



Alcorn
State University

To Whom it May Concern:

The Alcorn State University Director of Athletics Derek J. Horne selected a group of staffers (please see attachment), to assist with the selection of a new apparel company. The information below is an evaluation of what the committee has prepared.

Our desire when reviewing the RFPs was to select a company that is a one-stop shop. A company that could outfit teams from head to toe that also would give the department of athletics the best pricing and assist the department with transitioning funds.

After careful review and evaluations of Company A, Company B and Company C, the committee has outlined below qualifications on each company.

Company A and Company C offered no transitional promotional dollars to assist the department with apparel and uniforms, whereas Company B offered \$100,000 for such cost.

Company A offered \$165,000 in promotional dollars for the first year of the contract and \$140,000 for the next four years. Company B offered \$100,000 for five years, respectively. Although company A looks aggressive in this regard, when the committee looked at incentives that each company offered, Company B out performed Company A when coupled with the promotional funds.

Because the committee is aware that this transition includes both the campus community, fans, friends and family members it was noted that Company B offered competitive discounts on apparel for family and friends of the university. Company B offers between 30-50% off of retail merchandise whereas Company A offers between 10-40% off retail price. Company C did not offer any additional incentives. It was also noted that Company A will offer 12% commission to the university when items are purchased via the university bookstore and a 20% campus discount.

In regards to sport specific allotments, incentives and inflatables, Company A offered no additional relief. Company B offered \$15,000 in promotional dollars for bats, fielding gloves and headwear and an additional 37.5% off of those items once the promotional dollars are depleted. They also offered a combined total of \$6,000 for inflatables for football, basketball and soccer.



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The committee also took into consideration shipping and freight costs. Company A have shipping charged ranging from 4% on small parcel to 18% on freight. Company B does not charge for shipping.

It is for the aforementioned analysis above that the committee selects Company B to be the Alcorn State University apparel company.

APPAREL RFP COMPARISON					
CATEGORIES	Company A		Company B		Company C
Transitional Promo (One Time)	0		\$100,000		0
Marketing Package	\$15,000		0		0
Promo Dollars	Year 1 \$165,000 Year 2 \$140,000 Year 3 \$140,000 Year 4 \$140,000 Year 5 \$140,000		Year 1 \$100,000 Year 2 \$100,000 Year 3 \$100,000 Year 4 \$100,000 Year 5 \$100,000		0
Footwear/Equipment	40% off retail price		45% off (Team Program) 30% off (Custom shoes)		They provide footwear
Apparel (Non-footwear)	40% off team and 35% off (Custom)		50% off (Team and Custom)		Pay for shipping
Proprietary Products	25% off 10% off non-branded products (See page 1)		0		
Baseball and Fastpitch i.e., fielding gloves, batting helmets, bats etc.	0		37.5% off		
Incentive Compensation	Goal*	Bonus**	Goal	Bonus	
	\$100,000 or higher	\$10,000	\$200,000 or higher	\$25,000	
	\$150,000 or higher	\$15,000	\$250,000 or higher	\$25,000	
	\$200,000 or higher	\$20,000	\$300,000 or higher	\$25,000	
			\$350,000 or higher	\$25,000	
	*Annual spending level		(I think bonus goes higher the more you spend)		
	**Annual incentive amount				
Sport Specific Allotment (Baseball)	0		\$ 15,000 promo (bats, fielding gloves, headwear, etc.)		
Incentive Compensation (inflatables i.e., footballs, basketballs and soccer balls)	0		Football – \$2,500 footballs M Basketball – \$1,500 basketballs W Basketball – \$1,500 basketballs Soccer – \$ 500 soccer balls		

E-Commerce (Similar to Follett's proposed store)	Alcorn Site – 12% commission	0	
Shipping	4% on small parcel; 18% on freight	Free shipping	
Campus Discount	20% off	0	
Bonus Compensation	See section 4	See section 8	

Rating Capacity

Committee Member	1	2	3	4		
Company A	94	91	95	94	Total: 374	Average: 93.5
Company B	98	100	98	99	Total: 395	Average: 98.75
Company C	72	41	71	70	Total: 254	Average: 63.5