

Entity Name: South Dakota State Government
Event Number: 9228
Event ID: 23RFP-SDSU10122023
Event Name: SDSU Licensing and Marketing Services
Requested By: Missy Schuetzle
Created By: Missy Schuetzle
Due By Date: 11/02/2023 10:00 AM Central Time
Q&A Cutoff Date: 10/12/2023 2:27 PM Central Time
Invitation Type: Invitation Only
Assigned Commodities: 961-79 Trade Services (Facilitation, Information, Marketing, Promotion, etc.)
Allow Supplier Terms and Conditions: No
Public Responses: No
Display Awardee: Display
Posting Board Status: Published
Event Status: Event Under Review

Section #: Name:

1 Section 1 - 23RFP-SDSU10122023

"Response to Offeror Questions" document attached.

Do not submit responses through ESM Sourcing as this is for informational purposes only. Please download the attached RFP document and follow submittal instructions.

1.0 GENERAL INFORMATION

1.1 PURPOSE OF REQUEST FOR PROPOSAL (RFP)

South Dakota State University (hereafter referred to as SDSU) is soliciting proposals for the provision of services to the collegiate licensing program. The services required include license management, marketing, and trademark enforcement. These services will be coordinated and implemented jointly by the successful respondent, SDSU Office of Finance and Business and SDSU University Marketing and Communication.

BACKGROUND INFORMATION

A public, land-grant institution, SDSU was founded in 1881, authorized by the Dakota Territorial Legislature and is governed by the South Dakota Board of Regents. The SDSU Jackrabbits compete at the National Collegiate Athletic Association Division I level in all sports, including the Football Championship Subdivision. Jackrabbits' teams play in The Summit League, with the exception of football, wrestling and equestrian. SDSU is a member of the National Collegiate Equestrian Association, the Missouri Valley Football Conference and the Big XII Conference as an affiliate member for wrestling. SDSU's current student body consists of 11,505 students and has an alumni base of approximately 100,000.

The current marketing program was established in 2012. SDSU currently has approximately 182 licensed vendors and approximately 30 U.S. trademark and service mark registrations.

Total royalty income from the sale of products with university trademarks:

FY23 - \$738,925
FY22 - \$406,060
FY21 - \$250,293
FY20 - \$260,194
FY19 - \$301,465
FY18 - \$297,393
FY17 - \$296,784
FY16 - \$311,425
FY15 - \$264,795
FY14 - \$249,796

1.2 ISSUING OFFICE AND RFP REFERENCE NUMBER

The SDSU Purchasing Office is the issuing office for this document and all subsequent addenda relating to it, on behalf of South Dakota State University, Office of Finance and Business. The reference number for the transaction is RFP #SDSU10122023. This number must be referred to in all proposals, correspondence, and documentation relating to the RFP.

1.3 SCHEDULE OF ACTIVITIES (SUBJECT TO CHANGE)

RFP Publication: October 12, 2023
Offeror Questions Due: October 19, 2023, by 3:00pm CDT

Responses to Offeror Questions: October 26, 2023, by 5:00pm CDT
Proposal Submission: November 2, 2023, by 10:00am CDT
Oral Presentations/discussions (if required): November 8, 2023
Anticipated Award Decision/Contract Negotiation: November 22, 2023

1.4 SUBMITTING YOUR PROPOSAL

All proposals must be completed and received in the SDSU Purchasing Office by the date and time indicated in the Schedule of Activities.

Proposals received after the deadline will be late and ineligible for consideration.

All proposals must be signed by an officer of the responder, legally authorized to bind the responder to the proposal, and emailed to South Dakota State University. Proposals that are not properly signed may be rejected.

All required files must be emailed to Karen Bravek, SDSU Purchasing Manager, at Karen.Bravek@sdstate.edu. The email must have a subject line which MUST include the appropriate RFP Number and Open Date.

Example:

REQUEST FOR PROPOSAL #SDSU10122023 Opening 11-2-2023

This information is the ONLY information that should appear in the Subject Line of your email. Any other information could cause your bid to be rejected.

No proposal shall be accepted from, or no contract or purchase order shall be awarded to any person, firm or corporation that is in arrears upon any obligations to SDSU/State of South Dakota, or that otherwise may be deemed irresponsible or unreliable by SDSU or the State of South Dakota.

Terms and Conditions

ESM Sourcing Terms

None

General Terms and Conditions

None

Event Specific Terms and Conditions

See attached RFP Document