

## BEVERAGE SALES (Non-Alcohol) - ATHLETIC CONCESSIONS 2015 - 2018

Product	Football 2015	Football 2016	Football 2017	Football 2015-2017	MBB 2015-2016	MBB 2016-2017	MBB 2017-2018	MBB 2015-2018
22 oz Fountain Beverage	\$ 5,798.00	\$ 5,745.00	\$ 5,624.00	\$ 17,167.00	\$ 4,352.00	\$ 3,921.00	\$ 3,059.00	\$ 11,332.00
32 oz Fountain Beverage	\$ 13,409.00	\$ 9,534.00	\$ 6,252.00	\$ 29,195.00	\$ 3,132.00	\$ 2,993.00	\$ 2,825.00	\$ 8,950.00
12 oz Fountain Beverage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 571.00	\$ -	\$ 571.00
Aquafina 20 oz	\$ 25,361.00	\$ 19,910.00	\$ 9,435.00	\$ 54,706.00	\$ 4,537.00	\$ 4,973.00	\$ 5,441.00	\$ 14,951.00
Bottled Soda 20 oz	\$ 3,241.00	\$ 3,757.00	\$ 2,269.00	\$ 9,267.00	\$ 1,983.00	\$ 1,489.00	\$ 2,047.00	\$ 5,519.00
20 oz Gatorade	\$ 4,540.00	\$ 2,472.00	\$ 1,680.00	\$ 8,692.00	\$ 231.00	\$ 434.00	\$ 913.00	\$ 1,578.00
Lifewater One Liter	\$ -	\$ -	\$ 897.00	\$ 897.00	\$ -	\$ -	\$ 222.00	\$ 222.00
Can 12 oz	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
	WBB 2015-2016	WBB 2016-2017	WBB 2017-2018	WBB 2015-2018	All Other Sports 2015-2016	All Other Sports 2016-2017	All Other Sports 2017-2018	All Other Sports 2015-2018
22 oz Fountain Beverage	\$ 812.00	\$ 564.00	\$ 510.00	\$ 1,886.00	\$ 1,473.00	\$ 543.00	\$ 1,078.00	\$ 3,094.00
32 oz Fountain Beverage	\$ 270.00	\$ 291.00	\$ 339.00	\$ 900.00	\$ 550.00	\$ 256.00	\$ 801.00	\$ 1,607.00
12 oz Fountain Beverage	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
Aquafina 20 oz	\$ 364.00	\$ 359.00	\$ 353.00	\$ 1,076.00	\$ 1,894.00	\$ 1,459.00	\$ 2,159.00	\$ 5,512.00
Bottled Soda 20 oz	\$ 119.00	\$ 305.00	\$ -	\$ 424.00	\$ 1,267.00	\$ 1,187.00	\$ 1,075.00	\$ 3,529.00
20 oz Gatorade	\$ 109.00	\$ 106.00	\$ 135.00	\$ 350.00	\$ 804.00	\$ 1,197.00	\$ 662.00	\$ 2,663.00
Lifewater One Liter	\$ -	\$ -	\$ 19.00	\$ 19.00	\$ -	\$ -	\$ 139.00	\$ 139.00
Can 12 oz	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 411.00	\$ 411.00
Juice	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 41.00	\$ 41.00
	All Sports 2015-2016	All Sports 2016-2017	All Sports 2017-2018	All Sports 2015-2018				
22 oz Fountain Beverage	\$ 12,435.00	\$ 10,773.00	\$ 10,271.00	\$ 33,479.00				
32 oz Fountain Beverage	\$ 17,361.00	\$ 13,074.00	\$ 10,217.00	\$ 40,652.00				
12 oz Fountain Beverage	\$ -	\$ 571.00	\$ -	\$ 571.00				
Aquafina 20 oz	\$ 32,156.00	\$ 26,701.00	\$ 17,388.00	\$ 76,245.00				
Bottled Soda 20 oz	\$ 6,610.00	\$ 6,738.00	\$ 5,391.00	\$ 18,739.00				
20 oz Gatorade	\$ 5,684.00	\$ 4,209.00	\$ 3,390.00	\$ 13,283.00				
Lifewater One Liter	\$ -	\$ -	\$ 1,277.00	\$ 1,277.00				
Can 12 oz	\$ -	\$ -	\$ 411.00	\$ 411.00				
Juice	\$ -	\$ -	\$ 41.00	\$ 41.00				

WBB - Womens Basketball

MBB - Mens Basketball

# ATHLETIC VENUE BEVERAGE NEEDS

## Joan C Edwards Stadium

<b>Concessions</b>
40 New 6 Head Soda Fountains w/ lines for six separate beverages, plus water lines & drains run for any fountains that don't presently have them
40 Large Ice Bins for filling cups
80 BIB Racks
25 Double Door Coolers
15 Small Coolers
40 Large Single Door Coolers
20 Large Ice Bins for Product
40 Digital Menu Boards
Add a large Airgas bulk (CO2) system for the fountains that are filled on an as needed basis
Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.
All Coolers on rollers for easy moving
Add locks to all cooler doors

<b>Offices &amp; Meeting Space</b>
5 Medium Single Door Coolers
8 Large Single Coolers
3 Large Double Door Coolers
Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.
add locks to all cooler doors

## Cam Henderson Center

<b>Concessions</b>
17 New 6 Head Soda Fountains w/ lines for six separate beverages, plus water lines & drains run for any fountains that don't presently have them
17 Ice Bins for filling cups
34 BIB Racks
6 Large Double Door Coolers
12 Large Single Door Coolers
6 Small Coolers
12 Large Ice Bins for Product
20 Digital Menu Boards
2 Medium Double Door Coolers
Add a large Airgas bulk (CO2) system for the fountains that are filled on an as needed basis
Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.
All Coolers on rollers for easy moving
Add locks to all cooler doors

<b>Office &amp; Meeting Space</b>
4 Medium Single Door Coolers w/ lines for six separate beverages, plus water lines & drains run for any fountains that don't presently have them
1 Ice Bin for filling cups
2 Large Single Door Coolers
2 Small Coolers
Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.
All Coolers on rollers for easy moving
add locks to all cooler doors

## Veterens Memorial Soccer Field

<b>Concessions</b>
1 New 6 Head Sodas Fountain w/ lines for six separate beverages, plus water lines & drains run for any fountains that don't presently have them
1 Ice Bin for filling cups
2 BIB Racks
1 Large Double Door Cooler
1 Large Single Door Cooler
2 Large Ice Bins for Product
1 Digital Menu Board

**APPENDIX B**

Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.
All Coolers on rollers for easy moving
add locks to all cooler doors
<b>Office &amp; Meeting Space</b>
1 Medium Single Door Cooler
1 Small Cooler
1 Large Single Door Cooler
Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.
All Coolers on rollers for easy moving
add locks to all coolers
<b>Dot Hicks Softball Field</b>
<b>Concessions</b>
1 New 6 Head Sodas Fountain w/ lines for six separate beverages, plus water lines & drains run for any fountains that don't presently have them
1 Ice Bin for filling cups
2 BIB Racks
1 Large Double Door Coolers
1 Large Single Door Cooler
2 Large Ice Bins for Product
1 Digital Menu Board
Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.
All Coolers on rollers for easy moving
2 Small Coolers
<b>Office &amp; Meeting Space</b>
2 Medium Single Door Cooler
1 Large Single Door Cooler
2 Small Coolers
Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.
All Coolers on rollers for easy moving
add locks to all cooler doors
<b>Present Baseball Field</b>
<b>Concessions</b>
2 Single Door Cooler
2 Large Ice Bins for Product
1 Digital Menu Board
Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.
All Coolers on rollers for easy moving
add locks to all cooler doors
<b>Proposed Division 1 Baseball Field</b>
<b>Concessions</b>
State of the art fountain and bottle equipment for proposed Division 1 baseball stadium
All necessary equipment (coolers, ice bins, etc.) to start a new stadium.
State of the art digital signage for proposed Division 1 baseball stadium
Any electrical or plumbing needs for equipment will be the responsibility of the purveyor at inception of contract.

APPENDIX C

BEVERAGE VENDING LOCATIONS

BUILDING	LOCATION	#	CARD READER
ART WAREHOUSE/SHIPPING & RECEIVING	201 21st St.	1	NO
BIOTECH CENTER	2nd Floor	2	YES (2)
BUSKIRK HALL	Basement	1	YES
DOUGLASS CENTER	1448 10th Ave.	1	NO
EAST HALL	1st Floor	1	YES
CORBLY HALL	1st Floor	2	YES (2) NO (1)
DRINKO LIBRARY	1st Floor	3	YES (3)
ENGINEERING BLDG		1	YES (1)
<b>FACILITIES BLDG (ATHLETICS)</b>		2	NO
JOAN C. EDWARDS PLAYHOUSE		1	YES (1)
FRESHMAN NORTH	1st Floor	3	YES (3)
FRESHMAN SOUTH	1st Floor	3	YES (3)
GIBSON HALL	1st Floor	1	YES (1)
GULLICKSON HALL	Level D	2	YES (2)
HARLESS DINING HALL	1st Floor	1	YES (1)
HARRIS HALL	4th Floor	2	YES (1) NO (1)
	1st Floor	2	YES (2)
HAYMAKER HALL	1st Floor	1	YES (1)
<b>HENDERSON CTR</b>	Main	3	YES (1) NO (2)

## APPENDIX C

HOLDERBY HALL	Lobby	3	YES (3)
JENKINS HALL	Basement	2	YES (2)
MORROW LIBRARY	Basement	1	YES
MYERS HALL	Main Floor	1	YES (1)
OLD MAIN	Basement	4	YES (3) NO (1)
PHYSICAL THERAPY	2847 5th Ave.	1	NO
PRICHARD HALL	East Entrance	1	YES (1)
ROBERT C. BYRD INSTITUTE	1040 4th Ave.	2	NO
SCIENCE BLDG	1st Floor	1	YES
	2nd Floor	1	YES
	3rd Floor	1	YES
SORRELL MAINT BLD (PHYSICAL PLANT)		1	NO
SMITH HALL	1st Floor	7	YES (2) NO (5)
	2nd Floor	1	YES
	3rd Floor	1	YES
	Smith Music	1	NO
STUDENT CENTER	1st Floor	5	YES (3) NO (2)
	Basement	1	NO
TWIN TOWERS EAST	Vending Area	2	YES (2)
TWIN TOWERS WEST	Vending Area	3	YES (3)
PUBLIC SAFETY		1	NO
VISUAL ARTS	927 3rd Ave.	1	YES
WEISBURG ENGINEERING	1st Floor	1	YES (1)
WEISBURG APPLIED ENGINEERING	1st Floor	1	YES
	2nd Floor	1	YES

**APPENDIX C**

	3rd Floor	1	YES
	4th Floor	1	YES
WELLMAN HALL	1st Floor	1	YES (1)
WILLIS HALL	1st Floor	1	YES (1)
S. CHARLESTON CAMPUS			
	Academic Bldg.	2	NO
	Admin. Bldg.	2	NO
MID-OHIO VALLEY CAMPUS	Point Pleasant	2	NO

APPENDIX D

**BEVERAGE SALES AND COMMISSIONS FY 2014 - 2017**

FY 2014/2015			FY 2015/16			FY 2016/17		
MONTH	Sales	Commission	MONTH	Sales	Commission	MONTH	Sales	Commission
14-Aug	\$666.00	\$237.82	15-Aug	\$9,436.55	\$4,006.10	16-Aug	\$9,641.40	\$4,100.10
14-Sep	\$24,660.55	\$9,978.28	15-Sep	\$24,092.80	\$10,236.41	16-Sep	\$23,962.65	\$10,164.64
14-Oct	\$23,843.00	\$9,904.98	15-Oct	\$24,756.00	\$10,489.06	16-Oct	\$20,625.95	\$8,725.09
14-Nov	\$18,096.55	\$7,498.91	15-Nov	\$20,746.60	\$8,804.60	16-Nov	\$15,059.30	\$6,395.98
14-Dec	\$16,384.90	\$6,792.75	15-Dec	\$14,398.60	\$6,166.52	16-Dec	\$11,198.00	\$5,039.30
15-Jan	\$12,638.15	\$5,049.27	16-Jan	\$17,200.95	\$7,302.21	17-Jan	\$19,712.70	\$8,361.20
15-Feb	\$15,968.10	\$6,606.98	16-Feb	\$21,855.65	\$9,273.42	17-Feb	\$23,033.65	\$9,779.78
15-Mar	\$23,969.20	\$9,967.28	16-Mar	\$24,375.25	\$10,344.49	17-Mar	\$21,184.35	\$8,987.99
15-Apr	\$22,110.60	\$9,241.23	16-Apr	\$20,154.00	\$8,635.07	17-Apr	\$20,897.65	\$8,865.32
15-May	\$14,926.25	\$6,242.16	16-May	\$9,893.90	\$4,271.77	17-May	\$13,214.75	\$5,677.05
15-Jun	\$10,392.40	\$4,348.03	16-Jun	\$7,240.20	\$3,075.76	17-Jun	\$5,853.15	\$2,479.80
15-Jul	\$8,598.95	\$3,599.39	16-Jul	\$7,930.60	\$3,380.75	17-Jul	\$7,443.40	\$3,164.01
<b>TOTALS</b>	<b>\$191,588.65</b>	<b>\$79,467.08</b>		<b>\$202,081.10</b>	<b>\$85,986.16</b>	<b>TOTALS</b>	<b>\$191,826.95</b>	<b>\$81,740.26</b>

MONTH	Debit Sales	Commission	MONTH	Debit Sales	Commission	MONTH	Debit Sales	Commission
14-Aug	\$ 1,464.80	\$ 73.24	15-Aug	\$ 3,166.25	\$ 158.31	16-Aug	\$ 4,049.90	\$ 202.50
14-Sep	\$ 7,748.15	\$ 387.41	15-Sep	\$ 8,662.95	\$ 433.15	16-Sep	\$ 8,906.95	\$ 445.35
14-Oct	\$ 7,834.75	\$ 391.74	15-Oct	\$ 8,262.95	\$ 413.15	16-Oct	\$ 8,380.40	\$ 419.02
14-Nov	\$ 5,870.05	\$ 293.50	15-Nov	\$ 6,553.15	\$ 327.66	16-Nov	\$ 6,841.37	\$ 342.07
14-Dec	\$ 3,448.80	\$ 172.44	15-Dec	\$ 3,593.30	\$ 179.77	16-Dec	\$ 4,928.78	\$ 246.44
15-Jan	\$ 4,295.70	\$ 214.79	16-Jan	\$ 4,380.25	\$ 219.01	17-Jan	\$ 6,068.00	\$ 303.40
15-Feb	\$ 6,371.60	\$ 318.58	16-Feb	\$ 7,933.24	\$ 396.66	17-Feb	\$ 8,596.40	\$ 429.82
15-Mar	\$ 6,248.20	\$ 312.41	16-Mar	\$ 7,081.35	\$ 354.07	17-Mar	\$ 7,297.50	\$ 364.88
15-Apr	\$ 7,192.44	\$ 359.62	16-Apr	\$ 7,846.30	\$ 392.32	17-Apr	\$ 8,497.45	\$ 424.87
15-May	\$ 2,821.90	\$ 141.10	16-May	\$ 2,609.15	\$ 130.46	17-May	\$ 2,655.60	\$ 132.78
15-Jun	\$ 1,574.30	\$ 78.72	16-Jun	\$ 1,400.10	\$ 70.01	17-Jun	\$ 1,614.22	\$ 80.71
15-Jul	\$ 1,500.80	\$ 75.04	16-Jul	\$ 1,558.04	\$ 77.90	17-Jul	\$ 1,640.30	\$ 82.02
<b>TOTALS</b>	<b>\$56,371.49</b>	<b>\$2,818.59</b>		<b>\$63,047.03</b>	<b>\$3,152.47</b>	<b>TOTALS</b>	<b>\$ 69,476.87</b>	<b>\$ 3,473.86</b>

**APPENDIX E**

**FINANCIAL WORKBOOK**

	<u>Current</u>	Rates/Increases Value	<u>Proposed</u>
<b>IMG</b>			
Minimum Sponsorship	\$ 200,000.00	3%	\$ -
Athletic base package for following exclusive rights for categories (see below) (see below for additional details)			
<b>Marshall Athletics Schedule</b>			
Minimum proposal with annual increases for ticket prices and contributions (see below for additional details)			
		<u>Rates/Increases Value</u>	
Sky Suite Lease	\$ 23,750.00	19-20 rate	\$ -
Sky Suite Additional Tickets (10)	\$ 1,850.00	current rates	\$ -
Big Green Dinner Sponsorship	\$ 10,000.00	2%	\$ -
Big Green Donation	\$ 7,500.00	2%	\$ -
Big Green Booster Contributions	\$ 5,000.00	2%	\$ -
Capital Campaign Contribution - 10 years	\$ 10,000.00		\$ -
Football Season Ticket Purchase (80)	\$ 11,280.00	current rates	\$ -
Football Chairbacks Purchase (18)	\$ 5,130.00	current rates	\$ -
Men's Basketball Season Ticket Purchase (10)	\$ 3,580.00	current rates	\$ -
Big Green Golf Tournament Sponsorship (Men's Golf)	\$ 3,000.00	2%	\$ -
Isotonic Beverage Equipment + Coolers for Sports Medicine	\$ 50,000.00	2%	\$ -
Soft Drink/ Water Donation - cases (2000)	\$ 20,800.00	2%	\$ -
Refrigerators - Coaches' Offices + Other Locations	\$ 50,000.00	estimated - see detail list	\$ -
Camp Program/Product - staff funding and product, powder, bars, chews ect. camp and tea	\$ 48,075.00	2%	\$ -
Concessions Equipment as listed in separate schedule	See Schedule		
Other - tbd by mutual agreement	\$ 17,500.00	2%	\$ -
	<u>\$ 267,465.00</u>		
<b>Vending - Student Center Operating</b>			
Annual Commission Guarantee	\$ 100,000.00	minimum	\$ -
Annual Minimum Sponsorship	\$ 100,000.00	minimum	\$ -
Annual Marketing Sponsorship	\$ 30,000.00	minimum	\$ -
Product Donation (minimum) -- Cases		350 minimum	
ID Office System Maintenance Fee		5% minimum	
Vending commissions above annual guarantee per year paid on net collections		45% minimum	



## APPENDIX E

### *Other - Sponsorships and Contributions*

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#### **IMG**

To secure the exclusive advertising and marketing rights through Athletics (IMG), the winning bid must participate in a platform of advertising inventory at a minimum cash investment of \$200,000 per year- plus annual escalator for each year of agreement. Specific advertising elements provided can be negotiated to meet the needs of the vendor, so as long as the minimum threshold of \$200,000 is met each year the winning bid is awarded. For purposes of this RFP, the exclusive beverage category advertising rights that will be purchased with respect to Athletics will cover the following distinct sub-categories:

- 1) Carbonated Beverages
- 2) Bottled Water

#### **Proposal to consider additional categories**

The winning bid will also have the opportunity purchase additional sub-categories for marketing exclusivity in addition to the exclusive categories of Carbonated Beverages, Bottled Water, and Isotonic/ Electrolyte Replacement Drinks. These sub-categories can be negotiated with IMG based on the needs of all parties, and will include the following:

- 1) Milk
- 2) Flavored Milk
- 3) Fresh Brewed Coffee and Tea
- 4) Hot Chocolate
- 5) Fresh-Squeezed Juices
- 6) Flavored and/ or Vitamin Enhanced Water
- 7) Energy Drinks
- 8) Nutritional Shakes
- 9) Protein Recover Drinks
- 10) Tap Water

#### **Marshall Athletics Schedule**

Marshall Athletics requires a minimum bid as indicated in the Financial Workbook of \$267,465 (excludes concessions equipment value) in 2019-20 plus annual increases in selected areas for future years. The items in the Financial workbook, include but is not limited to Football Sky Suite Lease, Cash Donations, Sponsorships, Ticket Purchases, other tbd, beverage equipment, coolers, product and sport camp funding for Sports Medicine, Refrigerators for staff offices and Concessions Equipment ( see schedule for refrigerators and concessions equipment).

