for the 2024-25 and current 2025-26 athletics seasons.

**A29:** Football:

- 24-25:
  - o Group: 412
  - o Individual Tickets: 7,761
  - o Season Tickets: 1436
- 25-26: Ongoing
  - o Group: As of October 22 - 75
  - o Individual Tickets: As of October 22 - 4304
  - o Season Tickets: As of October 22 – 817

**Basketball:**

- 24-25:
  - o Group: 296
  - o Individual: 10,432
  - o Season Tickets: 1270
- 25-26: Ongoing
  - o Group: As of October 22 – 0
  - o Individual: As of October 22 - 83
  - o Season Tickets: As of October 22 - 927

**Q30:** How many season tickets were or are still available for the 2025-26 season, broken down by sport (football, men's basketball, women's basketball, ice hockey)?

**A30:** Football is down 49 season tickets from last year (24-25) sales. As of October 22, basketball season ticket sales are down 273 from last year (24-25) sales. Men's and Women's Basketball seasons are not sold separately.

**Q31:** What ticketing software platform are you currently using to track ticket sales? What is the cost of a license to access this platform?

**A31:** Agile Ticketing Solutions (Nashville, TN). Total for the current 25-26 year, \$13,428.92 (\$12,314.23 for ticketing, \$370.80 for corporate sales, and \$743.89 for Golden Eagle Golf Club)

**Q32:** Do you expect any of the two current staff members in the Ticket Office to be absorbed or eliminated due to this partnership?

**A32:** No, we expect the two staff members to remain in the ticket office and be a partner with whomever we contract with for the MMR.

**Q33:** What is your preferred staffing model to support ticket sales?

**A33:** We don't have a preferred staffing model, we are open to working with our new MMR partner on how best to work and promoted Tennessee Tech Athletics.

**Q34:** What hospitality areas (suites, premium space, club areas, etc) currently exist and will this be a part of the ticket sales team's inventory to sell?

**A34:** Once the stadium construction is complete, there will be suites and club level seats to sell. It will be part of the ticket sales team's inventory to sell.

**Q35:** Is the University considering adding any hospitality/premium areas in the near future?

**A35:** Yes. There will be suites and club seats in the football stadium renovation.

**Q36:** Are there any non-ticketed sports and/or special events that could become ticketed in the near future?

**A36:** We are considering ticketing for baseball and would consider ticketing for volleyball in the future.

**Q37:** Please provide a breakdown of current ticket pricing for individual, season and group tickets, by sport.

**A37:**

Football

Individual Single-Game Tickets- varies from \$17-\$22 depending on the game

Adult Season Ticket- \$75

Youth & Senior Season Tickets- \$65

Family Plan (2 adult, 3 youth)- \$125

Back the Golden Eagles Business Plan (10 tickets to each home game)- \$375

Group Tickets (25 or more per game)- \$10 each

Basketball

Individual Single-Game Ticket- \$10

Adult Season Ticket- \$125

Youth Hoop Troop Season Ticket- \$40

Senior Season Ticket- \$75

Family Plan (2 adult, 3 youth)- \$320

Back the Golden Eagles Business Plan (10 tickets to each home game)- \$1,000

Group Tickets (25 or more per game)- \$5 each

**Q38:** Given the investment necessary for a multi-media rights partner to appropriately and successfully launch a partnership with a university, an initial term longer than that detailed in the RFP would be financially and logistically advantageous to the University. May the prospective rights holders advance a proposal with longer initial and renewal terms, which is more in line with University Multi-Media Rights industry standards?

**A38:** As a Tennessee public university, we are bound by statutes regarding the maximum contract term for expenditure contracts. We are not considering contract lengths that exceed five years.

**Q39:** In recent years, industry standards have increasingly shifted toward accepting proposal submissions in electronic format rather than hard copy. This approach is more environmentally sustainable, reduces costs for proposers, and allows additional time to prepare a



comprehensive and well-developed response. Would it be possible for us to submit our proposal electronically—either via email or by uploading to a secure online portal—in lieu of providing formal printed copies?

**A39:** Tennessee Tech does not currently have an online supplier portal for submitting bids or proposals. To ensure the integrity of our sealed bid process, we do not permit submissions by email. Submissions will need to follow the instructions in the RFP in order to be considered.

**Q40:** May the Proposer partner with another company to present our offers as one bid combining both MMR and Ticket Sales as well as the pricing advantage of working with both?

**A40:** Yes, that type of Proposal would be considered; however, please note section 4.3.5 of the RFP which prevents that other partner from providing their own Proposal, in which they would serve as the primary contractor.

**Q41:** Attachment 6.6 Cost Proposal & Scoring Guide seems to only be related to Ticket Sales Revenue, is there another Cost Proposal & Scoring Guide that should be completed for Sponsorship Sales Revenue?

**A41:** Please see Answer #5.

**Q42:** The Pro Forma Contract included in the RFP appears to be University's standard form of contract used for all types of services and vendors and does not appear tailored to the services that the successful bidder in this RFP would provide or the financial model typically used for university multimedia rights holders. Therefore, the Pro Forma Contract will require editing of existing provisions and the addition of new provisions to address the services that would be provided, the compensation arrangement and financial reporting and payment schedules and terms, and other provisions addressing rights and obligations of the parties that are unique to these services and to multimedia rights holder relationships. In our experience, university Athletic Department multimedia rights holder RFPs typically require only comments to standard contract terms included in the RFP, with the additional terms and provisions proposed and negotiated only by the successful bidder following award of the contract. Does this RFP require that bidders include as part of their bids only comments to the existing language of the Pro Forma Contract included in the RFP without including in its RFP response additional terms and conditions, or does it also require that all bidders include all additional contract terms, conditions, and provisions that they would expect to see in a final contract?

**A42:** Proposers may submit redlines and/or comments to the *Pro Forma* contract; however, Tennessee Tech does not guarantee that any or all edits will be accepted. Proposers may also include an example of their standard agreement template in their Technical Proposal. Tennessee Tech will work in good faith with the successful Proposer on a mutually-acceptable

agreement. Proposer's alternate terms and conditions that were not brought forward during this Q&A period, or included with the Technical Proposal, will generally not be considered.

**Q43:** May a bidder request that certain materials included in its RFP response be kept confidential if bidder believes that the provisions of applicable law including, without limitation, Tennessee Public Records Act, Tenn. Code Ann. § 10-7-503 et seq, permit or require such information to be kept confidential?

**A43:** A bidder may request that certain materials be kept confidential; however, Tennessee Tech is not likely to honor that request unless it is supported by unusual, compelling evidence of the need. Please refer to the sections of the RFP that deal with such requests. Tennessee Tech's General Counsel will make the final determination, at its sole discretion.

**Q44:** Will the University accept any follow-up questions based upon clarification needed to University's responses?

**A44:** Tennessee Tech does not intend to expand or extend this Q&A period.

**Q45:** Why did the University decide to outsource its sponsorship and ticketing services?

**A45:** We seek to increase revenue and alleviate strain on staff. The staff that is currently selling corporate sponsorship is also responsible for all marketing, video production, streaming production, in game production, promotions, event production, game operations and event promotions.

**Q46:** In 3.1 it lists the requirements for the service provider to mail the response documents. Would the University reconsider this and allow for electronic submission of all response documents by email or upload into a secure dropbox, etc. ?

**A46:** See Answer #39.

**Q47:** What is the preferred financial model?

Attachment 6.6 Cost Proposal & Scoring Guide lists the proposed costs for the service provider at different ticket sales revenue levels per year.

i. Can you explain why the ticket sales revenues are different for each year and why they are increasing or decreasing?

1. Ex. \$1,000,000 for Year 2 and then decreases to \$750,000 for Year 3

ii. Why are sponsorship revenues not listed?

Is there an additional scoring guide for sponsorship revenues and if not how do you want the service provider to account for those costs?

**A47:** We want to evaluate all possible scenarios – revenues increasing, revenues decreasing, and revenues staying flat. Please also see Answer #5.

**Q48:** Please provide gross sponsorship revenues, itemized, if possible, for the past three years, as well as projections for FY26.

**A48:** See Answer #6.

**Q49:** Please provide a list of current sponsors, terms, and their level of cash/trade commitment.

**A49:**

All expire June 30, 2026 unless otherwise noted:

Blue Coast Burrito \$3,250, Trade

Bowling World \$1000, Cash

Campus Edge \$2,500 Cash

Carlen Chevrolet \$14,000 Trade, contract expires June 30, 2027

Carwhile Mechanical Contractors \$725 Cash

Cavenders \$625 Cash

CRMC \$23,275 Cash, contract ends June 30, 2028

Grade A Catering \$15,000 Trade

Herald Citizen \$14,500 Trade

Holiday Inn \$10,000 Trade

Journey Financial \$1,500 Cash

Lee Company \$1,250 Cash

Logan's Roadhouse \$1,300 Trade, \$2,450 Cash

Martin Signs \$1,500 Trade

Middle TN Eye \$3,500 Cash

Papa Johns \$10,417.50 Trade, contract ends June 30, 2028

SouthEast Bank \$6,000 Cash

Sparta Expositor \$8,225 Trade

Thrive \$5,000 Trade

TOA \$9,219.75 Cash

TriStar- pending

Twin Lakes \$725 Cash

Wilson Bank \$9,975 Cash

Hiller \$16,610 Cash

Wendy's \$7,025 Cash, 4,000 Trade, contract ends June 30, 2027

Food Lion \$20,000 Cash

Food City \$11,484.31 Cash

Epion IT \$2,500 Cash

Averitt \$2,500 Cash

Dominos \$1187.50, contract ends June 30, 2027

First Horizon- pending

Academy Sports- Pending

**Q50:** Are there any sponsorship category restrictions or carve outs that the partner must abide by?

**A50:** See Answer #2.

**Q51:** Are there any inventory restrictions or carve outs for current and or future partners?

**A51:** See Answer #2.

**Q52:** Can you please provide a list of sellable assets for each athletic facility?

**A52:** See Answer #16.

**Q53:** Please provide copies of current media partner agreements – radio, print, TV, and web/App/digital (or summaries of business terms if you are not able to provide contracts).

**A53:** TV- Games are broadcast on ESPN+ and we will be required to produce 65 broadcasts, including football and basketball once we move to the SoCon.

Print- None

Web/App/Digital- None

Radio- Zimmer Broadcasting/Cookeville Communications

**Q54:** We assume that the partner would have exclusive rights to marks for corporate, public-facing partners. Which other groups would have IP rights and to what extent would they use them?

**A54:** Pepsi has IP rights. Hiller has rights to use our logo as part of their sponsorship agreement. Sponsors are required to pay the \$2,500 licensing fee for IP rights.

**Q55:** What are the detailed operating costs for the property?

- a. Sales & Marketing Expenses (sales materials, entertainment, etc.)
- b. Signage (production, installation, creative, etc.)
- c. Hospitality (Tent/Space rental, F&B, Suites, road trip travel, partner entertainment, etc.)?

**A55:** a)- estimated \$30,000; b) - varies year to year depending on which packages sponsors choose

**Q56:** Are there any expenses that the rightsholder will be taking on, outside the usual and customary multimedia operation?

**A56:** No, it would be usual and customary operation expenses.

**Q57:** Please provide costs associated with Audio programming and broadcasts (staffing, programming, production, and distribution).

- a. Staffing Costs (number of staff, wages, etc.)
  - i. Please be specific as to Director of Broadcasting (if applicable), play by play and color commentators, engineer, sideline reporter, spotter, statistician, etc. and their individual wages/hourly rates.
- b. Travel Costs
  - i. Are radio staff permitted to travel on team charters? If so, how many charter seats are available for football and basketball radio crews?
    - 1. Please list the traveling party as it relates to radio staff (for example, does the engineer travel with the other radio staff).
- c. Operating Costs
  - i. Clearance Fees

**A57:**

- a) Play by Play, Color & Engineer. Open to allowing others to travel, the expense would be on the rights holder.
- b) Yes, up to 4 seats can be made available.
- c) Currently it is \$500/game for football. Travel costs would need to be covered in terms of hotel, mileage, per diem. If there is charter flights, we would permit the radio team to travel, if commercial flights, the cost of the flight would need to be covered by the rights holder.

**Q58:** Please provide a summary of social media commercial opportunities.

**A58:** We are open to suggestions from Proposers.

**Q59:** Are there any conference restrictions on the distribution of content (i.e., video highlights of games)?

**A59:** With us moving to the Southern Conference next year, that is a question we cannot currently answer.

**Q60:** How many total season and single game tickets, club seats and suites and field passes, are currently provided to the current partner for sponsor agreement fulfillment and sponsor cultivation? Is there any associated cost for the partner for these tickets? Is there any additional development/donor fund contribution directly tied to the ticket spend and/or the locations?

**A60:** There is no current partner. Yes, any suite or club seats will need to be purchased as the revenue is part of the bonding for the stadium renovation. There is an additional required seat contribution for club seats.

**Q61:** Are sponsors exempt from licensing fees on free giveaway promotional items?

**A61:** No

**Q62:** Are there any agreements we should be aware of that may impact sponsorships or inventory? If so, please provide details. For example, are there any specific exclusives as part of Conference wide agreements, or Naming Rights deals, etc.?

**A62:** All inventory for the ESPN+ streams is currently controlled by the OVC. There is nothing available to sell.

**Q63:** Are there any current or future capital expenditure plans or needs (scoreboards, video displays, etc.)?

**A63:** Video boards at baseball, softball and soccer. Renovations to softball dugout and bleachers. Tennis courts and Beach volleyball courts. See also Answer #11.

**Q64:** Are head coaches and athletic administrators made available to help with sponsor relationships and to endorse sponsors?

**A64:** Yes

**Q65:** What opportunities are there for sponsorships across campus (i.e. recreational sports, campus rights, alumni association, etc.)?

**A65:** Each department controls their own sponsorships.

**Q66:** Do you currently partner with any NIL consulting companies (i.e. Brandr, Opendorse, INFLCR, etc.)? If so, please provide copies of the agreement or summarize key terms if the full contract is not available.

**A66:** INCLCR currently.

**Q67:** What premium assets at all athletic facilities are unsold?

**A67:** Suites and Club Level seats at the new football stadium (once construction is complete).

**Q68:** Does the University currently collect data around their fans? What is the University currently doing to leverage fan data? Does the University have a third-party partner for the purposes of data centralization?

**A68:** We do not currently have the ability to collect fan data.

**Q69:** What are your projected renewal deadlines and projected new season ticket on-sale dates for the 2025-26 sport seasons?

**A69:** Projected renewal deadline for football season ticket sales, July 31, 2026, and September 30, 2026, for basketball season. From previous discussions, we would like to get season ticket information out for renewals and sales for football in January 2026. We should start renewing and selling season tickets for basketball around May/June 2026. Individual game sales for football could possibly be August 2026 for football and October 2026 for basketball (depending on schedule confirmation).

**Q70:** What is your preferred staffing model to support sponsorships, ticket sales and ticket service?

- a. Please list each position.
  - i. On-site staffing
    - 1. Staffing needs for special events?
- b. Are there any current internal positions that you would like us to absorb into a potential partnership model? (ex. Ticket Operations, etc.

**A70:** Since this is new to Tennessee Tech, we will rely on the potential MMR Holder to staff to their appropriate level as we transition.

**Q71:** How much ticket inventory is available for new season ticket sales for University's ticketed sports?

**A71:** Football estimated 6,100. Basketball estimated 5,500 at this time.

**Q72:** Please provide complete historical ticket sales data for all ticketed sports from the past five (5) fiscal years?

- a. Excel format is preferred.
- b. Please list total revenue collected each year.

**A72:** Please see Excel Attachment titled "5 Year Revenue."

**Q73:** Are there any historical variables, scheduling, opponents, etc. that significantly impacts ticket sales?

**A73:** The only variables for both football and basketball would be the opponents and distance between schools. Football opponents such as Tennessee State University in Nashville, bring in a larger crowd due to being closer to us. In the past, we had a rivalry with MTSU for a trophy called Shinn's and another with UT Martin and TSU for the Sgt. York Trophy. Basketball is the same for distance. Attendance would be higher when playing Belmont University. Women's

Basketball does still have an instate rivalry with MTSU. When teams battled for the conference championship, most times it would be between us, Belmont and UT Martin, both of which are in state schools (Belmont is no longer in the OVC).

**Q74:** When was the last time the University conducted any fan research studies? Please provide an overview on the scope of any research that has been previously conducted.

**A74:** Over 10 years ago. Needs to be conducted again.

**Q75:** When does the University traditionally set season ticket prices? What analysis goes into setting prices each year? Would you be interested in Aspire conducting a ticket pricing and packaging workshop?

**A75:** Football Season ticket pricing is currently being set and awaiting approval from the President's office. We based the pricing on the proforma that was contracted in 2023. We would be open to working with Aspire but knowing we have a revenue we need to try and hit for bonding of the West side renovation for football.

**Q76:** Athletic & Annual Fund Donations:

- a. Would the University allow the Service Provider to solicit new stand-alone donations (not tied to a ticket purchase) and receive a revenue share only on the new & incremental revenue generated?
- c. At what annual giving level does a donor receive a development officer to manage their account?
- d. How many current annual fund donor accounts do not have a personal contact within athletics?
  - i. How much total annual fund revenue is tied to these accounts?
- e. How many lapsed annual fund members do you have over the past 10 years?
  - i. How much lapsed revenue associated with these accounts?
- f. Who does fundraising for central campus and how do they interact with Athletics? 3rd party, etc.

**A76:** No.

**Q77:** What is your current ticket pricing and secondary marketing strategy? Do you work with any third-party providers to assist with these efforts? If so, what is the term of that agreement and who is that agreement with?

**A77:** We do not work with any third-party vendors



**Q78:** Do you have a current agreement for hospitality/tailgate (i.e. REVELXP, Tailgate Guys, etc.)? If so, can you please provide copies of the agreement or a summary of contract terms and expiration dates.

**A78:** No

**Q79:** Are there identified areas the university wishes to implement hospitality activation? If so, please provide areas.

**A79:** No current areas, but open to new ideas.

**Q80:** What is the University's stance on emerging categories, including but not limited to: CBD, Alcohol/Spirits, Gambling, Crypto/Blockchain, etc.

**A80:** We do not permit any of those at this time. We have permitted the TN Lottery, but no gambling sites like DraftKings, etc.

**Q81:** Please provide Gross Sponsorship revenue (cash) for the past three years.

**A81:**

FY25 \$302,744.57

FY24 \$291,669.14

FY23 \$286,141.07

**Q82:** Please provide a list of corporate partners and the investment amount including binding multi-year agreements (cash and trade/in-kind). Are there any prohibited categories (spirits, beer, casinos, gaming, CBD, etc.)?

**A82:** See Answer #49 and Answer #80.

**Q83:** Are there any excluded categories that Tennessee Tech controls and retains all or a portion of the revenue (i.e., apparel, soft drink, isotonic)?

**A83:** See Answer #2.

**Q84:** Please list the number of staff members and % of time spent on sponsorship sales and service as well as the salaries for those individuals.

**A84:** 4 Staff members, each spending 20% of time (or less) on sponsorship sales. None of these staff members would continue to be involved with sales once the bid is awarded.

**Q85:** Which sports have radio coverage and how many games?

**A85:** All Football, Men's Basketball, and Women's Basketball games are covered on the radio.

**Q86:** Please list Coaches radio shows that currently exist.

**A86:** See Answer #24.

**Q87:** Number of radio affiliates for each sport

**A87:**

Football- 1

Men's Basketball- 1

Women's Basketball- 1

**Q88:** Who owns the inventory (TTU or affiliates)? If divided, what is the breakdown for each sport?

**A88:** Shared inventory on a 50/50 split currently.

**Q89:** Please list all radio expenses (affiliates/distribution, equipment, talent fees, travel, per diem).

**A89:** Talent- \$500 per game for football currently, and basketball is \$200 per game.

**Q90:** Who is responsible for paying these [radio] expenses (TTU, multi-media rights holder, radio affiliate)?

**A90:** Please see Answer #13.

**Q91:** Does Tennessee Tech or the radio affiliates stream the broadcasts? If so, which sports?

**A91:** Football, Men's Basketball, and Women's Basketball are on 106.1 The Eagle

**Q92:** Are games or coaches shows streamed or televised over the air/via cable? If so, please list for each sport.

**A92:** See Answer #24.

**Q93:** Please list all television expenses (production, talent, equipment, rights fees etc.).

**A93:** Anywhere from \$50,000-\$100,00.

**Q94:** Who is responsible for paying the [television] expenses (Tennessee Tech, multi-media rightsholder, other)?

**A94:** Currently the Athletic Department since we have done all sponsorship sales in-house.

**Q95:** Who owns the inventory for game telecasts/coaches shows?

**A95:** ESPN/Conference own the inventory for game broadcasts

**Q96:** Please list inventory available in each [signage] venue (static or LED) and percentage currently sold.

**A96:** See Answer #16.

**Q97:** Please identify new [signage] inventory that may be added in the next 12-18 months.

**A97:** Nothing currently planned, open to suggestions.

**Q98:** Are there any third-party vendors involved [with signage]?

**A98:** No.

**Q99:** What are the average annual expenses associated with signage (production, installation etc.)

**A99:** Varies by year depending on the number of new sponsors.

**Q100:** Which vendor does Tennessee Tech normally use for scoreboards, LED displays etc.?

**A100:** Varies by venue. Chyron/Prisimview (formerly known as YESCO) is preferred.

**Q101:** Are field/court logos a sales opportunity for TTU and the rightsholder? If so, what placements?

**A101:** Yes, open for discussion.

**Q102:** Are jersey patches a sales opportunity? If so, which teams are available?

**A102:** Yes, if approved by the NCAA.

**Q103:** Please identify any venue naming rights/entitlement opportunities.

**A103:** Currently we would be open to Football Stadium Naming Opportunities.

**Q104:** How many current student-athletes have NIL deals and what is the average deal size?

**A104:** Currently there are about five student-athletes with external NIL deals that are over the \$600 mandated reporting level, and they average \$1,000.

**Q105:** What is Tennessee Tech's current NIL strategy?

**A105:** We are moving towards raising Rev Share dollars in partnership with University Advancement. We will move all NIL revenue to the Foundation for distribution and work towards increasing Rev Share. The Golden Eagle Collective will still exist, but only for true NIL opportunities.

**Q106:** What are Tennessee Tech Athletics' needs surrounding NIL?

**A106:** We are shifting our focus to Rev Share, but open to true NIL deals for any student-athlete.

**Q107:** Does Tennessee Tech have any third-party relationships in the NIL space?

**A107:** Yes, working with NIL Edge.

**Q108:** Summary of any print projects (game programs, roster cards, magnets, schedule cards etc.) and quantities printed for each sport.

**A108:**

Roster Cards: (6150 total)

Baseball- 3115

Soccer- 910

Volleyball- 1150

Soccer- 975

Game Programs:

Football- 8,300

Basketball- 2,250

Flip Cards (FB)- 500

Football Posters- 4000

Basketball Posters- 7000

FB/VB & FB/SOC Schedule Cards- 8500

Basketball Schedule Cards- 8500

**Q109:** Does Tennessee Tech sell game programs/roster cards? If so, for which sports? How much revenue is generated from sales?

**A109:** No

**Q110:** What are the annual printing/production expenses by sport?

**A110:** We do not have that data available.

**Q111:** Who is currently responsible for paying these expenses?

**A111:** Marketing and Media Relations

**Q112:** Are there any third-party vendors involved [in print]?

**A112:** No

**Q113:** Is Tennessee Tech open to digital programs?

**A113:** Yes

**Q114:** Please identify the current Official Athletics Site (OAS) and mobile app provider and length of agreement and annual expenses.

**A114:** We do not have a mobile app. See also Answer #26.

**Q115:** Are there other digital agreements (social, social hub, infographics, apps, rewards, digital program, texting etc.)?

**A115:** Not currently, but we are in the process of setting up texting for promotional purposes through Vozzi.

**Q116:** Who handles merchandise sales for the OAS? Amount of revenue from sales?

**A116:** There are no merchandise sales on our website.

**Q117:** Please provide the revenue from ad sales, streaming and premium services.

**A117:** FY25 Cash sponsorship sales \$302,744.57

**Q118:** Please describe TTU Athletics' content strategy?

**A118:** Open to new and creative ideas in partnership with new rights holder. This is an area that has been underutilized, and the department and university are committed to expanding the support and staffing in this area.

**Q119:** Are hospitality events currently part of TTU's corporate partner agreements?

**A119:** No

**Q120:** If yes, what is included in those hospitalities and what are the associated expenses?

**A120:** N/A

**Q121:** How many season tickets, single game tickets and parking passes are currently incorporated into TTU's corporate partner agreements?

**A121:** Football:

- Carlen Chevrolet – 16 season tickets, 4 parking passes
- Herald-Citizen – 12 season tickets, 1 parking pass
- Papa John's - 10 season tickets, No parking pass

- First Horizon – 10 season tickets, 1 parking pass
- Pepsi – 8 season tickets, 1 parking pass
- BSN – 4 season tickets, 2 championship or bowl tickets, 1 parking pass
- Nike – 4 season tickets, 2 championship or bowl tickets, No parking pass

**Basketball:**

- Carlen Chevrolet – 16 season tickets, 2 parking passes
- Herald-Citizen – 8 season tickets, 3 parking passes
- Papa John's - 9 season tickets, No parking pass
- First Horizon – 12 season tickets, 2 parking passes
- Pepsi – 8 season tickets, 2 parking passes
- BSN – 4 season tickets, 2 championship or bowl tickets, 1 parking pass
- Nike – 4 season tickets, 2 championship or bowl tickets, No parking pass

**Q122:** Would the rightsholder receive an allotment of tickets and parking passes at no cost to fulfill agreements or will the rightsholder be required to purchase?

**A122:** See Answer #14.

**Q123:** Please identify Tennessee Tech's current Licensing partner and length of agreement.

**A123:** Our current partner for trademark licensing is Collegiate Licensing Company LLC; the agreement is current through 12/31/2028.

**Q124:** Are there any opportunities for the multi-media rights holder to get involved with campus assets such as pouring rights, banking, printing etc.?

**A124:** Not for printing; we have an on-campus print center.

**Q125:** Are there opportunities for working with concessionaire regarding branded vending?

**A125:** Possibly. Not anything that would cover the Pepsi logos.

**Q126:** Are coaches permitted to do endorsement deals and if so, are the deals negotiated by the coaches or TTU?

**A126:** Yes, negotiated with the coaches.

**Q127:** Please provide details for non-athletic events at venues (number and types) if applicable.

**A127:** TSSAA DII Basketball Championships at the Hooper Eblen Center (3 days and 12 games), various camps at the Hooper Eblen Center (12-15 camps days over the course of the summer), Bush Stadium (4-5 camp days throughout the year), Tucker Stadium (7-10 camp days throughout the summer), Tech Softball Field (4-5 camp days throughout the

year). Various high school basketball games at Hooper Eblen Center (varies year by year), various high school and league football games at Tucker Stadium (varies year by year with an average 2-3).

**Q128:** Is the termination for convenience negotiable?

**A128:** See Answer #42.

**Q129:** Would Tennessee Tech accept terms longer than five years?

**A129:** See Answer #38.

**Q130:** Does TTU currently have a third-party vendor selling season, single game or group tickets?

**A130:** No.

**Q131:** Is there a future ticket/donation pricing and packaging strategy in place or is TTU looking for its potential partner to advise?

**A131:** Yes, we will share this information with the winning Proposer once we finalize 2026 football pricing.

**Q132:** Please provide the following ticket sales and donation revenue figures:

TICKET REVENUE	2023-24	2024-25	2025-26 (Budget)
Football Ticket Revenue	\$123,975	\$191,893	\$195,000-\$200,000
Men's Basketball Ticket Revenue	\$210,513	\$195,701	\$196,000-\$201,000
Women's Basketball Ticket Revenue			
Baseball Ticket Revenue	0	0	0
All Other Sports Combined	0	0	0
Total	\$334,448	\$387,594	\$391,000-\$401,000

DONATION REVENUE	2023-24	2024-25	2025-26 (Budget)
Required Seat Donations	0	0	0
Other Annual Fund Donations	\$658,548	\$733,299	TBD
Total			

**A132:** Reference answers in chart above.

End of Comments/Questions/Answers.