

U.S. Bank Stadium – Event Merchandise Sales RFP

Discovery Questions

1. Will the Proposer have additional locations (Stores/Kiosks) compared to the current designated Vikings locations?
 - a. No. Vikings' designated locations will not be used. Proposers to set sales areas at each show.
2. Will the Proposer have responsibility or expectations to provide temporary infrastructure at any of the events?
 - a. Yes. The expectation is that the Proposer will install all tables, product display racks, and POS to conduct event merchandise sales independent of stadium infrastructure.
3. Are bands/acts obligated to use the Proposer for Retail?
 - a. Once this agreement is in place, bands/acts will be obligated to use the venue operator for retail sales. (If not, what are the economics when that occurs? What are the economics if a band/act does a venue buyout? N/A)
4. What enforcement/deterrent does the venue have in place to protect against bootleg/unauthorized merchants on the grounds?
 - a. Normal and customary venue security will be present for all major events. Best efforts will be taken to minimize unauthorized merchants inside the stadium and stadium-controlled property. Proposer can include additional security measures in their RFP response.
5. In addition to the concerts, would the Proposer be designated to handle all additional marquee events that would come to the Stadium? Approx. number of events?
 - a. There are a variety of events that are booked at the stadium and each event may have different needs. Four to six marquee events a year has been the past average.
6. Can you provide a financial estimate based on the last five years of concert revenue? Other events? Any additional insight into revenue expectations based on historical events?
 - a. Upon receipt of a completed Confidentiality Agreement by Proposer, ASM will provide general financial information on past events.
7. Historical Financial Statements and/or commissionable revenue information for the past 2 years (excluding the pandemic)
 - a. Upon receipt of a completed Confidentiality Agreement by Proposer, ASM will provide general financial information on past events.
8. Projected financials/revenue for 2022/23 season.
 - a. Projected financials will not be provided. Again, the stadium will average four to six major events per year.

9. Can you please clarify if Exhibit 7, the Equity Plan on page 19 of the RFP, is required to be completed as part of the RFP process or if our organizational commitment to utilizing MBEs and WBEs (and history of doing so) is considered responsive?
 - a. When appropriate, the Proposer should complete Exhibit 7, Equity Plan. However, all Proposer information will be reviewed during initial RFP response and discussed with the Proposer during the Interview phase.
10. On page 3 of the RFP, it requests that we submit a response to the State of Minnesota Affirmative Action Data form. We did not see this form in the RFP, but were able to locate the attached form on the state's website. The material appears to be the same as Exhibit 5, MN Dept of Human Rights – Certificate of Compliance on page 17 of RFP. Can you please confirm/clarify if both forms are required?
 - a. All Proposers will need to obtain a Certificate of Compliance from the Department of Human Rights as set forth in Exhibit 5 of the RFP.
11. Whether Proposer from Outside USA can apply for this? (like from India or Canada).
 - a. Yes.
12. Whether Proposer needs to come over there for meetings?
 - a. Yes. It will be important for the Proposer to have an on-site management team to oversee event merchandise sales.
13. Can we perform the tasks (related to RFP) outside USA (like, from India or Canada).
 - a. ASM will review and consider all RFP responses submitted.
14. Can we submit the proposals via email?
 - a. Yes.