



September 9, 2026

Superlative Group

EMAIL: reddy@superlativegroup.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 Levy Restaurants,

Thank you for your proposal in response to CWI's Request for Proposal (RFP). We appreciate the time, effort, and resources your organization dedicated to participating in this competitive process.

After an in-depth review of all materials submitted by responsive offerors, a completed 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**.

We value your interest in working with CWI and encourage you to respond to future opportunities. 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 follow up questions or are requesting any documents, please contact me at thaynepearson@cwidi.edu.

Thank you again for your participation.

Sincerely,

Thayne Pearson

Thayne Pearson
Procurement Manager