

Request for Proposals (RFP) 25-13

Beverage and Vending Services

Amendment #1 – Vendor Questions & JSU Answers

1. **Question:** Please provide 2023 or 2024 full year volume by category (retail, full-service vending, dining, athletics) by package and by brand.

Answer: NA

2. **Question:** Does the exclusive pouring rights agreement include exclusive marketing rights on and off campus, inclusive of isotonic sidelines?

Answer: Advertising opportunities exist for company branding/advertising at JSU, including, but not limited to, athletic facility signage and signage in other venues on our campus(es). This may also include “point of sale” opportunities, in-game events/promotions, and ad opportunities in other printed media.

It is the University’s intent to replace the marque on campus and any athletic scoreboards as deemed needed. The awarded Vendor will be given first-priority advertising rights and other benefits on the marquee and scoreboards, which will be negotiated between the awarded Vendor and JSU once a marquee/scoreboard vendor is selected.

3. **Question:** Confirm there is not currently a multi-media rights provider and that if there is not currently a multi-media rights partner, the winning bidder would get all marketing rights including inventory and signage directly from the school included in the agreement.

Answer: The SWAC conference by-laws cover multi-media rights for its member institutions.

4. **Question:** If a Multi-media rights provider is contracted at any time, would we then need to negotiate again for the inventory and rights for additional funds?

Answer: NA

5. **Question:** Is there a plan/timeline for contracting with a MMR provider?

Answer: NA

6. **Question:** What is the total enrollment trend over the last 7 years for JSU?

Answer:

<https://www.mississippi.edu/data-reports/ihl-fast-facts>

Total Enrollment

1. 2017-2018: 8,558
2. 2018-2019: 7,250
3. 2019-2020: 7,020
4. 2020-2021: 6,921
5. 2021-2022: 6,906
6. 2023-2024: 6,564
7. 2024-2025: 6,326

7. **Question:** What is the "on campus" enrollment trend over the last 7 years for JSU?

Answer:

<https://www.mississippi.edu/data-reports/ihl-fast-facts>

On-Campus Enrollment

1. 2017-2018: 8,165
2. 2018-2019: 6,926
3. 2019-2020: 6,732
4. 2020-2021: 6,739
5. 2021-2022: 6,738
6. 2023-2024: 6,425
7. 2024-2025: 6,186

8. **Question:** If there is a review committee - who will make up the committee?

Answer: Yes. Representatives of the University

9. **Question:** Please provide 2023 or 2024 full year revenue for snack vending.

Answer: NA

Question: Who has the final approval to award the bid, JSU or IHL Board?

Answer: Both

10. **Question:** Can you provide more context around the purpose for the remaining 15% of beverage retail space to sell minority products?

Answer: The University would like to reserve the right to allow minority/small vendors an opportunity to offer products for resale in the University convenience store (i.e., specialty teas, coffees, etc.).