

# Evaluation Committee Form

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Title: Pouring Rights

RFP Number: 5522

Evaluation Dates: April 15, 2024, and April 17, 2024 | June 10, 2024

The identities of the evaluation committee members will remain confidential until their evaluation report, as stipulated in Section 3.107.12, is issued (48 hours before the award). If any committee members are not public employees, their names, educational and professional backgrounds, and relevant experience that led to their appointment must be disclosed to the public.

## EVALUATOR NAME(S) AND PROFESSIONAL TITLE(S)

NAME	POSITION	ENTITY
LaToya M. Williams	Senior Associate Athletic Director/Senior Women Administrator	Alcorn State University Department of Athletics
Cartina Wilson	Accountant	Alcorn State University Fiscal Affairs
Dr. Edmund Buckner	Associate Provost for Research, Innovation, and Graduate Education	Alcorn State University Office of Academic Affairs
Gene Pickardt		Sodexo Magic

## AWARDED VENDOR REPORT

The evaluation of qualifications for the Alcorn State Pouring Rights took place on April 15, 2024, April 17, 2024, and June 10, 2024. Proposals were received from the following potential offerors:

- Coca-Cola
- Brown Bottling Group

The decision to recommend an award was based on the content of each proposal. Detailed analysis of strengths and weaknesses is provided in the individual rubrics. After comprehensive evaluation and careful consideration, we recommend awarding the contract for Alcorn State Pouring Rights (RFP# 5522) to Coca-Cola.

### Awarded Vendor Report

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Vendor Name: Coca-Cola Bottling Company United – Gulf Coast, LLC (“Coca-Cola”)      **Total Score: 92.62**

- Provided all requested information in a thorough and organized manner, demonstrating a commitment to transparency and compliance with our RFP requirements.
- Offered \$100,000 towards a new video board for any designated athletic facility.
- Showcased compelling marketing and strategic programming ideas aimed at driving student and fan engagement, which aligns perfectly with our objectives to enhance campus spirit and involvement.
- Demonstrated a strong willingness to support all sports within our athletic department, not just focusing on the top three, thus promoting inclusivity and broadening their impact on campus.
- Proposed extensive opportunities for our students, including internships, mentoring programs, and campus ambassadorships, contributing to the educational and professional growth of our student body.
- Showed innovation by evolving their beverage offerings to meet the changing preferences and needs of our student population, ensuring a dynamic and appealing selection.
- Presented innovative equipment options that would enhance campus facilities and streamline beverage distribution, improving overall operational efficiency.
- Proposed a substantial increase in campus sponsorship offerings, indicating a robust commitment to investing in and enhancing campus life.
- Proposed a comprehensive redesign plan incorporating custom co-branding in various athletic facilities on campus, enhancing the visual appeal and brand integration throughout key areas.
- Committed to creating engaging moments for fans on campus and at pre-game areas, leveraging innovative activations and experiences to elevate the overall game-day atmosphere and excitement.
- Developed a tailored portfolio of hydration, fitness, and nutrition solutions specific to the needs of athletes and students, promoting wellness and performance enhancement within the athletic community.
- Offered to provide specialized sideline equipment not only for athletes but also for the band, demonstrating a commitment to supporting various campus groups and enhancing their experiences.
- Provided insight into HBCU United Programming centered around the theme of "Pay It Forward," fostering community involvement and social responsibility initiatives that align with the university's values.

### *Technical Factors*

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- Demonstrated a superior understanding of beverage technology, offering state-of-the-art equipment and solutions that align with the evolving needs of our campus community.
- Emphasized stringent quality control measures, ensuring consistent product quality and safety standards across all offerings.
- Showcased robust sustainability initiatives, including eco-friendly packaging and recycling programs, aligning with our institution's environmental goals and values.
- Presented an innovative and diverse product portfolio, featuring a range of beverage options to cater to various tastes and preferences within our student body.

- Proposed efficient distribution strategies, ensuring timely and reliable delivery of products to campus facilities, minimizing disruptions and optimizing convenience.

### *Management Factors*

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- Management team demonstrated extensive experience and expertise in beverage industry management, instilling confidence in their ability to deliver on contractual commitments.
- Emphasized responsive and dedicated customer service, offering a direct point of contact for prompt assistance and support throughout the contract period.
- Outlined transparent contract management practices, including clear communication channels and regular updates, fostering a collaborative and accountable partnership.
- Exhibited adaptability and flexibility in their approach, accommodating potential changes and evolving needs over the contract duration to ensure continued satisfaction and value delivery.
- Presented multiple references from various colleges and universities where they currently hold pouring rights contracts, demonstrating a strong track record of successful partnerships and client satisfaction within the higher education sector.

### *Competitor Vendor Report*

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Vendor Name: Brown Bottling Group (“PepsiCo.”)

**Total Score: 81.62**

- Supplied most of the requested information, although some details required additional effort to locate and align, presenting a thorough but somewhat challenging proposal review process.
- Boasts over 1,000 higher education campus partnerships, including 6 SWAC schools and the SWAC office, demonstrating a strong network and familiarity with collegiate environments.
- Emphasized a lasting commitment to HBCUs through an expanded partnership with PepsiCo, aligning with the values of supporting historically black institutions.
- Offers a diverse range of beverages to cater to student preferences and needs, ensuring a comprehensive selection that aligns with campus demands.
- Highlighted the potential opportunity for student-athletes through the Gatorade Sports Science Institute, showcasing a commitment to athletic performance and support.
- Home to the number one sports nutrition brand, providing specialized products to enhance athletic performance and wellness.
- Lead in non-carb innovation across major growth categories within the beverage industry, offering cutting-edge options to meet evolving consumer preferences.
- Proposed a private label water option specifically for Alcorn State University, adding a personalized touch to campus offerings.
- Presented a calendar of events to celebrate key moments on-campus, fostering community engagement and excitement throughout the academic year.

- Expressed interest in expanding partnerships beyond pouring rights to provide additional support and opportunities for students.
- Offered financial support for establishing a Gatorade Fuel Bar, contributing to athletic development and campus wellness initiatives.
- The beverage partnership fund offered by Brown Bottling Group's competitors was compared, showing value within budget considerations.
- Competitors extended support to the band with sideline equipment and non-cash contributions, enhancing the overall campus experience and band program.

### *Technical Factors*

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- Showcases cutting-edge beverage innovation, bringing forward unique and trend-setting options that resonate with the diverse preferences of students and faculty.
- Expertise in sports nutrition extends beyond traditional offerings, providing advanced solutions that optimize athletic performance and recovery for student-athletes.
- Recognized for industry-leading sustainability initiatives, ensuring environmentally responsible practices in beverage production and packaging.
- Offers customizable branding and labeling options, allowing Alcorn State University to create a distinctive private label water that reflects the institution's identity.
- Approach to understanding campus equipment needs goes beyond basic assessments, focusing on innovative solutions that seamlessly integrate with existing infrastructure.

### *Management Factors*

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- Extensive campus partnership experience is complemented by a strategic approach to expanding relationships, fostering collaborative growth and mutual benefit.
- Willingness to support initiatives beyond pouring rights reflects a proactive stance in contributing to campus development and student enrichment.
- Brown Bottling Group's transition plan is characterized by agility and adaptability, ensuring smooth execution and minimal disruption during the integration of new beverage offerings.
- Brown Bottling Group's value proposition emphasizes customer-centricity, focusing on delivering tangible benefits such as monetary support for enhancing campus amenities like the Gatorade Fuel Bar.
- Brown Bottling Group's commitment to HBCUs and expanded partnerships with PepsiCo underscores a long-term vision for collaborative growth and positive impact within the educational sector.