

STATE OF NORTH CAROLINA Western Carolina University Auxiliary Enterprises	REQUEST FOR INFORMATION NO. 73-RFI00676	
Refer <u>ALL</u> Inquiries to: Robert Walker Associate Vice Chancellor Auxiliary Enterprises rgwalker@wcu.edu 828.227.2652	Due Date: November 17, 2023 @ 5PM ET Issue Date: October 9, 2023 Commodity: Officially Licensed Beer Partnership	
E-Mail: rgwalker@wcu.edu	Using Agency Name: Western Carolina University	

SUBMISSION INSTRUCTIONS: Breweries should provide all requested information in this RFI. Furthermore, breweries will need to attach any additional requested documentation and submit together with a copy of this request via email to:

Robert Walker, Auxiliary Enterprises
 Subject Line: WCU Licensed Beer RFI
 Email: rgwalker@wcu.edu

Responses must include the brewery name with direct contact information in the EXECUTION section of this RFI.

NOTICE TO VENDOR

Request for Information (RFI) will be received at this office at until November 17, 2023, at 5PM ET.

QUESTIONS

Submit written questions to Robert Walker until November 3, 2023. Questions may be submitted by e-mail.

EXECUTION

VENDOR NAME:	E-MAIL:	
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
TYPE OR PRINT NAME & TITLE OF PERSON SIGNING:	FAX NUMBER:	
AUTHORIZED SIGNATURE:	DATE:	

1.0 EXECUTIVE SUMMARY

WCU is looking to launch an officially licensed beer to connect the University with alumni, faculty, and staff, while providing regional development opportunities and engaging the western North Carolina community.

Western Carolina University (WCU) is requesting information from local breweries that are interested in partnering with the University to create an officially licensed beer. We would like to know more about your brewery, products, distribution, geographic market, related services, and how your brewery may partner with the University. This information will be used to help WCU determine who would be the best partner for this opportunity.

WCU invites your brewery to participate in this request if you are interested in creating and supplying a WCU officially licensed beer.

The State requests detailed point-by-point responses showing how your firm would address the items in the following sections of this RFI:

Section: 3.0

2.0 RFI PROCEDURES

A. Schedule

Respondents will have six weeks to prepare their submissions to this RFI. Responses must be received by the date, time and the location specified on the cover sheet of this RFI.

B. Clarification Questions

Clarification questions will be accepted until November 3, 2023, as specified on the cover sheet of this RFI. All questions must be submitted in writing.

C. Response

The State recognizes that effort will be required in preparing a response to this RFI.

However, please note this is a request for information only, and not a request for services. The Vendor shall bear all costs for preparing this RFI.

1. Content and Format

The State expects concise, detailed, point-by-point responses to each of the RFI response items identified in Sections 3.0 of this RFI. The State is not interested in brochures or "boilerplate" responses. Instead, responses should clearly define how the vendor's proposed solution(s) would meet the State's business requirements. Any issues or exceptions to the State's requirements should also be identified and explained.

2. Multiple Responses

Multiple responses will be accepted from a single vendor provided that each response is comprehensive, meets all of the state's requirements, and is truly unique. Please place in separate emails and clearly mark responses as "Response #1, Response #2, etc."

3.0 PLEASE PROVIDE THE FOLLOWING AS YOUR RESPONSE TO THIS RFI

I. Brewery Background:

1. Provide a comprehensive overview of your craft brewery, brand, and brewing capabilities.
2. Outline your recommended brand(s) and style(s) of beer that your brewery produces.
3. Provide a summary of key insights for your target market.
4. Has your brewery had any involvement, affiliation, or engagement relationship with WCU already? If so, explain.

II. Marketing:

1. Please provide any details on how you currently market and promote your beer in and around the western North Carolina region, the Triangle, Triad, around the state, and/or neighboring states.
2. How would your brewery help promote the WCU branded beer and engage with the University and community to help increase brand awareness?
3. Provide any examples of social media, collateral, etc. of ways you promote your beer.
4. What would be your minimum amount of marketing/advertising dollars for a WCU licensed beer?
5. Would your brewery also be open to becoming a corporate sponsor with WCU?

III. Distribution Plan:

1. The University's food service and concession provider utilizes Skyland Distributing Company of Asheville. Do you, or will you have, a relationship with Skyland Distributing Company?
2. Please provide all retail distribution channels you currently have your beer in (i.e., grocery stores, convenience stores, restaurants/bars, specialty shops, etc.).
3. What geographic areas do you have distribution in, and where/how would you plan to distribute a WCU beer?
4. Does your brewery have the ability to can in-house? Describe potential different offerings for a WCU beer (i.e., six pack, four pack, cans, bottles, kegs, on tap, etc.) and your brewery's distribution preferences.

IV. Graphic Design/Label:

1. Please outline your thoughts on potential brand/style details for a WCU beer.
2. WCU has an interest in co-developing the labeling for a WCU beer. Is your brewery willing to partner on label design, using WCU designers, to create and utilize a mutually agreed-upon design(s)?

V. University and Community Engagement

1. How is your brewery involved with the western North Carolina community?
2. Would there be any opportunities for a partnership with a University department (i.e., biology for fermentation, marketing dept/center for innovation/entrepreneurship), university service (i.e., dining, athletic concessions), a student group (i.e., Chemistry Club, Supply Chain Association, or Hospitality/Tourism Club).