

STATE OF NORTH CAROLINA
UNIVERSITY OF NORTH CAROLINA AT WILMINGTON

Purchasing Services

IMPORTANT RFP ADDENDUM

Date Addendum Issued: March 25, 2026

RFP NUMBER: 72-PJTH26029

COMMODITY: MEDICAL SERVICES PROVIDER
FOR ATHLETICS

ADDENDUM NUMBER: THREE (3)

USING AGENCY: **UNCW**

PURCHASING AGENT: Justin Hewett

OPENING DATE/TIME: April 8, 2026 / 2:00 PM ET

INSTRUCTIONS:

This Addendum forms a part of the RFP Documents and modifies the Contract Documents with amendments and additions noted below:

I. Floor Plan

See the attached floor plan for Almkuist Nixon Sports Medicine Building

II. Questions and Answers

1. Section 5.0 A. 2, 14: Our understanding is that UNCW has space that you want to turn into an on-campus clinic for your student athletes where the “bump clinics” would occur. As part of this RFP, is UNCW requesting financial support to upfit this clinic? Would the provider be asked to upfit this clinic? If the provider would be billing for professional services performed in this clinic, there would be the need to lease the space from UNCW. Is there a proposed lease rate? Can you please send us the floor plan for the proposed clinic space?

Answer:

UNCW is seeking financial support to assist with clinic upfit and necessary renovations to ensure the space is fully functional. A lease rate has not yet been established. We can provide the current floor plan, with areas identified for potential renovation clearly indicated.

2. Section 5.0 E.1, 16: In section E, it is requested that the Provider provide 1 dedicated FTE to UNCW Athletics. Will this individual be replacing the existing dietitians that support the UNCW athletics program? Will they be leading a team of others or working individually?

Answer:

UNCW is open to a flexible staffing model for this role and does not require a full-time FTE, provided there is consistent access of approximately 10–15 hours per week. This individual would not replace existing university personnel but rather serve in a leadership and collaborative capacity—working alongside and enhancing the current campus structure to ensure alignment, coordination, and effectiveness.

3. Section 5.0 F. 2, 16: In section F, it speaks about the role of the ATC. Is the RFP asking the provider to take over the employment of the ATC? Is the RPF asking that the Provider provide additional FTEs to UNCW in addition to the ones currently employed by UNCW? If so, what is the current and targeted FTE number?

Answer:

We are open to exploring a range of staffing models, including the provider assuming employment of current ATCs and/or adding FTE positions. We are currently staffed at 9 FTEs and would evaluate any potential adjustments by consulting league and peer benchmarking data to determine whether additional FTEs are warranted. Additionally, we are interested in identifying ways to further support the existing structure—particularly by enhancing ATC coverage during overlapping seasons when staffing demands are highest and resources are stretched.

4. Section 5.0 G.2.b.i, 16: Are there preidentified rate targets that UNCW has for the flat rates requested for MRI, EKG, X-ray, sickle-cell and ferritin lab testing?

Answer:

UNCW Athletics does not maintain preidentified or fixed “target” rates for the flat-rate services requested (MRI, EKG, X-ray, sickle cell testing, and ferritin lab testing); however, we are seeking the most competitive and value-driven pricing possible. Respondents are encouraged to propose their best pricing within or below typical market ranges while maintaining high-quality service delivery.

5. Section 5.0 H.1, 16 & 17: Can you expand upon what UNCW is hoping to achieve through the RFP with regards to Mental Health Support? Are you looking for physician/APP level support for medication management or primarily looking for counseling and well-being opportunities? Is UNCW looking for general mental wellness or sports psychology to optimize performance? Would UNCW consider virtual options as part of this solution?

Answer:

UNCW is seeking additional resources to support and enhance our current structure, which includes 1.0 FTE (Director – Licensed Counselor/Sport Psychology), 0.5 FTE (Mental Health), and 0.25 FTE (Sport Performance/Sport Psychology). We are particularly interested in strengthening support in areas such as crisis management, continuity of care, and expanded referral networks to ensure comprehensive and responsive services for our student-athletes.

6. Section 5.0 L, 17 & 18: With regards to the recommended annual sponsorship investment, can you clarify if UNCW will count the value of clinical services provided, ex. PT, MD, dietician, etc count towards the expected \$400,000 annual sponsorship investment? If so, what would UNCW be willing to count as in-kind contribution? If not, can you clarify what items listed under section L would be awarded to the provider as a result of the \$400,000 annual sponsorship?

Answer:

No, we would not count the FTEs as in kind toward the sponsorship. UNCW is interested in developing a sustainable financial model that supports both the Provider and UNCW Athletics with an emphasis on leveraging revenue generated through billing. FTEs would not be considered an in-kind component of sponsorship. Instead, the goal is to structure a model in which staffing and operational expenses can be offset through billable services, thereby mitigating financial risk for both the Provider and UNCW.

Data is provided from 2024-25 and 2025-26 to date. This data does not include physicals, or opportunity through weekly/biweekly bump clinics.

	2025-26	2024-25
Orthopedic Issue	62	75
Surgery	15	22
MRI	42	58
General Medicine	26	40

Items included in the recommended \$400,000 sponsorship:

1. Official Healthcare Provider designation (Title rights)
2. Naming rights for Basketball Court in Trask Coliseum and/or logo placement in other athletics facilities
3. Trask Coliseum scoreboard & LED signage
4. PA/Announcer reads across all sports
5. Digital and social media integration
6. Logo patches on Men's & Women's Basketball regular season uniforms as allowed by NCAA regulations.
7. Capital Investment (a portion of the sponsorship will be used for improvements across all sports medicine spaces)

7. Section 5.0 L, 17 & 18: To help maximize ideas for additional sponsorship and philanthropic opportunities as recommended in the PRF, could you please help by answering the following questions:

- Can you please provide a list of all athletic facilities on campus.
 - Include what assets are available at each facility – videoboard, naming rights, LED Ribbon, etc.

- Trask Coliseum (Men's and Women's Basketball)

- On-court logo + Court Entitlement
- Courtside and LED Ribbon
- LED Videoboard
- Basket Stanchion Signage (LED and Static)

- Hanover Hall (Volleyball)

- Naming Rights
- Jersey Patch
- On-court logo
- Static Signage

- Brooks Field (Baseball)

- Jersey Patch
- Helmet logo inclusion
- LED Videoboard
- Outfield Wall Logo
- E. Johnson Training Facility
- Dugout logo inclusion

- Boseman Field (Softball)

- Jersey Patch
- Helmet Logo Inclusion
- Static Signage (on videoboard)
- Outfield Wall Logo Inclusion
- Hitting Facility Naming Rights

- Greene Track & Field Complex (Men's and Women's Track & Field) *used outside of UNCW Athletics*

- Static banner signage
- Jersey Patch

- Dave B. Allen Natatorium (Men's and Women's Swim and Dive)

- Static banner signage

- **UNCW Soccer Stadium (Men's and Women's)**

- Jersey Patch
- Naming Rights
- Static banner signage (wall + videoboard)

- **UNCW Tennis Complex (Men's and Women's)**

- Naming Rights
- Static banner signage

- **Shoreline Sports Complex (Women's Beach Volleyball) – Owned by Campus Recreation - *used outside of UNCW Athletics***

- Static banner signage displayed during UNCW Beach Volleyball events only
 - Please mark which venues are used for events outside of UNCW sports
- Please provide a list of the athletic social media handles that corporate partners are approved to engage with.
- @uncwathletics
- @uncwbasketball
- @uncw_wbb
- @uncwbaseball
- @uncw_menssoccer
- @uncw_soccer
- @uncwvolleyball
- @uncwsoftball
- @uncwswimmingdiving
- @uncw_mens_tennis
- @uncwtrackxc
- Can funds be marked in the partnership agreement as a 'bank' for NIL investments? If not, who manages your NIL partnerships?
Depending on the specific parameters and permissible use of the funds, they may be allocated toward institutional NIL initiatives and/or incorporated within a revenue-sharing framework.
- Do you have a lactation pod or nursing mothers' room at the basketball arena?
No, we do not have a lactation pod/lactation space in the basketball arena
- Do you allow sponsor patches on your mascot?
Yes - on the jersey that Sammy C. Hawk wears for all athletic events. This may not be applicable to appearances for other University business.
- Please provide 25-26 attendance for M&W basketball and 2025 baseball.

Attendance by year

	2025-26	2024-25
Men's Basketball	87,085	81,949
Women's Basketball	13,657	13,729
Baseball	23,302 (to date)	43,160

- What is the status of the multi-use stadium and other athletics infrastructure approved in the master plan? Is there a deck to show the timeline and opportunities?
 - (Objective 14.1): The Populous consulting firm, which specializes in sports facilities, has worked closely with Hanbury, the firm coordinating UNCW's overall campus master planning process, to develop plans for needed improvements to or replacement of athletic facilities. Discussions about this goal are on the agenda for the April Board of Trustees meetings.
 - Are we able to get any info or updates on this facility prior to the deadline for the RFP?

With respect to the multi-use stadium and related projects, we are currently engaged with an external consultant to evaluate the Trask project. In addition, we have received approval to move forward with the advanced planning phase for a new tennis facility and anticipate seeking formal project approval at the upcoming Board of Governors meeting.

- As outlined in Priority 9 of the Masterplan, do you have any additional updates or info on the planned comprehensive academic health sciences building? –

Answer:

No, UNCW Athletics does not have any information regarding the comprehensive academic health sciences building.

8. Section 4.9. Cost Effectiveness & Strength of Financial Proposal, 2, 12: To help outline a proposed billing model and administrative support, can you clarify if the provider would be able to use their own electronic medical record for documentation and billing, or is there the expectation to use the UNCW electronic medical record?

Answer:

This topic would need to be explored more fully with campus to determine how we will be able to manage the EMR.

9. Section 4.9, Value Add Strategies and Offerings, 1-4, 13: To help better understand the needs for additional value add strategies and offerings to support UNCW, could you please answer the following questions?
 - To help us design the most comprehensive campus health partnership possible, can UNCW share top access needs among faculty, staff and students- for example chronic condition management, occupational health, musculoskeletal care, behavioral health etc.?
This RFP cannot speak to the most comprehensive needs among faculty staff and students. Its scope is only focused on the student-athlete population.
 - To ensure our proposal addresses the full continuum of health & wellbeing- can UNCW describe the current structure of any faculty/ staff and student health services- are these independently operated or managed by a vendor today? What services are provided?

At present, there is no formalized structure for faculty and staff health services on campus. Student Health Services is operated directly by UNCW medical staff and is not outsourced to a third-party provider.

The scope of services offered through Student Health Services is limited to basic primary care. This includes select injectable medications for students who are unable to access off-campus care, routine blood draws with laboratory processing conducted through an off-campus Labcorp facility, and a small on-site pharmacy that provides both over-the-counter and limited prescription medications.

- What has the university experienced around productivity, regulatory requirements, healthcare cost or benefit utilization challenges that a co-located or embedded health services models may address?

Answer:

- **UNCW Athletics is not in a position to assess or comment on the specific challenges that a co-located or embedded health services model may address for the University.**

As it relates specific to Athletics, the primary opportunities identified include:

- **Specialized sports medicine expertise.**
- **Enhanced access and continuity of care**
- **Expanded staffing and medical oversight relative to existing capacity**

10. Section 4.9, Value Add Strategies and Offerings, 1, 13: If we are to provide a menu of extra services that are optional, but would have a cost associated with them, would that negatively impact the cost effectiveness score of the application? How would this be viewed as part of the overall scoring of the RFP?

Answer:

No, that would not negatively impact the cost effectiveness score.

11. Section 5.0 SPECIFICATIONS AND SCOPE OF WORK, Page 14: Can the head team physician be a primary care physician that is not sports med certified?

Answer:

No. This individual needs to be a sports medicine fellowship trained primary or family medicine physician.

12. Section L. Marketing Elements, Page 17: Does the marketing element include exclusivity as it relates to other healthcare vendors/relationships?

Answer:

No, it does not include exclusivity but does include the ability to be referenced as the "Official" health care provider.

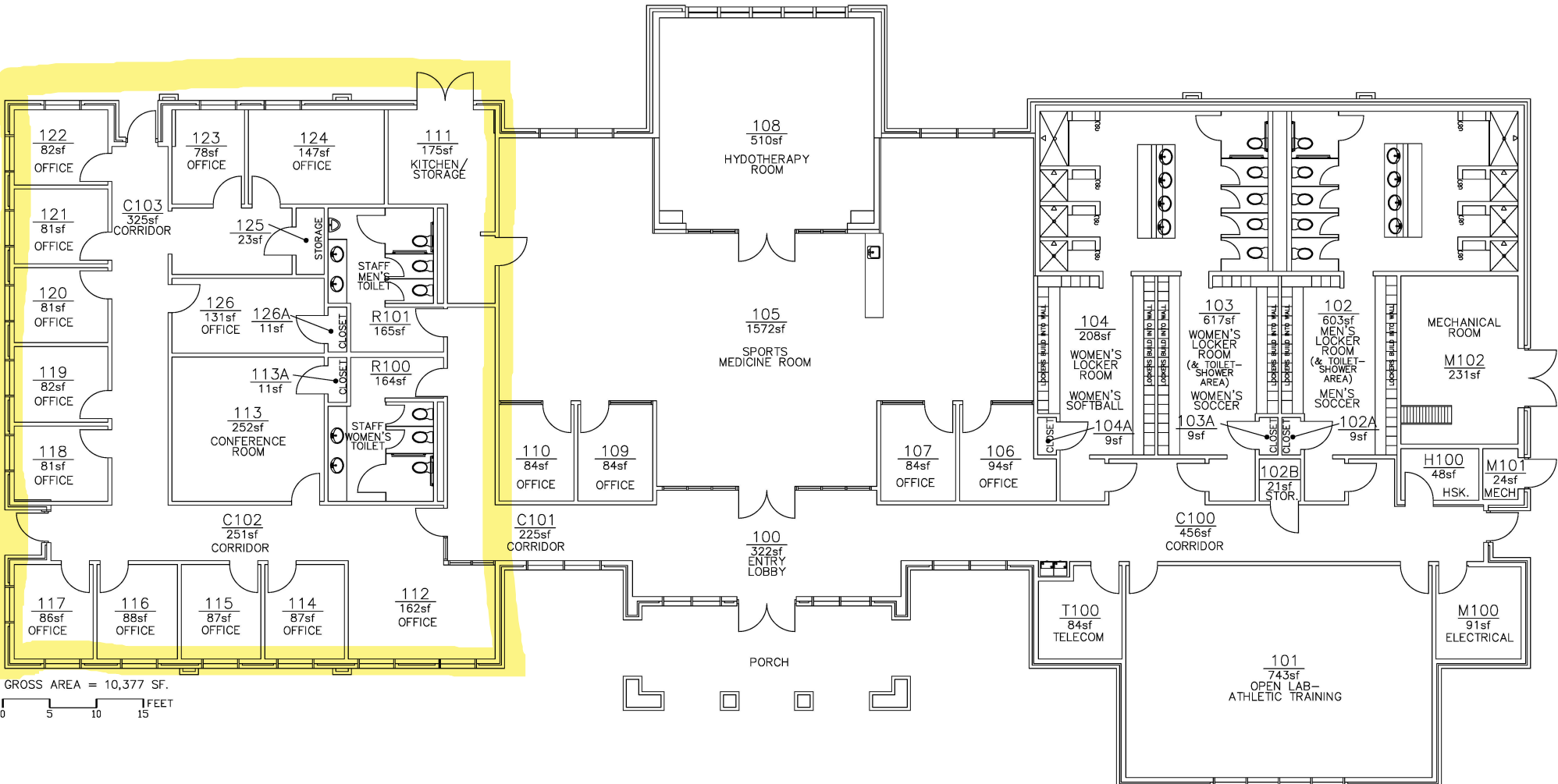
Execute Addendum:

AUTHORIZED SIGNATURE: _____

NAME and TITLE (Typed): _____

ADDRESS (CITY, STATE & ZIP): _____

Rev. 09/01/2009



GROSS AREA = 10,377 SF.
 0 5 10 15 FEET

REVISED: 6/19/2023

ALMKUIST-NIXON SPORTS MEDICINE FLOOR PLAN #0019
 SCALE: 1/16"=1'-0"

