



September 9, 2026

Oak View Group

EMAIL: Taylor.Mormile@oakviewgroup.com

RE: Notice of Intent to Award – RFP 07-2026 – Ford Idaho Center and College of Western Idaho Sponsorship Sales, Activation, and Account Management Services

Dear Oak View Group,

Thank you for your response to the Request for Proposal (RFP) 07-2026 – Ford Idaho Center and College of Western Idaho Sponsorship Sales, Activation, and Account Management Services issued by CWI. We appreciate the time, effort, and resources your organization invested in preparing and submitting your proposal.

We are pleased to inform you that after an in-depth review of all materials submitted by responsive offerors, a complete evaluation meeting, and interviews made by the offerors, The College has completed the normalization process. and determined that **Oak View Group** is the highest point responsive offeror. As stated in the award section of the RFP Administrative Document the College intends to award a contract for RFP 07-2026 to **Oak View Group**.

This notice does not constitute a formal award of contract. The award is contingent upon the successful completion of final negotiations and execution of a formal agreement.

Should you wish to obtain procurement records or other public records maintained by CWI, please submit a request through CWI's online [Public Records Request](#). Any such request will be reviewed and processed in accordance with the Idaho Public Records Act and applicable exemptions.

If you have any questions or would like a debrief on your proposal, please feel free to contact me at thaynepearson@cw.edu.

Sincerely,

Thayne Pearson

Thayne Pearson
Procurement Manager