

DATE: April 8, 2016
SUBJECT: Letter of Clarification
RE: Sponsorship Sales Services RFP
TO: All Prospective Proposers

This Letter of Clarification is issued as part of the referenced solicitation for the purpose of answering questions timely received in response to this RFP:

Questions and Answers

1. **Question:** Will you provide a list of HFC facilities?

Answer: Facilities included in sponsorship opportunities are: The George R. Brown Convention Center, Wortham Theater Center, Jones Hall for the Performing Arts and parking facilities.

2. **Question:** The RFP mentions that all HFC facilities, except parking garages and some interior areas, contain some established names that cannot be changed. Can you please explain?

Answer: The names of the facilities, as set forth above, cannot be changed.

3. **Question:** Will you provide a summary of financial terms and expiration dates (if applicable) for each of the named areas?

Answer: The names of the facilities are for perpetuity.

4. **Question:** Can a Proposer bid on the valuation piece only? Or, the sales execution piece only?

Answer: No. We would like one firm to conduct both the valuation and the sales execution.

5. **Question:** Are there new buildings/opportunities/areas open for sponsorship becoming available? If so, what is the timeline for those?

Answer: Yes, there could be additional assets or opportunities that could become available. There is no firm timeline for new additions.

6. **Question:** Will the Selected Proposer have the right to sell naming rights and/ or sponsorship opportunities into these new buildings/opportunities/areas that become available during the contracted term?

Answer: Yes.

7. **Question:** What is the preferred term of this contract?

Answer: Two to three years.

8. **Question:** Who owns the inventory inside the programming within each Facility? Can sponsorship be sold into the programming/tenants of the Convention Center? For example, can selected Proposers sell into the Yoga Convention specifically?

Answer: HFC does not have the right to sell into conventions. It does have the right to include product placement, advertising and activations in selected areas. Additionally, any original programming created by HFC may be sponsored.

9. **Question:** The RFP mentions the selected Proposer selling to national companies. Will HFC also have people responsible for sales execution?

Answer: HFC will have staff deployed to sell to very specific lists – mostly local and regional. The coordination will be seamless.

When issued, Letters of Clarification automatically become a part of the RFP and supersede any previous specifications and/or provisions in conflict therewith. Proposers are responsible for ensuring that they have obtained any such previous letters associated with this solicitation. By submitting a proposal, Proposers shall be deemed to have received all Letters of Clarification and to have incorporated them into their proposal.