

# Attachment I for RFP

## **Value added incentives provided by Vendor to the University – 5 years - \$354,500 (naming opportunity also available for this in-kind donation)**

- Provide free expanded basic cable service via a video feed to all cardio machines and flat screen display units within the Student Recreation Center (SRC) Expansion and existing SRC for period of the contract; with the capacity to add additional cardio machines and display units to the system in the future as the need presents itself. *Value = \$26,400 annually for five years = \$132,000*
- Provide a “node” or video feed sustaining all capital investment costs working with UITs to connect it to the Expansion as well as the existing Rec Center and the entire campus. *Value - \$2500*
- Provide five Digital Cable modulator boxes for tuning in all machines including the costs of all hardware to connect through the Z-Ban system installed on all display units and the TV monitors on all cardio equipment. *Value = \$3,000 annual cost for 5 years = \$15,000.*
- Provide support to manage all upgrades, maintenance and programming for all currently planned units and any additional machines or units that are added within the 5 year contract period. *Value = \$10,000*
- Provide all upgrades, tech support and maintenance for all equipment at no charge for the duration of the contract. *Cost value included in previous bullet on upgrades.*
- Funding for major promotional campaign opportunities throughout term of contract, for the donation to the University of Arizona to be provided by the vendor in cooperation with Campus Recreation and the University of Arizona. *Value = \$55,000 (\$35,000 first year and \$4000 per year for next 5 years.)- cost negotiable with vendor selected.*
- Installation of all additional hardware (z-band units, wiring, etc.) needed for the duration of the contract for adding cardio equipment and digital signage boards to the video feed. *Value=\$15,000*
- Cash donation of \$25,000 for a period of five years to be use as a re-payment of costs for infrastructure of system installed in the expansion. This cash donation will be used for operational costs each year. *Value=\$125,000.*

## **Value added incentives provided through University of Arizona and Campus Recreation 5 years – minimum \$1,024,600**

- Provide Vendor with a streaming advertizing banner on all flat screen display units within the Student Recreation Center. Campus Recreation retains approval rights for any messaging offered by the vendor and duration of feed on a daily basis. Vendor logo will be placed strategically throughout the Student Recreation Center, especially within the expansion in the Fitness area at the discretion of Campus Recreation. *Value = \$25,000 a year for 5 years = \$125,000*
- Allow vendor to produce/broadcast a streaming advertising banner on all cardio equipment daily for 10 minute intervals for twenty seconds each hour, where Campus Recreation retains approval rights for any messaging offered by the vendor and duration of feed on a daily basis; *Value = \$179,920 a year for 5 years= \$899,600*
- Free storage of the node utilizing UITs (includes free electrical, storage, air conditioning, etc.)
- The node connection will provide opportunity for additional connections by other departments on campus which will be a long term benefit for the vendor via drop charges.

- Promotional marketing opportunities provide by Campus Recreation throughout the duration of the contract:
  1. Major media campaign naming the vendor the official sponsor of the Grand opening event for the Student Recreation Center Expansion.
  2. Promotional space in all literature racks located through the SRC.
  3. Vendor logo on website as proud sponsor of video cabling for the SRC expansion.
  4. Display posters throughout campus promoting partnership between Vendor and the University of Arizona.
  5. Display any Vendor banners throughout the SRC announcing the partnership.
  6. Provide promotional space in the lobby of the SRC 15 times annually to include tabling opportunity and other free promotional options.
  7. Create and distribute media kits throughout various UA media outlets and national trade magazines (if acceptable by Vendor) that showcase Fitness and Recreation showcasing the partnership between Vendor and the University of Arizona.
  8. Exclusive opportunities for promotions in Campus Recreation facilities (special events excluded)
  9. Provide one time usage of LCD screen for promotion of the vendor for one day during the prime time hours of operation.
  10. Use of the certain areas (gym and pool areas based on availability) within the SRC facility for a special event for the vendor selected at no cost.

***Value= Part of Broadcast streaming value costs above.***