

OFFERORS QUESTIONS

RFP 07 -2026 Sponsorships

	Question	Response
1	What is the current number of events held in the Ford Idaho Center?	There are an estimated 45 events to be held in 2026
2	What is the annual amount of attendance for inside events at the Ford Idaho Center?	Annual attendance is 238,000
3	How many ticketed events are there compared to Private Events	The difference between ticketed events and private events is 31 campus wide
4	What are the current Pain points?	Good work has been done in the consolidation of smaller sponsors into fewer, higher-tier partners. Opportunity for continued improvement in this area exists.
5	What are some current areas of opportunity?	The Treasure Valley is in a state of rapid economic growth. The recent conveyance of the FIC to CWI creates unique sponsorship integration possibilities. In addition, more efficient package of sponsorship assets, combined with the CWI opportunity, can lead to the addition of new assets and larger corporate sponsors.
6	Are the current sponsors nation or local?	The city of Nampa, the prior owner of the FIC, pursued a largely local sponsors. Recently, that approach has been expanded to more regional and national partners. We would like that approach to continue.
7	Outside of monies, how can sponsorship best assist CWI and their goals and mission?	The selected sponsorships operator can assist CWI in its mission through added-value items such as campus / venue integration, internships, pathways to hiring of CWI students, etc. CWI is also open to entertaining an integrated sponsorships approach combining CWI assets with FIC assets.
8	Please provide gross sponsorship revenues, itemized, if possible, for the past three years, as well as projections for FY27.	We have uploaded this information to the data room.

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9	Please provide a list of current sponsors, terms, and their level of cash/trade commitment.	We have uploaded a categorized overview of sponsorship contracts to the data room.
10	What is the preferred financial model?	CWI is open to various structures, including but not limited to guaranteed structures and revenue-sharing structures. Bidders are encouraged to be creative and propose multiple structures.
11	Are there any sponsorship category restrictions or carve outs that the Multimedia Rights partner must abide by?	This is not a traditional multi-media rights opportunity. This is purely a sponsorships proposal. In the RFP, we have identified multiple categories that may be restricted such as adult entertainment.
12	If yes to question #11, is this consistent with terms and revenue calculations of the current MMR partner?	Yes
13	Are there any inventory restrictions or carve outs for current and or future partners?	As noted in the RFP, CWI has an arrangement with the Snake River Stampede. This agreement has been uploaded to the RFP Data Room. As the owner of the FIC, CWI reserves the right to use assets for its own promotional purposes. No other restrictions or carveouts are anticipated at the current time.
14	What is your stance on emerging categories, including but not limited to: CBD, Alcohol/Spirits, Gambling, Crypto/Blockchain, etc.	We are not currently permitting sponsorships for the categories described, other than alcohol. Future opportunities will be evaluated on an individual basis.
15	Please provide copies of current media partner agreements – radio, print, TV, and web/App/digital (or summaries of business terms if you are not able to provide contracts).	This is not a traditional multimedia rights opportunity. This is purely a sponsorships proposal. Web and email sponsorship rights are included, but there are no other associated media rights at the current time.
16	We assume that the MMR partner would have exclusive rights to marks for corporate, public-facing partners. Which other groups would have IP	This is not a traditional multimedia rights opportunity. This is purely a sponsorships proposal. Web and email sponsorship rights are included, but there are no other associated media rights at the current time.

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	rights and to what extent would they use them?	
17	<p>What are the detailed operating costs for the property?</p> <ul style="list-style-type: none"> • Sales & Marketing Expenses (sales materials, entertainment, etc.) • Signage (production, installation, creative, etc.) • Hospitality (Tent/Space rental, F&B, Suites, road trip travel, partner entertainment, etc.)? 	We have uploaded this information to the data room.
18	Are there any expenses that the rightsholder will be taking on, outside the usual and customary multimedia operation?	This is not a traditional multimedia rights opportunity. This is purely a sponsorships proposal.
19	What is the current local staffing model and their expenses (salaries and benefits)?	The current local staffing model at the FIC is one salesperson. Salary is currently paid by the venue operator.
20	Please provide a summary of social media commercial opportunities	The awarded sponsorships operator will have the ability to monetize the website and social media accounts of the Ford Idaho Center.
21	Are there any conference restrictions on the distribution of content (i.e., video highlights of games)?	CWI is not currently a member of an athletics conference. The FIC does not currently have a tenant sports team.
22	How many total tickets, club seats and suites are currently provided to the current MMR partner for sponsor agreement fulfillment and sponsor cultivation? Is there any associated cost for the MMR partner for these tickets? Is there any additional development/donor fund contribution directly tied to the	The sponsor's hospitality and cultivation budget is administered by our current vendor, and we do not have those numbers to provide. Access to inventory for those purposes is expected and can be negotiated as a part of the agreement. Bidder should anticipate that they would need to incur those costs.

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	ticket spend and/or the locations?	
23	Are sponsors exempt from licensing fees on free giveaway promotional items?	A decision has not been made on this subject, but CWI reserves the right to negotiate this during the negotiation phase of the contract development
24	Are there any agreements we should be aware of that may impact Multimedia Rights or inventory? If so, please provide details. For example, are there any specific exclusives as part of Conference wide agreements, or Naming Rights deals, etc.?	The Snake River Stampede has been shared in the Data Room. There is an existing naming rights agreement with Ford that ends in 2029. There are no athletic conference agreements.
25	Please list current or future capital expenditure plans or needs (scoreboards, video displays, etc.). Can you prioritize this list?	As in indicated in the RFP, we are asking for your recommendations and suggestions to continue the FIC's progress to becoming a world-class entertainment venue. We want to provide both a high-end customer experience and maximize revenue generation.
26	What opportunities are there for sponsorships at the University campus (i.e. recreational sports, campus rights, alumni association, etc.)?	As we stated in the RFP, please refer to the section on CWI Institutional Assets (8.3.2): <ul style="list-style-type: none"> •Campus building and facility naming rights and entitlements •Academic program sponsorships and partnerships •Joint workforce development and enrichment programs •Student, faculty, staff, and alumni benefit programs •On-campus landmarks, activations, and partner integrations •CWI-branded events, ceremonies, and community programs •Other approved institutional assets <p>CWI also would welcome other concepts and ideas that could further this initiative in alignment with its mission.</p>
27	Does the University currently collect data around their fans? What is the University currently doing to leverage fan data? Does the University have a third-party partner for the purposes of data centralization?	The conveyance of the FIC to CWI was completed 6 months ago. Plans to leverage data are currently being developed. Data is currently located in a Paciolan data warehouse.
28	Who is your current website and app provider? When does the agreement expire?	Carbonhouse is the website host, operating on a month-to-month agreement. We do not have an app.

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29	Who is your current ticketing software platform provider? When does the agreement expire?	Our current ticketing software provider is Paciolan. They are anticipated to be under contract through September 2027.
30	What is your current ticket pricing and secondary marketing strategy? Do you work with any third-party providers to assist with these efforts? If so, what is the term of that agreement and who is that agreement with?	The current secondary market provider is Seatgeek. Term is anticipated to be through September 2027.
31	Do you have a current agreement for hospitality/tailgate (i.e. REVELXP, Tailgate Guys, etc.)? If so, can you please provide copies of the agreement or a summary of contract terms and expiration dates.	No such agreements exist.
32	Are there identified areas where the university wishes to implement hospitality activation? If so, please provide areas.	Ticket sales for premium areas are not included in the scope of this RFP, but sponsorships assets for premium areas are included. As the facility owner, CWI may create a hospitality area for its benefit at its discretion.
33	What premium assets at all facilities are unsold?	There is inventory available at various price levels. CWI is also open to the development of new inventory.
34	Could you please confirm if the inclusion of a cover letter and divider pages between sections counts towards the page limit?	Offerors' cover letter will count toward their total page limit that is allowed for responses. Dividers will not count towards the page limit

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