



STATE OF NORTH CAROLINA

North Carolina A&T State University

Request for Proposal #: 59-P2404

Entertainment Promotion and Production Services

Date of Issue: 1/22/2026

Proposal Opening Date: 2/5/2026

At 3:00 PM ET

Direct all inquiries concerning this RFP to:

Roselyn Pinnix

Purchasing Specialist

Email: rp003826@ncat.edu

Phone: 336.285.4970



STATE OF NORTH CAROLINA

Request for Proposal #

59-P2404

For internal State agency processing, including tabulation of proposals, provide your company's eVP (Electronic Vendor Portal) Number. Pursuant to G.S. 132-1.10(b) this identification number shall not be released to the public. **This page will be removed and shredded, or otherwise kept confidential**, before the procurement file is made available for public inspection.

**This page shall be filled out and returned with your proposal.
Failure to do so may subject your proposal to rejection.**

Vendor Name

Vendor eVP#

Note: For a contract to be awarded to you, your company (you) must be a North Carolina registered Vendor in good standing. You must enter the Vendor number assigned through eVP (Electronic Vendor Portal). If you do not have a Vendor number, register at <https://evp.nc.gov/SignIn>

Electronic responses ONLY will be accepted for this solicitation.

<p>STATE OF NORTH CAROLINA North Carolina A&T State University</p>	
<p>Refer <i>ALL</i> Inquiries regarding this RFP to: <i>Roselyn Pinnix, Purchasing Specialist</i> <u><i>rp003826@ncat.edu</i></u> <i>336.285.4970</i></p>	<p>Request for Proposal #: 59-P2404</p> <hr/> <p>Proposals will be publicly opened: 2/5/2026</p>

EXECUTION

In compliance with this Request for Proposals (RFP), and subject to all the conditions herein, the undersigned Vendor offers and agrees to furnish and deliver any or all items upon which prices are bid, at the prices set opposite each item within the time specified herein.

By executing this proposal, the undersigned Vendor understands that false certification is a Class I felony and certifies that:

- this proposal is submitted competitively and without collusion (G.S. 143-54),
- none of its officers, directors, or owners of an unincorporated business entity has been convicted of any violations of Chapter 78A of the General Statutes, the Securities Act of 1933, or the Securities Exchange Act of 1934 (G.S. 143-59.2), and
- it is not an ineligible Vendor as set forth in G.S. 143-59.1.

Furthermore, by executing this proposal, the undersigned certifies to the best of Vendor’s knowledge and belief, that:

- it and its principals are not presently debarred, suspended, proposed for debarment, declared ineligible or voluntarily excluded from covered transactions by any Federal or State department or agency.

As required by G.S. 143-48.5, the undersigned Vendor certifies that it, and each of its sub-Contractors for any Contract awarded as a result of this RFP, complies with the requirements of Article 2 of Chapter 64 of the NC General Statutes, including the requirement for each employer with more than 25 employees in North Carolina to verify the work authorization of its employees through the federal E-Verify system.

As required by Executive Order 24 (2017), the undersigned vendor certifies will comply with all Federal and State requirements concerning fair employment and that it does not and will not discriminate, harass, or retaliate against any employee in connection with performance of any Contract arising from this solicitation.

G.S. 133-32 and Executive Order 24 (2009) prohibit the offer to, or acceptance by, any State Employee associated with the preparing plans, specifications, estimates for public contracts; or awarding or administering public contracts; or inspecting or supervising delivery of the public contract of any gift from anyone with a contract with the State, or from any person seeking to do business with the State. By execution of this response to the RFP, the undersigned certifies, for Vendor’s entire organization and its employees or agents, that Vendor is not aware that any such gift has been offered, accepted, or promised by any employees of your organization.

By executing this proposal, Vendor certifies that it has read and agreed to the **INSTRUCTION TO VENDORS** and the **NORTH CAROLINA GENERAL TERMS AND CONDITIONS incorporated herein**. These documents can be accessed from the ATTACHMENTS page within this document.

Failure to execute/sign proposal prior to submittal may render proposal invalid and it MAY BE REJECTED. Late proposals shall not be accepted.

COMPLETE/FORMAL NAME OF VENDOR:		
STREET ADDRESS:	P.O. BOX:	ZIP:
CITY & STATE & ZIP:	TELEPHONE NUMBER:	TOLL FREE TEL. NO:
PRINCIPAL PLACE OF BUSINESS ADDRESS IF DIFFERENT FROM ABOVE (SEE INSTRUCTIONS TO VENDORS ITEM #21):		
PRINT NAME & TITLE OF PERSON SIGNING ON BEHALF OF VENDOR:		
VENDOR'S AUTHORIZED SIGNATURE*:	DATE:	EMAIL:

VALIDITY PERIOD

Offer shall be valid for at least sixty 60 days from date of bid opening, unless otherwise stated here: _____ days, or if extended by mutual agreement of the parties in writing. Any withdrawal of this offer shall be made in writing, effective upon receipt by the agency issuing this RFP.

ACCEPTANCE OF PROPOSAL

If your proposal is accepted, all provisions of this RFP, along with the written results of any negotiations, shall constitute the written agreement between the parties ("Contract"). The NORTH CAROLINA GENERAL TERMS AND CONDITIONS are incorporated herein and shall apply. Depending upon the Goods or Services being offered, other terms and conditions may apply, as mutually agreed.

<p><u>FOR STATE USE ONLY:</u> Offer accepted and Contract awarded this _____ day of _____, 20____, as indicated on</p> <p>The attached certification, by _____.</p> <p style="text-align: center;">(Authorized Representative of North Carolina A&T State University)</p>

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Vendor’s proposal shall include the Vendor's approach to accomplishing the tasks outlined below in this RFP. A separate, standalone document, may be required for each section when submitting through Euna/Bonfire, in addition to the complete proposal. 18

Describe how financial risk and reward are shared. Include how under performance is handled, contingency and cancellation risk. Detail reward sharing. Explain how align with University objectives will be met at an equitable level. 21

For the purposes of this proposal, equity does not equal partnership; equity does not mean guaranteed ROI..... 21

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1.0 PURPOSE AND BACKGROUND

North Carolina Agricultural and Technical State University, located at 1601 E. Market Street, Greensboro, NC, is a preeminent land-grant institution founded in 1891 where high-achieving scholars are engaged in transformative teaching and learning, civic outreach, interdisciplinary research and innovative solutions to global challenges.

As a land grant, doctoral research university with a national reputation in STEM education, we are proud of the impact that our 70,000 plus alumni have across America. Our current student population is 13,885 Aggies.

Homecoming data from 2024 outlined at least 131,753 Aggie alumni, fans, friends and supporters attended the weeklong array of events in and around Greensboro, NC. The attendance total is a conservative estimate, and that the actual count is likely higher. The data shared above only includes attendance at official homecoming events. It doesn't reflect attendance at any of the dozens of off-campus parties, performances and nightclub events organized by private promoters. Collective events draw thousands of celebrants from across North Carolina, the United States, and beyond.

North Carolina A&T State University is seeking proposals from qualified entertainment promotion and production companies to enter into an Entertainment Services Agreement for the planning, promotion, production, and execution of official large-scale entertainment events, including but not limited to **gospel and hip hop concerts**, pep rally performances, and related programming.

Events typically happen during late October or early November. Homecoming dates are determined by Athletics based on season football scheduling for the year.

The intent of this solicitation is to award an **Agency Specific Contract**

1.1 CONTRACT TERM

The Contract shall have an initial term of **three (3)** years, beginning on the date of final Contract execution (the "Effective Date") or 3/1/2026, whichever is later.

At the end of the Contract's initial term, the State shall have the option, in its sole discretion, to renew the Contract on the same terms and conditions for up to 2 (1) additional one-year terms. The State will give the Vendor written notice of its intent to exercise each option no later than **sixty (60)** days before the end of the Contract's then-current term. In addition to any optional renewal terms, and with the Vendor's concurrence, the State reserves the right to extend the Contract after the last active term.

Proposals shall be submitted in accordance with the terms and conditions of this RFP and any addenda issued hereto.

2.0 GENERAL INFORMATION

2.1 REQUEST FOR PROPOSAL DOCUMENT

This RFP is comprised of the base RFP document, any attachments, and any addenda released before Contract award, which are incorporated herein by reference.

2.2 E-PROCUREMENT FEE

ATTENTION: The E-Procurement fee may apply to this solicitation. See the paragraph entitled ELECTRONIC PROCUREMENT of the North Carolina General Terms and Conditions.

General information on the E-Procurement Services can be found at: <http://eprocurement.nc.gov/>.

This is not an e-Procurement solicitation

2.3 NOTICE TO VENDORS REGARDING RFP TERMS AND CONDITIONS

If shall be the Vendor’s responsibility to read the Instructions to Vendors, the North Carolina General Terms and Conditions, all relevant exhibits and attachments, and any other components made a part of this RFP and comply with all requirements and specifications herein. Vendors are also responsible for obtaining and complying with all Addenda and other changes that may be issued in connection with this RFP.

If Vendors have questions or issues regarding any component of this RFP, those must be submitted as questions in accordance with the instructions in the PROPOSAL QUESTIONS Section. If the State determines that any changes will be made as a result of the questions asked, then such decisions will be communicated in the form of an RFP addendum. The State may also elect to leave open the possibility for later negotiation of specific provisions of the Contract that have been addressed during the question-and-answer period, prior to contract award.

Other than through the process of negotiation under 01 NCAC 05B.0503, the State rejects and will not be required to evaluate or consider any additional or modified terms and conditions submitted with Vendor’s proposal or otherwise. This applies to any language appearing in or attached to the document as part of the Vendor’s proposal that purports to vary any terms and conditions or Vendors’ instructions herein or to render the proposal non-binding or subject to further negotiation. Vendor’s proposal shall constitute a firm offer that shall be held open for the period required herein (“Validity Period” above).

The State may exercise its discretion to consider Vendor proposed modifications. By execution and delivery of this RFP Response, the Vendor agrees that any additional or modified terms and conditions, whether submitted purposely or inadvertently, shall have no force or effect, and will be disregarded unless expressly agreed upon through negotiation and incorporated by way of a Best and Final Offer (BAFO). Noncompliance with, or any attempt to alter or delete, this paragraph shall constitute sufficient grounds to reject Vendor’s proposal as nonresponsive.

2.4 RFP SCHEDULE

The table below shows the *intended* schedule for this RFP. The State will make every effort to adhere to this schedule.

Event	Responsibility	Date and Time
Issue RFP	State	1/22/2026
Submit Written Questions	Vendor	1/27/2026
Provide Response to Questions	State	1/29/2026
Submit Proposals	Vendor	2/5/2026
Contract Award	State	2/27/2026

2.5 PROPOSAL QUESTIONS

Upon review of the RFP documents, Vendors may have questions to clarify or interpret the RFP in order to submit the best proposal possible. To accommodate the Proposal Questions process, Vendors shall submit any such questions by the “Submit Written Questions” date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum.

Written questions shall be submitted through Bonfire/Euna by the date and time specified above. Vendors should enter “RFP # **59-P2404**: Questions” as the subject for the email. Question submittals should include a reference to the applicable RFP section and be submitted in the format shown below:

Reference	Vendor Question
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RFP Section, Page Number	Vendor question ...?
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Questions received prior to the submission deadline date, the State’s response, and any additional terms deemed necessary by the State will be posted in the form of an addendum to *the electronic Vendor Portal (eVP)*, <https://evp.nc.gov>, and shall become an Addendum to this RFP. No information, instruction or advice provided orally or informally by any State personnel, whether made in response to a question or otherwise in connection with this RFP, shall be considered authoritative or binding. Vendors shall rely *only* on written material contained in the RFP and an addendum to this RFP.

2.6 PROPOSAL SUBMITTAL

IMPORTANT NOTE: This is an absolute requirement. Late bids, regardless of cause, will not be opened or considered, and will be automatically disqualified from further consideration. Vendor shall bear the sole risk of late submission due to unintended or unanticipated delay. It is the Vendor’s sole responsibility to ensure its proposal has been received as described in this RFP by the specified time and date of opening. The time and date of receipt will be marked on each proposal when received. Any proposal or portion thereof received after the proposal deadline will be rejected.

Instructions: Quotes, subject to the conditions made a part hereof and the receipt requirements described below, shall be received at the address indicated in the table below, for furnishing and delivering those items as described herein.

Electronic address for delivery of Bid Proposal
https://ncat.bonfirehub.com/portal/?tab=openOpportunities

Electronic responses ONLY will be accepted for this solicitation through:

<https://ncat.bonfirehub.com/portal/?tab=openOpportunities>

BID SUBMITTAL – NO PAPER SUBMISSIONS

Bonfire/Euna Support Team can also be contracted by calling 1-800-354-8010 Ext. 2. Support by phone and email is provided

Monday - Friday from 8 AM – 8 PM EST.

If confidential and proprietary information is included in the proposal, also submit one (1) signed, REDACTED copy of the proposal. Such information may include trade secrets defined by N.C. Gen. Stat. § 66-152 and other information exempted from the Public Records Act pursuant to N.C. Gen. Stat. §132- 1.2. Vendor may designate information, Products, Services or appropriate portions of its response as confidential, consistent with and to the extent permitted under the statutes and rules set forth above. By so redacting any page, or portion of a page, the Vendor warrants that it has formed a good faith opinion, having received such necessary or proper review by counsel and other knowledgeable advisors, that the portions determined to be confidential and proprietary and redacted as such, meet the requirements of the Rules and Statutes set forth above. However, under no circumstances shall price information be designated as confidential.

If the Vendor does not provide a redacted version of the proposal with its proposal submission, the Department may release an unredacted version if a record request is received.

Failure to submit a proposal in strict accordance with these instructions shall constitute sufficient cause to reject a Vendor's proposal(s). Vendors are strongly encouraged to allow sufficient time to upload proposals.

Critical updated information may be included in Addenda to this RFP. It is important that all Vendors responding to this RFP periodically check the State's eVP website for any Addenda that may be issued prior to the bid opening date. All Vendors shall be deemed to have read and understood all information in this RFP and all Addenda thereto.

2.7 PROPOSAL CONTENTS

Vendors shall populate all attachments of this RFP that require the Vendor to provide information and include an authorized signature where requested. Failure to provide all required items, or Vendor's submission of incomplete items, may result in the State rejecting Vendor's proposal, in the State's sole discretion.

Vendor RFP responses shall include the following items and attachments, which shall be arranged in the following order:

- a) Cover Letter, which must contain the following: (i) a statement that confirms that the proposer has read the RFP in its entirety, including all links, and all Addenda released in conjunction with the RFP, (ii) a statement that the Vendor agrees to perform in accordance with the scope of work, requirements, and specifications contained herein; and (iii) Vendor's agreement to comply with all instructions, terms and conditions, and attachments.
- b) Title Page: Include the company name, address, phone number and authorized representative along with the Proposal Number.
- c) Completed and signed version of all EXECUTION PAGES, along with the body of the RFP.
- d) Signed receipt pages of any addenda released in conjunction with this RFP, if required to be returned.
- e) Vendor's Proposal addressing all Specifications of this RFP. *[Indicate relative section references as a guide to responding to sections requiring additional responses outside of the solicitation document. If not required, delete.]*
- f) Completed version of ATTACHMENT A: PROPOSAL – Required sections broken up in Bonfire
- g) Completed version of ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION
- h) Completed version of ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR
- i) Completed and signed version of ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION DOCUMENTS
- j) All elements/documents required for submission in Bonfire

2.8 ALTERNATE PROPOSALS

Unless provided otherwise in this RFP, Vendor may submit alternate proposals for comparable Goods, various methods or levels of Service(s), or that propose different options. Alternate proposals must specifically identify the RFP requirements and advantage(s) addressed by the alternate proposal. Any alternate proposal, in addition to the marking described above, must be clearly marked with the legend: "Alternate Proposal #___ *[for 'name of Vendor']*". Each proposal must be for a specific set of Goods and Services and must include specific pricing. If a Vendor chooses to respond with various offerings, each must be offered with a separate price and be contained in a separate proposal document. Each proposal must be complete and independent of other proposals offered.

2.10 DEFINITIONS, ACRONYMS, AND ABBREVIATIONS

Relevant definitions for this RFP are provided in 01 NCAC 05A .0112 and in the Instructions to Vendors found below which are incorporated herein by this reference.

The following definitions, acronyms, and abbreviations are also relevant to this RFP:

GHOE: Greatest Homecoming on Earth – referring to the branded homecoming activities of NC A&T SU

OSA – Office of Student Affairs

“An equitable investment is one in which both parties contribute meaningful resources, share financial risk, and align compensation with performance, such that no party bears a disproportionate burden or receives guaranteed benefit.”

3.0 METHOD OF AWARD AND PROPOSAL EVALUATION PROCESS

3.1 METHOD OF AWARD

North Carolina G.S. 143-52 provides a general list of criteria the State shall use to award contracts, as supplemented by the additional criteria herein. The Goods or Services being procured shall dictate the application and order of criteria; however, all award decisions shall be in the State’s best interest. All qualified proposals will be evaluated, and awards will be made to the Vendor(s) meeting the specific RFP Specifications and achieving the highest and best final evaluation, based on the criteria described below.

While the intent of this RFP is to award a Contract(s) to a **single Vendor**, the State reserves the right to make separate awards to different Vendors for one or more line items, to not award one or more line items or to cancel this RFP in its entirety without awarding a Contract, if it is considered to be most advantageous to the State to do so.

The State reserves the right to waive any minor informality or technicality in proposals received.

3.2 CONFIDENTIALITY AND PROHIBITED COMMUNICATIONS DURING EVALUATION

While this RFP is under evaluation, the responding Vendor, including any subcontractors and suppliers, is prohibited from engaging in conversations intended to influence the outcome of the evaluation. See Paragraph 29 of the Instructions to Vendors entitled COMMUNICATIONS BY VENDORS.

Each Vendor submitting a proposal to this RFP, including its employees, agents, subcontractors, suppliers, subsidiaries and affiliates, is prohibited from having any communications with any person inside or outside the using agency; issuing agency; other government agency office or body (including the procurement lead named above, any department secretary, agency head, members of the General Assembly and Governor’s office); or private entity, if the communication refers to the content of Vendor’s proposal or qualifications, the content of another Vendor’s proposal, another Vendor’s qualifications or ability to perform a resulting contract, and/or the transmittal of any other communication of information that could be reasonably considered to have the effect of directly or indirectly influencing the evaluation of proposals, the award of a contract, or both.

Any Vendor not in compliance with this provision shall be disqualified from evaluation and award. A Vendor’s proposal may be disqualified if its subcontractor and/or supplier engage in any of the foregoing communications during the time that the procurement is active (*i.e.*, the issuance date of the procurement until the date of contract award or cancellation of the procurement). Only those discussions, communications or transmittals of information authorized or initiated by the issuing agency for this RFP or inquiries directed to the procurement lead named in this RFP regarding requirements of the RFP (prior to proposal submission) or the status of the award (after submission) are excepted from this provision.

3.3 PROPOSAL EVALUATION PROCESS

Only responsive submissions will be evaluated.

The State will conduct a One-Step evaluation of Proposals Including a Presentation:

Proposals will be received according to the method stated in the Proposal Submittal Section above.

All proposals must be received by the issuing agency not later than the date and time specified in the RFP SCHEDULE Section above, unless modified by Addendum. Vendors are cautioned that this is a request for offers, not an offer or request to contract, and the State reserves the unqualified right to reject any and all offers at any time if such rejection is deemed to be in the best interest of the State.

At the date and time provided in the RFP SCHEDULE Section above, unless modified by Addendum, the proposal from each responding Vendor will be opened publicly and all offers (except those that have been previously withdrawn, or voided bids) will be tabulated. The tabulation shall be made public at the time it is created. When negotiations after receipt of bids are authorized pursuant to G.S. 143-49 and 01 NCAC 05B.0503, only the names of offerors and the Goods and Services offered shall be tabulated at the time of opening. If negotiation is anticipated, cost and price shall become available for public inspection at the time of the award. Interested parties are cautioned that these costs and their components are subject to further evaluation for completeness and correctness and therefore may not be an exact indicator of a Vendor's pricing position.

At their option, the evaluators may request oral presentations or discussions with any or all Vendors for clarification or to amplify the materials presented in any part of the proposal. Vendors are cautioned, however, that the evaluators are not required to request presentations or other clarification—and often do not. Therefore, all proposals should be complete and reflect the most favorable terms available from the Vendor.

Upon completion of the evaluation process, the State will make award(s) based on the evaluation and post the award(s) to the State's eVP website under the RFP number for this solicitation. Award of a Contract to one Vendor does not mean that the other proposals lacked merit, but that, all factors considered, the selected proposal was deemed most advantageous and represented the best value to the State.

The State reserves the right to negotiate with one or more vendors, or to reject all original offers and negotiate with one or more sources of supply that may be capable of satisfying the requirement, and in either case to require Vendor to submit a Best and Final Offer (BAFO) based on discussions and negotiations with the State.

3.4 EVALUATION CRITERIA

In addition to the general criteria in G.S. 143-52 which may or may not be relevant to this RFP, all qualified proposals will be evaluated, and award made based on considering the following criteria, to result in an award most advantageous to the State:

Phase 1

Technical: (200 Maximum Points)

Evaluation Area	Criteria Description	Max Points
Experience and Qualifications	Ability to demonstrate organizational maturity, past performance, and relevance to comparable events. Ability to meet requirements and show how the company works with clients, from initial consultation to final delivery, ensuring transparency and managing expectations. Review of company history.	40
Talent Procurement and Artist Selection	Critical to event success; reflects industry relationships, relevance, and booking credibility. Ability to secure artist that align with NC A&T SU Homecoming audience size and demographics. Scoring based on how many of the criteria can be demonstrated from the list of options considering additional justification.	35
Financial Capacity and Health	Ability to front costs, absorb risk, and sustain performance. Compliance with required documentation and financial subject matter expert scoring.	30
Production and Venue Management	Core operational risk area (staging, sound, lighting, logistics, safety). Ability to provide services, weighted on portfolio performance	30
Marketing and Promotion	Drives attendance, engagement, and revenue outcomes. Scores driven by portfolio of proven marketing and promotion results	30
Shared Equity Balance	Ability to show how financial risk and reward are shared; meeting minimum requirements	25
Pep Rally Artist Support	Specialized, event-specific capability (artist logistics, coordination, timing and contract ownership). Measure value vendor is providing with services offered requiring minimums being met for specifications.	10
Total		200

Financial Proposal: (100 Maximum Points)

Financial proposals will be evaluated based on the reasonableness, clarity, and risk allocation of the proposed investment and revenue-sharing model. The Agency reserves the right to reject proposals that present unreasonable financial risk or lack sufficient financial credibility.

The proposal with the lowest cost will receive a score of XX. All other competing proposals will be assigned a portion of the maximum score using the formula example below. Investment based on highest offer proposal. Revenue based on highest proposal percentage split.

$$XX \times \frac{\text{the cost of the lowest cost proposal}}{\text{the cost of the cost proposal being evaluated}}$$

Evaluation Area	Criteria Description	Max Points
Upfront Investment	Percentage comparison to NC A&T SU’s investment. Proposers shall provide a minimum upfront cash investment of \$410,000 as a condition of responsiveness. Proposals offering upfront investment amounts in excess of \$410,000 will be evaluated more favorably with scoring weighted to reflect increased financial participation. Calculated with points awarded based on each proposer’s investment relative to the most competitive proposal received	40
Revenue Split	Percentage of split, higher percentages for NCAT receive higher bucket of points. Calculated with points awarded based on each proposer’s percentage split for NCAT relative to the most competitive proposal received.	35
Pricing Structure	Cost to do business: promotor fees. Calculated with points awarded based on each proposer’s cost relative to the most competitive proposal received.	25
Total		100

Phase 2

Oral Presentation / Interview – 50 Points

Once initial evaluation is completed in Phase 1, top selected vendors will be identified by a minimum score of 250 points. In order to be considered for award, vendors selected for Phase 2 are required to participate in an on-site presentation located on the campus of NC A&T SU, 1601 E. Market Street, Greensboro, NC 27411. This presentation will be in person so that vendors can provide clarification for promotional and production services. This will help identify how the vendor operates and get an opportunity to better understand final execution.

Formatting criteria and questions will be provided to Invited vendors once identified.

Evaluation Area	Criteria Description	Max Points
Technical Approach Validation & Event Execution Strategy	Answer any questions of how the company works with clients, from initial consultation to final delivery, ensuring transparency and managing expectations.	15
Pricing Clarity & Financial Transparency	Provide clarity to total cost to do business, how shared equity is achieved, revenue split and financial health	10
Talent Strategy & Artist Pipeline	Providing clarity on understanding of GHOE culture and strategy alignment.	10
Marketing & Audience Engagement Strategy	Answer questions to marketing approach and process	10
Q&A / Responsiveness	Responsiveness to Q&A questions derived from presentation	5
Total		50

3.5 PERFORMANCE OUTSIDE THE UNITED STATES

Vendor shall complete ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR. In addition to any other evaluation criteria identified in this RFP, the State may also consider, for purposes of evaluating proposed or actual contract performance outside of the United States, how that performance may affect the following factors to ensure that any award will be in the best interest of the State:

- a) Total cost to the State
- b) Level of quality provided by the Vendor
- c) Process and performance capability across multiple jurisdictions
- d) Protection of the State’s information and intellectual property
- e) Availability of pertinent skills
- f) Ability to understand the State’s business requirements and internal operational culture
- g) Particular risk factors such as the security of the State’s information technology
- h) Relations with citizens and employees

- i) Contract enforcement jurisdictional issues

3.6 INTERPRETATION OF TERMS AND PHRASES

This RFP serves two functions: (1) to advise potential Vendors of the parameters of the solution being sought by the State; and (2) to provide (together with other specified documents) the terms of the Contract resulting from this procurement. The use of phrases such as “shall,” “must,” and “requirements” are intended to create enforceable contract conditions. In determining whether proposals should be evaluated or rejected, the State will take into consideration the degree to which Vendors have proposed or failed to propose solutions that will satisfy the State’s needs as described in the RFP. Except as specifically stated in the RFP, no one requirement shall automatically disqualify a Vendor from consideration. However, failure to comply with any single requirement may result in the State exercising its discretion to reject a proposal in its entirety.

4.0 REQUIREMENTS

This Section lists the requirements related to this RFP. By submitting a proposal, the Vendor agrees to meet all stated requirements in this Section as well as any other specifications, requirements, and terms and conditions stated in this RFP. If a Vendor is unclear about a requirement or specification, or believes a change to a requirement would allow for the State to receive a better proposal, the Vendor is urged to submit these items in the form of a question during the question-and-answer period in accordance with the Proposal Questions Section above.

4.1 PRICING

Proposal price shall constitute the total cost to the State for complete performance in accordance with the requirements and specifications herein, including all applicable charges for handling, transportation, administrative and other similar fees. Complete ATTACHMENT A: Vendor’s proposal. The pricing provided in ATTACHMENT A, or resulting from any negotiations, is incorporated herein and shall become part of any resulting Contract.

4.2 FINANCIAL STABILITY

Each Vendor shall submit the following financial documentation as an attachment to its Proposal: **Settlement Statement for last 2 largest events; Tax Returns for the last (2) fiscal years; and Proof of access to capital or line of credit with a bank letter.** Financial information, statements and/or documents submitted with a Proposal shall be evaluated to determine: whether the Vendor has sufficient ability to perform the Contract; whether the Vendor is able to meet its short term obligations, debts, liabilities, payroll, and expenses; whether Vendor has provided complete, reliable and accurate financial information regarding its business operation; whether the Vendor is financially solvent; and whether Vendor has sufficient cash flow and/or available financing from a financial institution to perform the proposed contract for 60 days without receiving payment from the State. Financial information of non-public entities may be marked as confidential in accordance with the Paragraph of the Instructions to Vendors entitled Confidential Information.

4.3 HUB PARTICIPATION

Pursuant to North Carolina General Statute G.S. 143-48, it is State policy to encourage and promote the use of small, minority, physically handicapped, and women contractors in purchasing Goods and Services. As such, this RFP will serve to identify those Vendors that are minority owned or have a strategic plan to support the State’s Historically Underutilized Business program by meeting or exceeding the goal of 10% utilization of diverse firms as 1st or 2nd tier subcontractors. Vendor shall complete ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION.

4.4 VENDOR EXPERIENCE

In its Proposal, Vendor shall demonstrate experience with public and/or private sector clients with similar or greater size and complexity to the State. Vendor shall provide information as to the qualifications and experience of all executive, managerial, legal, and professional personnel to be assigned to this project, citing experience with similar projects and the responsibilities to be assigned to each person. For this RFP, Vendor must have a minimum of ten (10) years of experience promoting and producing large-scale entertainment events, defined as events with 12,000 or more attendees.

4.5 BACKGROUND CHECKS

Any personnel or agent of Vendor performing Services under any Contract arising from this RFP may be required to undergo a background check at the expense of the Vendor, if so requested by the State.

4.6 PERSONNEL

Vendor warrants that qualified personnel shall provide Services under this Contract in a professional manner. "Professional manner" means that the personnel performing the Services will possess the skill and competence consistent with the prevailing business standards in the industry. Vendor will serve as the prime contractor under this Contract and shall be responsible for the performance and payment of all subcontractor(s) that may be approved by the State. Names of any third-party Vendors or subcontractors of Vendor may appear for purposes of convenience in Contract documents; and shall not limit Vendor's obligations hereunder. Vendor will retain executive representation for functional and technical expertise as needed in order to incorporate any work by third party subcontractor(s).

Should the Vendor's proposal result in an award, the Vendor shall be required to agree that it will not substitute key personnel assigned to the performance of the Contract without prior written approval by the Contract Lead. Vendor shall further agree that it will notify the Contract Lead of any desired substitution, including the name(s) and references of Vendor's recommended substitute personnel. The State will approve or disapprove the requested substitution in a timely manner. The State may, in its sole discretion, terminate the Services of any person providing Services under this Contract. Upon such termination, the State may request acceptable substitute personnel or terminate the contract Services provided by such personnel.

4.7 VENDOR'S REPRESENTATIONS

If Vendor's Proposal results in an award, Vendor agrees that it will not enter any agreement with a third party that may abridge any rights of the State under the Contract. If any Services, deliverables, functions, or responsibilities not specifically described in this solicitation are required for Vendor's proper performance, provision and delivery of the Service and deliverables under a resulting Contract, or are an inherent part of or necessary sub-task included within such Service, they will be deemed to be implied by and included within the scope of the Contract to the same extent and in the same manner as if specifically described in the Contract. Unless otherwise expressly provided herein, Vendor will furnish all of its own necessary management, supervision, labor, facilities, furniture, computer and telecommunications equipment, software, supplies and materials necessary for the Vendor to provide and deliver the Services and/or other Deliverables.

4.8 QUESTIONS TO VENDORS

Vendor shall respond to each of the following questions. Vendors are requested to keep responses concise and relevant and should not include generic marketing materials. Responses will be reviewed as part of the evaluation process.

Does your company have a minimum of ten (10) years of experience promoting and producing large-scale entertainment events, defined as events with 12,000 or more attendees? Yes No

4.9 AGENCY INSURANCE REQUIREMENTS MODIFICATION

A. Default Insurance Coverage from the General Terms and Conditions applicable to this Solicitation:

- Small Purchases
- Contract value in excess of the Small Purchase threshold, but up to \$1,000,000.00
- Contract value in excess of \$1,000,000.00

B. The Procurement Entity has conducted a risk assessment and determined that certain default coverage provisions in the North Carolina General Terms and Conditions, paragraph entitled *Insurance*, should be increased from the minimums stated. Increased or additional insurance coverage amounts for this Solicitation are as follows. Coverages not changed here remain as stated in the General Terms and Conditions.

- a) **Commercial General Liability** \$ 4,000,000.00 Combined Single Limit

C. PROOF OF INSURANCE IS REQUIRED UPON AWARD

4.10 SUBCONTRACTORS

No portion of the work shall be subcontracted without prior written consent of the State. In the event that the Vendor desires to subcontract some part of the work specified herein, the Vendor shall furnish with their bid the names, qualifications, and experience of their proposed subcontractors. The Vendor shall, however, remain solely and fully liable and responsible for the work done by its subcontractor(s) and shall assure compliance with all the requirements and specifications of the contract.

4.11 SECRETARY OF STATE REGISTRATION

Prior to entering into a contract with the State, the awarded Vendor(s) must complete registration with the NC Secretary of State. Upon notification of award, the selected Vendor(s) must furnish evidence of filing within 10 business days. Failure to provide this documentation may result in the disqualification of the Vendor(s) bid from further consideration for the award. **No purchase orders shall be issued prior to confirmation of completed registration with the Secretary of State.**

No purchase orders shall be issued prior to confirmation of completed registration with the Secretary of State.

A contract award under the above-referenced solicitation, and the resulting purchase orders, will produce repeated orders and transactions in North Carolina and will constitute “transacting business” in the State, which requires a certificate of authority from the North Carolina Secretary of State as provided in G.S. §55-15-01 (corporations) or §57D-7-01 (LLCs). Please go to: <https://www.sosnc.gov/> to register.

Vendor registered with the North Carolina Secretary of State: Yes No

5.0 SPECIFICATIONS AND SCOPE OF WORK/SERVICES

5.1 GENERAL

The Division of Student Affairs at North Carolina A&T State University is seeking proposals from qualified entertainment promotion and production companies to enter into an equitable investment Entertainment Services Agreement for the planning, promotion, production, and execution of large-scale entertainment events, including but not limited to gospel and hip hop concerts, pep rally performances, and related programming.

The selected Vendor will act as an independent contractor and will be responsible for securing talent, managing production, marketing, financial administration, and post-event reconciliation in coordination with the University.

The following **historic data** represents the last five (5) years of activity for Homecoming concerts:

Concert – Hip Hop

Year	Location	Artist Line Up	Number of Tickets Sold
2025	Greensboro Coliseum	PartyNextDoor; Glorilla; Queen Naija; Fridayy; Big Boogie; Bdhat (Host)	10,104
2024	Greensboro Coliseum	Bryson Tiller; Latto; Bossman Dlow; Mariah The Scientist; Rob 49; Bdhat (Host)	14,642
2023	Greensboro Coliseum	Lil Durk; Summer Walker; CoCo Jones; Flo Milli; YTB Fatt	12,259
2022	Greensboro Coliseum	Lil Baby; Chloe; Nardo Wick; Glorilla	14,859
2021	Greensboro Coliseum	Roddy Ricch; Moneybagg Yo; Ty Dolla Sign; Flipp Dinero; Erica Banks	3,147

Concert – Gospel

Year	Location	Artist Line Up	Number of Tickets Sold
2025	Steven Tanger Center for the Performing Arts	The Clark Sisters; Fred Hammond; Carvin Winans; Byron Cage	2,590
2024	Corbett Sports Center	Jekalyn Carr; Koryn Hawthorne	1,334
2023	Greensboro Coliseum	Erica Campbell; Travis Greene; Pastor Mike Jr.	2,387
2022	Greensboro Coliseum	Tye Tribbett; Le’Andria Johnson; Victor Solomon	3,336
2021	Greensboro Coliseum	Festival of Praise; Fred Hammond; Hezekiah Walker; Israel Houghton	3,103

Proposal Number: **59-P2404**

Vendor: _____

Comp Tickets generally have been:

Hip Hop – 250

Gospel – 100

Student Ticket Allocation

Year	Concert Type	Student Tickets Sold
2025	Hip Hop	3,500
2025	Gospel	500
2024	Hip Hop	4,000
2024	Gospel	500
2023	Hip Hop	4,000
2023	Gospel	500
2022	Hip Hop	4,497
2022	Gospel	747
2021	Hip Hop	1,104
2021	Gospel	649

5.2 SPECIFICATIONS & TASKS/DELIVERABLES

Vendors must address all requirements below in their Technical Proposal.

Vendor’s proposal shall include the Vendor's approach to accomplishing the tasks outlined below in this RFP. A separate, standalone document, may be required for each section when submitting through Euna/Bonfire, in addition to the complete proposal.

Experience and Qualifications

Vendor must have a minimum of ten (10) years of experience promoting and producing large-scale entertainment events, defined as events with 12,000 or more attendees. Provide company history and background. **Provide a clear statement of experience.**

Provide a minimum of three (3) examples of comparable events, including:

- Event name and location
- Attendance figures
- Artist(s) secured
- Year held
- Client reference and contact information

Explain how the company works with clients, from initial consultation to final delivery. Include strategy to ensure transparency and how to manage expectations.

Insurance Requirements

Vendor must carry Commercial General Liability Insurance with limits of not less than \$4,000,000 per occurrence.

Proof of insurance must be provided upon award and maintained throughout the contract term.

For the bid proposal, provide a statement acknowledging you are able to meet the insurance requirements with documentation if awarded

Talent Procurement and Artist Selection

Demonstrate the ability to secure top-tier, relevant talent by sharing portfolio of artists. Information in the portfolio shall include at the minimum: Artist(s)/Talent contracted, the year contracted, event type, approximate audience size and vendor role.

Example Table:

Year	Talent Booked	Event Type	Audience Size	Role
2023	Name of Artist(s)	University Homecoming	8,500	Direct Booker
2024	Name of Artist(s)	Outdoor Festival	12,000	Promoter
2025	Name of Artist(s)	Community Celebration	6,000	Talent Manager

For purposes of this RFP, top-tier, relevant talent may be demonstrated by one or more of the following:

- Artists currently charting on Billboard, Spotify, Apple Music, or equivalent industry rankings within the past 36 months
- Artists with national or international touring history within the last four (4) years
- Artists with proven draw at venues of 10,000+ capacity
- Vendors may also propose an alternative definition of “top talent” with justification.

University retains final approval of all acts.

Marketing and Promotion

Vendor shall be responsible for creation, design, and execution of all promotional and marketing materials. Vendor must describe marketing channels, timelines, and audience targeting strategies. Address approach and process. Providing examples of prior promotional campaigns to highlight successful rollouts.

This could include showcase of dynamic media work. Detailed work such as video reels, mixed media, printed material, etc.

All promotional materials must receive prior written approval from the University before release.

Ticketing Requirements

Vendor shall commit to a minimum of 100 comp tickets for the gospel concert and 250 comp tickets for the hip hop concert.

After award, during post award meetings, vendor acknowledges they are to comply with the following structure for hip hop and gospel concerts:

- Negotiate and identify a set number of student discount tickets, at prices mutually agreed upon by the University and Vendor.
- Determine a set number of complimentary tickets (if different than the minimum) allocated for:

University giveaways
Promoter use

Artist comps

For the bid proposal, provide a statement acknowledging you are able to meet the ticketing requirements outlined in this section.

Pep Rally Artist Support

Vendor must provide support in securing artists for pep rally. Vendor support at minimum would be:

Vendor responsible for reaching out to the agency/management to get pricing and enter the contract with the artist

Provide university with invoice to pay vendor for artist

Manage travel, production and all other aspects of performance

Engagement and compliance with University for final approval of all aspects

The NC A&T Homecoming Pep Rally happens during homecoming week, mid-week, in the evening at the Corbett Sports Center for students, featuring the Marching Band, cheerleaders, and high energy for Aggie pride. Free and open for NC A&T SU students only.

Corbett Sports Center with a max capacity of 4,000

University has final approval of all aspects

Provide detailed statement of support for minimum requirements, defining what each area of support includes and any additional services offered.

Production and Venue Management

Vendor shall:

Handle all aspects of show production, including staging, sound, lighting, and technical riders.

Contract venues for shows

Coordinate and provide security services, compliant with University and local requirements

Detail your technical approach to meet requirements in proposal. Showcase core services.

Vendors must address all requirements below in their Financial Proposal

Upfront Investment

Vendor must disclose:

The amount willing to invest upfront.

Minimum requirement is \$410,000 to match what the University is providing. Ability to match is just the minimum, the University is seeking a vendor that can provide an investment that is large enough to reach a diverse platform of artists

Define types of costs covered upfront (artist deposits, production, marketing, etc.)

Equitable Investment Model

University will provide a firm equitable investment of \$410,000.

Vendor must demonstrate an equitable investment model for both gospel and hip hop concerts. A shared financial participation model in which both the University and Vendor contribute funding and share net proceeds.

Describe how financial risk and reward are shared. Include how under performance is handled, contingency and cancellation risk. Detail reward sharing. Explain how alignment with University objectives will be met at an equitable level.

For the purposes of this proposal, equity does not equal partnership; equity does not mean guaranteed ROI

Pricing Structure and Revenue Split

Vendor must clearly disclose in proposal:

Promoter fees; fixed

Full transparency of all costs and expenses; All fees, commissions, or compensation retained by the Vendor, which must be fully disclosed and auditable

Proposal of proceeds split percentage between University and Vendor after all bills are paid

Confirmation that Vendor is responsible for payment of all bills prior to proceeds split

Post-Event Reconciliation

Vendor must participate in a post-event reconciliation meeting.

Vendor must provide:

Detailed invoices

Proof of payments

Settlement statements

Final revenue and expense reconciliation documentation

Documents shall be provided and reconciled no later than 30 days post event, unless a different timeframe is otherwise mutually agreed upon by both parties in writing.

For the bid proposal, provide a statement acknowledging you are able to meet the post-event reconciliation requirements outlined in this section

5.3 PROJECT ORGANIZATION

Vendor shall describe the organizational and operational structure it proposes to utilize for the work described in this RFP and identify the responsibilities to be assigned to each person Vendor proposes to staff the work.

5.4 TECHNICAL APPROACH

Vendor's proposal shall include, in narrative, outline, and/or graph form the Vendor's approach to accomplishing the tasks outlined in the Scope of Work section of this RFP. A description of each task and deliverable and the schedule for accomplishing each shall be included.

6.0 CONTRACT ADMINISTRATION

All Contract Administration requirements are conditioned on an award resulting from this solicitation. This information is provided for the Vendor’s planning purposes.

6.1 CONTRACT MANAGER AND CUSTOMER SERVICE

The Vendor shall be required to designate and make available to the State a contract manager. The contract manager shall be the State’s point of contact for Contract related issues and issues concerning performance, progress review, scheduling, and service.

Contract Manager Point of Contact	
Name:	
Office Phone #:	
Mobile Phone #:	
Email:	

6.2 INVOICES

Vendor shall invoice the Procurement Entity. The standard format for invoicing shall be Single Invoices meaning that the Vendor shall provide the Procurement Entity with an invoice for each order. Invoices shall include detailed information to allow Procurement Entity to verify pricing at point of receipt matches the correct price from the original date of order. The following fields shall be included on all invoices, as relevant:

Vendor’s Billing Address, Customer Account Number, NC Contract Number, Order Date, Buyer’s Order Number, Manufacturer Part Numbers, Vendor Part Numbers, Item Descriptions, Price, Quantity, and Unit of Measure.

Note: Please ensure the PO Number is clearly printed on the invoice for proper processing

INVOICES SHOULD BE EMAILED TO THE FOLLOWING ADDRESS:

Accounts Payable

Email Address: NCAT.Invoices@trustflowds.com

or

North Carolina A&T State University

PO Box 3986

Scranton, PA 18505

INVOICES MAY NOT BE PAID UNTIL AN INSPECTION HAS OCCURRED AND THE GOODS OR SERVICES ACCEPTED

6.3 POST AWARD BUSINESS REVIEW MEETINGS

The Vendor, at the request of the University, may be required to meet periodically, *monthly and increasing to bi-weekly as the event(s) nears*, with the State for Business Review meetings. The purpose of these meetings will be to review project progress reports, discuss Vendor and State performance, address outstanding issues, review problem resolution, provide direction, evaluate continuous improvement and cost saving ideas, and discuss any other pertinent topics.

6.4 CONTINUOUS IMPROVEMENT

The State encourages the Vendor to identify opportunities to reduce the total cost the State. A continuous improvement effort consists of various ways to enhance business efficiencies as performance progresses.

6.5 ACCEPTANCE OF WORK

Performance of the work and/or delivery of Goods shall be conducted and completed at least in accordance with the Contract requirements and recognized and customarily accepted industry practices. Performance shall be considered complete when the Services or Goods are approved as acceptable by the Contract Manager.

Performance will be based on the following criteria at minimum but may be expanded as outlined in a mutually agreed upon MSA:

- Responsiveness to working with OSA contact and student representatives
- Clear communication of artist updates and requests
- Ensuring pre-approval by OSA of all artists, marketing and other deliverables
- cEnsure agreed upon tasks and timeline for completion adhered to

6.7 DISPUTE RESOLUTION

During the performance of the Contract, the parties agree that it is in their mutual interest to resolve disputes informally. Any claims by the Vendor shall be submitted in writing to the State’s Contract Manager for resolution. Any claims by the State shall be submitted in writing to the Vendor’s Project Manager for resolution. The Parties shall agree to negotiate in good faith and use all reasonable efforts to resolve such dispute(s).

During the time the Parties are attempting to resolve any dispute, each shall proceed diligently to perform their respective duties and responsibilities under this Contract. The Parties will agree on a reasonable amount of time to resolve a dispute. If a dispute cannot be resolved between the Parties within the agreed upon period, either Party may elect to exercise any other remedies available under the Contract, or at law. This provision, when agreed in the Contract, shall not constitute an agreement by either party to mediate or arbitrate any dispute.

6.10 CONTRACT CHANGES

Contract changes, if any, over the life of the Contract shall be implemented by contract amendments agreed to in writing by the State and Vendor. Amendments to the contract can only be made through the contract administrator.

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7.0 ATTACHMENTS

****IMPORTANT NOTICE****

RETURN THE REQUIRED ATTACHMENTS WITH YOUR RESPONSE
FOLLOW THE LINKS TO ACCESS EACH ATTACHMENT

ATTACHMENT A: FULL PROPOSAL

Complete and return your full proposal associated with all requirements within this RFP

ATTACHMENT B: INSTRUCTIONS TO VENDORS

The Instructions to Vendors, which are incorporated herein by this reference, may be found here:

<https://www.doa.nc.gov/pandc/north-carolina-instructions-vendors-1-2025/open>

ATTACHMENT C: NORTH CAROLINA GENERAL TERMS & CONDITIONS

The North Carolina General Terms and Conditions, which are incorporated herein by this reference, may be found here:

<https://www.doa.nc.gov/north-carolina-general-terms-and-conditions-5-2025/open>

ATTACHMENT D: HUB SUPPLEMENTAL VENDOR INFORMATION

Complete and return the Historically Underutilized Businesses (HUB) Vendor Information form, which can be found at the following link:

<https://www.doa.nc.gov/pandc/onlineforms/pc-hub-supplemental-vendor-information-92021-pdf/open>

ATTACHMENT F: LOCATION OF WORKERS UTILIZED BY VENDOR

Complete and return the Location of Workers Utilized by Vendor, which can be found at the following link:

<https://www.doa.nc.gov/pandc/onlineforms/pc-worker-location-92021-pdf/open>

ATTACHMENT G: CERTIFICATION OF FINANCIAL CONDITION DOCUMENTS

Provide : Settlement Statement for last 2 largest events; Profit and Loss Statements for the last (2) fiscal years; and Proof of access to capital or line of credit with bank letter

***** Failure to Return the Required Attachments May Eliminate
Your Response from Further Consideration *****