



## ADDENDUM #2

**TO:** POTENTIAL RESPONDING SUPPLIERS

**FROM:** Kristen Shelton, CPPB  
Procurement Specialist

**DATE:** February 7, 2025

**SUBJECT:** NC State University RFP #63-KGS1060276  
*In-venue Retail Merchandise Sales & Management Services*

This addendum is issued as a result of questions raised on the above referenced request for proposal. This addendum is part of the bid process and **must** be returned with your proposal response. Failure to include this addendum with your response **will** cause your proposal to not be considered for award.

1. **Additional Questions Period:** Questions must be submitted in writing via email to [kgshelto@ncsu.edu](mailto:kgshelto@ncsu.edu) with **Subject Line: RFP #63-KGS1060276 - Questions**, no later than **5:00 pm on Friday, February 14, 2025**.
2. See below questions & answers, additions, clarifications and the pre-proposal sign-in sheet.

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Please sign, date and return this addendum with your proposal response. **Failure to return this addendum will cause your response to not be considered for award.**

Company Name:	
Acknowledge by Signature:	
Acknowledge by Full Name (printed):	
Date:	

**RFP #63-KGS1060276 - Athletics In-Venue Sales & Merchandise Services**

Question #	Reference Section	Question	University Response
1	1.1	Aside from the Lenovo Center, which other athletic facility is not owned by athletics? a. Would we have to pay the existing concessionaire/retailer at the Lenovo Center (or other non-owned facilities) a commission on sales, in addition to the athletics commission? b. What kind of storage is allowed at Lenovo Center?	None. a. No.  b. No storage space is available at Lenovo Center.
2	1.1	Are there any renovations expected in any facilities within the next 5 years?	Yes. Lenovo Center renovations will be on-going for the next several years. Doak Field at Dail Park is currently undergoing a \$20M project which will include concourse renovations.
3	1.2	Do you have a map(s) of where each current in-venue sales location is currently located (football, basketball)?	Current locations linked below. Carter-Finley Stadium Gameday Retail Locations - <a href="https://drive.google.com/file/d/1ckwKuu1J9W-y0nNh7Dm9MRAiaYHnQHf/view?usp=sharing">https://drive.google.com/file/d/1ckwKuu1J9W-y0nNh7Dm9MRAiaYHnQHf/view?usp=sharing</a> Lenovo Center Gameday Retail Locations - <a href="https://drive.google.com/file/d/1fxmKkUsZDKc_v64lyQKwretFzlG7A5H/view?usp=sharing">https://drive.google.com/file/d/1fxmKkUsZDKc_v64lyQKwretFzlG7A5H/view?usp=sharing</a> Reynolds Coliseum Gameday Retail Locations - <a href="https://drive.google.com/file/d/1ZneRgrXGQQJznsAfIPrD8y6SkXDMMQtr/view?usp=sharing">https://drive.google.com/file/d/1ZneRgrXGQQJznsAfIPrD8y6SkXDMMQtr/view?usp=sharing</a>
4	1.2	Will the current tents/kiosks, etc. be available to purchase from existing vendor?	No. Current tents for Football games are rented annually. Other vendor-owned popup tents are vendor-specific branded.
5	1.2	Do you currently have any on-campus or off campus athletic-specific brick and mortar retail store (s)?	Wolfpack Outfitters, NC State's Campus Bookstore, is the on-campus brick and mortar retail store.
6	1.2.a Lowes Fan zone Location	Do vendors have rights to sell at Basketball games outside of Lenovo Center building?	Current setup of this location is for football; however, we are open to exploring a location outside during basketball season.
7	1.2.a	Are there ever any concerts held at Carter Finley?	Concerts have been held here in the past. Currently, NC State is exploring this through the RFP process. The contract, if awarded, will dictate if there are any opportunities for retail sales.
8	1.2.a & b.	Are there any other opportunities for locations elsewhere on the property?	Athletics is open to other site locations and revamping the current spaces, if needed, around all locations. Lenovo Center and the surrounding area(s) will be undergoing a large construction project. The Fan Zone location may be adjusted or relocated, but will be available as well as open up opportunities for additional parking-lot centered retail locations on game days.
9	1.2.b	Who owns the Lenovo Center?	Lenovo Center is owned and operated by the Centennial Authority, a local governing body, created by the NC General Assembly.
10	1.2.b	Does Wolfpack Outfitters take everything out before game day?	Yes, they empty out and our operation stocks up.
11	1.2.b	What's the turnaround? When do you get access?	Day of game day and be out that night. Be prepared for a double day, for a basketball game and a hockey game.
12	1.2.b	Where do you load and unload?	Typically, loading at the loading dock. The loading dock is by the elevators below the store.
13	1.2.b	Are we only granted credentials and a pass the day of?	Correct
14	1.2.b	Do we sell for the NCAA events at Lenovo?	No, Lenovo does the sales for that.
15	1.2.c	At Doak Field, any permanent retail locations in the construction/renovation plans?	No, concourse-specific plans are done for the Doak Field at Dail Park Enhancement Project
16	1.2.c	Any storage available here? Where is the storage for everything?	No storage is available at Doak Field. The storage is elsewhere and a truck takes it in on game days. See the answer to question 23.
17	1.2.d	At Dail Soccer Field & Dail Softball Stadium, is this the main point of entry and exit?	Yes, only one way in and out of the stadium for both Soccer games and Softball games alike.
18	3.1.a	Please confirm who currently operates your athletics official online store, athletics official brick & mortar store (if applicable) and your official in-venue sales. Are these exclusive partnerships?	Wolfpack Outfitters (NC State Campus Enterprises) currently operates all athletics-related retail sales, in-venue and online. NC State Athletics is not currently bidding an online retail sales opportunity.
19	3.1.a	When is the e-commerce contract up and could it be a part of this possible RFP?	E-commerce is not open for bid.
20	3.1.a	Will we be able to open an e-commerce store that is not associated with athletics but able to be promoted as an unofficial retailer via a MMR buy?	NC State Athletics will connect the selected vendor with Campus Trademarks & Licensing Office.
21	3.1.b	Please confirm the past 3-5 (non-COVID) years of overall historical gross sales data.	2021-22: \$577,608.81 2022-23: \$851,122.58 2023-24: \$950,440.58 2024-25: \$806,219.51 (Aug.- Nov. 2024)
22	3.1.b	Is there storage space available in-venue for sales locations? Please list available storage locations and approximate sq. footage.	No storage is available at any location.
23	3.1.b	If product cannot be stored on site, what are the current logistics to get merchandise to selling areas?	Current vendor stores product, equipment, etc. off site and loads-in/out on gameday.
24	3.1.b	I was looking through the RFP and did not see any sales figures tied to the individual sports. I saw that units sold were included but no dollar amounts. Do you have this information handy that you are able to share?	See answers to question #25 & 26.
25	3.1.b.i-iii	Please provide the average of scanned ticket attendance for football and basketball the past 3-5 years (non-COVID).	Football: 2022: 41,500   2023: 41,666   2024: 40,465   3yr Avg: 41,210 Men's Basketball: 21/22: 12,952   22/23: 15,155   23/24: 13,930   3yr Avg: 14,012

RFP #63-KGS1060276 - Athletics In-Venue Sales & Merchandise Services			
Question #	Reference Section	Question	University Response
26	3.1.b.i-xi	Please confirm the past 3-5 years (non-COVID) years of historical in-venue gross sales by location (or by sport).	Football: 2021- \$466,277.14   2022- \$694,810.21   2023- \$750,029.05   2024- \$775,146.05 Men's Basketball: 21/22- \$47,878.46   22/23- \$86,784.26   23/24- \$89,269.96 Women's Basketball: 21/22- \$12,018.52   22/23- \$11,467.41   23/24- \$13,059.99 Reynolds (Olympic): 21/22- \$8,239.18   22/23- \$10,120.13   23/24- \$10,727.93 Baseball: 2022- \$42,299.85   2023- \$41,954.59   2024- \$52,231.53
27	3.2	Are there any sponsorship or licensing deals (i.e., +One model) that impact the retail area in any way or in the future? (e.g., limitations on vendors or use of marks).	Not that we are aware of.
28	3.2	Do you work with any current Group Licensing agents (OneTeam, Brandr, etc.), or plan to in the future?	Brandr is the only official group licensing partner for Athletics.
29	3.2.b	Will there be a requirement, or an opportunity, to purchase any on-hand inventory from existing provider?	NC State Athletics will connect the selected vendor with Wolfpack Outfitters to explore the possibilities.
30	3.3	How long is your current sideline partnership (Adidas) in place?	NC State Athletics and Adidas has agreed on a 7 year deal running 2025-2032.
31	General	What would you consider the in-venue partner's biggest retail competition in Triangle area?	Specific to gameday retail, there is no competition. Generally, online sales, Wolfpack Outfitters on campus, other retail stores.
32	General	Are you able to provide the terms of the existing agreement for in-venue and/or online? a. What is the current rev share? b. Is there an existing annual guarantee or signing bonus?	Athletics receives an amount equal to Fifteen Percent (15%) of Net Sales (Net Sales = Gross Sales less Returns, Sales Tax and Discounts) on sales of up to \$700,000 derived from the specific In-Venue Retail Locations during the applicable period. Sales in excess of \$700,000 shall be paid at an amount equal to Sixteen and one-half Percent (16.5%). Any minimally impactful selling events that generate less than \$250 in Net Sales will be excluded from the calculation of the annual payment.
33	General	Who is the current vendor handling the in-venue retail merchandise?	Wolfpack Outfitters (NC State Campus Enterprises)
34	General	I noticed a few restrictions within the RFP, including not being able to sell the merchandise we create on a website platform or at the bookstore. With these limitations, it seems like this type of operation might be more suitable for the bookstore. Has any vendor previously managed only this specific type of operation?	Wolfpack Outfitters/Bookstores (NC State Campus Enterprises) is the current in-venue retail provider. No other vendors have managed NC State Athletics' in-venue retail for 10+ years.
35	General & 6	Are there any past financials that you can share? I see that the \$750,000 is listed as an example for the annual net revenue in the RFP—how closely does this reflect actual figures?	See answer in question 25.
36	General	Do you do tour operations or tourist attraction?	No.
Below are additions that need to be added into the RFP:			
	New Section or Current Section	Requirement:	
1	3.6 Post-Season Retail Operations	At the discretion of NC State Athletics, vendor will be requested to fulfill merchandise operations for select NCAA and/or Conference Championship events hosted at Athletics-owned facilities, including but not limited to Women's Basketball, Softball & Baseball. Athletics will surrender all rights to applicable commissions earned by Vendor.	
Below are clarification:			
1	1.2.e	From February-March (first 2-3 weeks of softball season), a TV tent will be in place behind the pressbox and this retail site will not be available. However, there are other possible locations within the Softball Stadium.	

Timestamp	Company Name	Representative #1 Full Name	Representative #1 Email Address	Representative #2 Full Name	Representative #2 Email Address	Initials
2/7/2025 9:40:16	Legends Global Merchandise	Mike Garfield	Mgarfield@legends.net			RMG
2/7/2025 9:43:17	Follett Higher Ed	Sonny Ostrander	sostrander@follett.com			Jco
2/7/2025 9:47:18	Aramark Sports & Entertainment	Ian McFate	mcfate-ian@aramark.com			Im
2/7/2025 9:47:56	Aramark S+E	Kris Armes	Armes-Kristopher@aramark.com			KA
2/7/2025 9:55:35	Levy / Rank + Rally	Jack Fassler	jfassler@levyrestaurants.com			JF