

Peru State College

RFP for a Naming Rights Broker

Questions and Answers

As stated in the RFP, Peru State has collected questions from potential Naming Rights Broker bidders. Below are all the questions that came in by the deadline, along with answers from the College.

Q: Is the \$150,000 performance bond required?

A: No. We will remove this section from consideration.

Q: Are you naming buildings, fields, and rooms in perpetuity or on 10, 15 or 20-year renewable bases?

A: We are open to guidance on this from the Naming Rights Broker. The small number of naming rights we have already secured were considered to be in perpetuity, but we can shift for the remaining rights.

Q: Do you have a list of buildings you are interested in naming?

A: The five buildings for Project ROAR are: Recreation Dome, Recreation Support Building, Diamond Building, Diamond Dome, and Softball Stand.

Those buildings have rooms and spaces within them that we are interested in naming as well:

Recreation Dome

Turf practice field

Weight room

Seating area

Each of the weight sets (number TBD)

Recreation Support Building

Lobby/concessions area

Golf Den (houses two golf simulators and two golf hitting bays)

Golf Simulator 1

Golf Simulator 2

Hitting bays (one naming opportunity for the pair)

Meeting/classroom

Individual lockers—50 available

Diamond Building

Softball locker room

Baseball locker room

Athletic trainer facility

Meeting/classroom
Coaches' offices (four available—naming opportunity for each)
Athletic trainer's office
Concession stand
Laundry room
Equipment room
Storage room
Individual lockers—121 available

Diamond Dome
Indoor practice field
Pitching/hitting cages, retractable—total of four

Softball Stand
Concession stand

In addition, we are open to exploring naming opportunities for other buildings and spaces on campus, including

The Library
The Administration Building
The "CATS" Building (academic support)
The Student Center
The baseball field. (The softball field has already been claimed.)
The Oak Bowl football stadium.
The football field within the stadium.
The road to the softball field.
And rooms, foyers, etc., within the buildings.

Q: Is there a list of buildings, rooms, etc. that are already named and when do those contracts expire if at all. Who are they named for?

A: We have succeeded in naming a small number of the spaces so far. None of these naming rights expire.

- Multi-purpose (basketball, volleyball, etc.) court 1—Auburn State Bank
- Multi-purpose court 2—alumni donor
- Tunnel between Recreation Dome and Recreation Support Building—alumni donor
- Men's and women's auxiliary locker rooms—Abel Foundation
- Tunnel between Diamond Building and Diamond Dome—Table Rock Bank
- Softball field—alumni donors
- The main basketball/volleyball court in the Al Wheeler Activity Center—alumni group

Q: Does this include the athletic facilities and academic buildings?

A: Yes. We are open to working with the Naming Rights Broker to consider any appropriate spaces on campus.

Q: Are you interested in the sales firm helping solicit money from:
Individuals
Corporate Foundations
Grants
Company advertising/marketing departments

A: Yes, with the exception of individual donors. The College will continue working with our alumni and donors to solicit interest in naming-rights opportunities.

Q: What is the total college financial goal from the campaign and from the Naming Rights sales firm?

A: Our goal is to raise \$5 million through the naming rights. If we can surpass that goal, we have additional priorities that could be supported with the funds.

Q: Will departments such as purchasing, alumni and others be cooperative in working collaboratively with regards to research, list of vendors, successful alumni that own businesses, etc.

A: This initiative is a high priority for the College. Every department at Peru State will collaborate with the Naming Rights Broker as needed.

Q: Do you have more detailed information regarding Project ROAR and has the building of the complex started? If yes, when did it start, if no, when is the start date of building?

A: Project ROAR consists of five new buildings for the Peru State campus. The College's newest building was constructed in 1980, so the campus is clearly ready for some additional facilities.

The State of Nebraska provided a generous \$8.3 million grant to support Project ROAR, and the College set aside \$2.4 million from its own budgets. In addition, our fundraising efforts to date have brought in about \$2 million more.

With the funds from the state, the College, and the fundraising efforts, we have started construction for the first two buildings: the Recreation Dome and the Diamond Building. Those buildings are expected to be completed by spring of 2025. We will launch the construction of the other buildings as the fundraising allows.

Q: On your website, there is a Project ROAR section with naming prices. How did you determine the price tag for each naming opportunity?

A: We developed that list internally, based on the total amount we needed to raise and an understanding of the amounts likely to be supported by our alumni, donors, and corporations. As noted, only a small number of the opportunities have been claimed; the College is open to working with the Naming Rights Broker to evaluate those dollar amounts.

Q: Are you open to looking at the naming rights process differently or at an alternative way alongside the usual solicitation of naming opportunities from individuals in perpetuity?

A: Absolutely. This is a new effort for Peru State, and we are eager to work with the Naming Rights Broker to consider creative approaches.

Q: Can you provide alumni information:

Number of alumni: 12,723 living alumni

Where alumni live: 71% live in Nebraska, 29% come from 17 other states. A very small number of students come from other countries.

Of the students living in other states: 38% come from an immediate neighbor to Nebraska: Iowa, Kansas, Colorado, Missouri, South Dakota. 38% from from elsewhere in the midsection of the country (Arkansas, Illinois, Indiana, Ohio, Oklahoma, Texas. 25% are from coastal or border states (Florida, New York, West Virginia, Washington, California, Arizona).

By county in Nebraska: The current student body represents 21 counties in Nebraska. Douglas and Lancaster Counties are tied for the top, with Sarpy County next. We have a relatively small number of students from each of the other represented counties.

Q: Can you provide a list of the top 5 industries the alumni work in?

A: Alumni survey data indicate this breakdown:

Education, 27%
Business, 17%
Physical, mental, or behavioral health, 17%
Government, 14%
Banking, accounting, insurance, 9%

Q: What companies received the RFP?

A: We posted information about the RFP on our website, and we deployed an advertising campaign to get the RFP in front of as many firms as possible. We also sent a link to the RFP to a number of specific firms that we identified through online searches:

- Great Plains
- Team Services
- Superlative Group
- Apex Marketing
- Trenches Sports
- RISE Group
- Roaring Fork Agency
- Sponsorship Collective
- Philliou Partners
- Power Sponsorship
- Caravel

- Mile Zero
- Priority Partnerships
- Jackson Sports Marketing
- Sports, Sponsorships, and Events Consulting
- Green Cactus
- Live Strategies Group
- Fox Run Group