



JACKSONVILLE STATE UNIVERSITY

**Jacksonville State University**

**REQUEST FOR PROPOSALS  
RFP#26-03-13-0009**

**Athletics Department's Multimedia Rights (MMR) program  
and Outbound Athletic Ticket Sales**

**RFP MUST BE RECEIVED BEFORE:  
Friday, March 13, 2026 - 3:00 p.m. CST**

**RFP Delivery Address:**

**Jacksonville State University  
Attn: Shasta Platt  
Procurement and Fixed Assets  
700 Pelham Rd N  
324 Angle Hall  
Jacksonville, AL 36265**

**REQUEST FOR PROPOSALS  
SIGNATURE CERTIFICATION PAGE**

**RFP Number:** Jax State RFP#26-03-13-0009  
**Description:** Multimedia Rights Program and Outbound Athletic Ticket Sales  
**Due Date:** Friday, March 13, 2026 **Time:** 3:00 PM CST  
**RFP Issue Date:** Friday, February 13, 2026

PROPOSALS WILL BE ACCEPTED UNTIL THE TIME AND DATE SPECIFIED ABOVE. THE RFP PACKAGE AND ENVELOPE MUST BE SEALED AND PROPERLY MARKED WITH THE RFP NUMBER, DATE AND TIME OF OPENING AND RESPONDENT’S RETURN ADDRESS.

**One (1) original and one (2) unbound copies of all documents must be submitted. It is the responsibility of the respondent to ensure that the RFP packet arrives in the Procurement and Fixed Assets office on time. The RFP packet should be hand delivered or sent by FedEx or UPS. No electronic copies will be accepted. Questions concerning the RFP and submission process should be submitted in writing to Shasta Platt at splatt@jsu.edu.**

Company Name: \_\_\_\_\_  
Name (Type or Print) \_\_\_\_\_  
Title: \_\_\_\_\_  
Address: \_\_\_\_\_  
\_\_\_\_\_  
Telephone Number: \_\_\_\_\_  
E-Mail Address: \_\_\_\_\_

Alabama law (section 41-4-116, Code of Alabama 1975) provides that every RFP submitted and contract executed shall contain a certification that the vendor, contractor, and all its affiliates that make sales for delivery into Alabama or leases for use in Alabama are registered, collecting and remitting Alabama state and local sales, use and and/or lease tax on all taxable sales and leases into Alabama. By submitting this proposal, the submitting vendor is hereby certifying that they are in full compliance with State of Alabama Act No. 2006-557 and acknowledges that the awarding authority may declare the contract void if the certification is false.

Jacksonville State University reserves the right to accept or reject all RFPs or any portion thereof. JSU assumes no liability for expenses incurred by firms in the preparation of their responses to this RFP. Once received, all proposals become the property of Jax State.

Signature of authorized agent: \_\_\_\_\_

## Introduction and Purpose

Jacksonville State University (“Jax State”) is seeking proposals from qualified, experienced, financially sound, innovative, and responsible firms to generate revenue and provide expertise in **overall revenue management**, including the **exclusive management and operation of the Athletics Department’s Multimedia Rights (MMR) program and outbound athletic ticket sales**. The exclusive nature of the Multimedia Rights and outbound ticket sales arrangement is required to ensure operational efficiency, brand consistency, coordinated sponsorship activation, and the maximization of institutional revenue. Fragmented or non-exclusive management would materially impair Jax State’s ability to achieve these objectives.

The selected partner will be expected to demonstrate strong financial capacity, strategic alignment with the University’s goals, and innovative approaches that enhance institutional revenue, elevate brand visibility, and support student-athletes through Name, Image, and Likeness (NIL) opportunities. The successful firm will collaborate closely with Jax State Athletics, coaches, and staff to achieve these objectives and establish a long-term, sustainable partnership.

The Multimedia Rights requirements are further detailed in the Scope of Services section of this RFP. Jax State reserves the right to reject any or all proposals received in response to this Request for Proposal (“RFP”).

All records submitted in response to this RFP are subject to the Alabama Public Records Law (Ala. Code § 36-12-40). Respondents shall clearly designate any portions of their proposals that they contend constitute trade secrets or confidential commercial or financial information. Jacksonville State University (“Jax State”) will evaluate such designations in accordance with applicable law; however, the University makes no guarantee that such information will be exempt from disclosure.

By submitting a response, each respondent certifies that it fully understands this RFP and possesses a complete understanding of the scope, nature, quality, and volume of work required; the specific service expectations; and the conditions under which services must be performed. All costs associated with the preparation and submission of a proposal are the sole responsibility of the respondent.

---

## Institutional Overview

Jax State sponsors **17 intercollegiate sports**:

Baseball; Men’s Basketball; Women’s Basketball; Women’s Bowling; Men’s Cross Country; Women’s Cross Country; Football; Men’s Golf; Women’s Golf; Mixed Rifle; Women’s Soccer; Softball; Men’s Tennis; Women’s Tennis; Women’s Indoor Track & Field; Women’s Outdoor Track & Field; and Women’s Volleyball.

Jax State Athletics hosts more than **100 athletic contests annually** across **six on-campus venues** in Jacksonville, Alabama, and competes at the NCAA Division I level as a member of **Conference USA**, with a strong history of competitive success.

---

## Scope of Services

### Multimedia Rights (MMR) and Athletic Ticket Sales

This section outlines the desired services and functions of the Multimedia Rights and Athletic Ticket Sales partner. This list is intended as a guide and is not exhaustive. Respondents should indicate how their proposal meets the outlined scope and may include additional services or features on a separate attachment.

---

### General Program Management

Describe your firm's overall approach to managing multimedia rights for a Football Bowl Subdivision (FBS) athletics program.

Describe your firm's approach to outbound athletic ticket sales, including but not limited to the following sports: Football, Men's Basketball, Women's Basketball, Baseball, Softball, and any additional sports designated by the Athletic Department during the term of the agreement.

---

### Technical Proposal

Provide a detailed plan describing how your firm would manage and operate the MMR program for Jax State Athletics based on the current collegiate athletics environment and the scope of work outlined in this RFP.

Additionally, provide a detailed plan for managing all outbound athletic ticket sales. Responses must include sufficient detail to demonstrate how the proposed solution meets the evaluation criteria for both multimedia rights and ticket sales operations.

---

### Qualifications, Experience, and Program Management

Demonstrate experience in:

- Multimedia marketing, sponsorship sales, media rights management, and content creation
- Selling local, regional, and national sponsorship and activation opportunities
- Negotiating radio and television agreements, including production oversight

- Athletic ticket sales and marketing, including season tickets, single-game sales, group sales, flexible ticket products, and additional ticketing revenue streams

List experience with member institutions in the following conferences: Conference USA, Sun Belt, American, MAC, Mountain West, Big Ten, Big 12, ACC, and SEC.

---

## **Revenue Generation and Financial Reporting**

Provide a proposed financial structure that includes:

- Guaranteed rights fees
- Revenue-share percentages
- Projected annual revenue over the term of the agreement

Describe financial controls and reporting systems used to ensure transparency and accountability.

---

## **Cash / Signing Bonus**

- Any proposed cash or signing bonus shall be treated as part of the total financial consideration and guaranteed rights fees payable to the University. Such amounts will be evaluated as part of the financial proposal and shall be subject to required approvals and execution of a final contract.
- 

## **Digital, Social, and Emerging Media**

- Provide a digital monetization strategy, including projected revenue from web, streaming, and social platforms
  - Identify emerging technologies or media channels that will be introduced to expand digital reach
- 

## **Marketing, Promotions, and Fan Engagement**

- Provide examples of cross-promotional campaigns that increased attendance and engagement
  - Describe strategies to enhance fan experience and sponsor visibility
- 

## **Facility Naming Opportunities**

- Define proposed revenue-sharing percentages or guaranteed payments for facility naming rights (separate from AVV guarantees)
  - Describe experience securing and managing NCAA Division I naming rights agreements
  - Explain valuation methodology and partner identification strategy
- 

### **On-Campus Signage and In-Venue Assets**

- Describe management of signage assets, including design, production, installation, and removal
  - Provide examples of venue enhancements at peer institutions
- 

### **Capital Investment**

- Outline estimated capital investments in infrastructure, technology, or other assets
  - Provide an overview of total investment during the first three years
- 

### **Assets Required**

Detail existing MMR assets required to fulfill the partnership, excluding potential naming rights.

---

### **NIL Integration and Support**

- Describe NIL integration within sponsorship agreements while maintaining compliance
  - Provide examples of NIL activations at other institutions
- 

### **Financial Stability**

- Provide evidence of financial capacity to meet obligations
  - Include financial statements, audits, or similar documentation
  - Provide references or testimonials from comparable partnerships
- 

### **Strategic Initiatives**

- Present a strategy integrating MMR with NIL opportunities

- Demonstrate impact on revenue sharing limits under the House settlement
  - Detail plans to expand sponsorships, media rights, and fan engagement
- 

## **Staffing**

- Provide proposed staffing plans, titles, and qualifications
  - Separate staffing models for sponsorship and ticket sales operations
  - Describe training, retention, and performance evaluation processes
- 

## **Transition Plan**

Provide a comprehensive transition strategy that includes:

- Timeline and key milestones
  - Continuity of operations
  - Communication strategy
  - Collaboration with incumbent MMR partner, including contract transfer and data migration
- 

## **Collaboration, Communication, and Compliance**

Describe:

- Reporting structure and communication cadence
  - Compliance monitoring for activations, promotions, and giveaways
- 

## **Audit, Compliance, and Approval Rights**

The University reserves the right to audit all financial records related to this agreement in accordance with Alabama law, State audit standards, NCAA regulations, Conference USA requirements, and University policy. All sponsorships, naming rights, NIL-related activations, promotions, and agreements shall be subject to prior written approval by Jax State.

---

## **Governing Laws and Ethics**

This RFP and any resulting contract shall be governed by the laws of the State of Alabama. Offerors must comply with the Alabama Ethics Act and certify that no prohibited gratuities, inducements, or conflicts of interest exist. Venue for any legal action shall lie exclusively in the State of Alabama.

## **Performance Period**

The anticipated initial contract term shall be five (5) years, subject to annual appropriations and approval, with optional renewal periods to be defined in the final agreement. A mutual five-year performance review (“look-in”) provision shall assess performance, alignment with institutional objectives, and adaptability to changes in the collegiate athletics landscape.

---

## **References**

Provide three (3) comparable clients served within the past five (5) years, preferably higher education institutions, including contact information.

---

## **Non-Mandatory On-Site Conference/Campus Tour**

A non-mandatory, on-site conference will be held on **Monday, February 23, 2026 at 9:00 AM CST at the Pete Matthews Coliseum**. This visit is strongly encouraged but not required. This will include a campus tour and an opportunity to ask questions pertaining to the RFP.

## **Evaluation of Proposals**

Proposals will be evaluated by a committee consisting of representatives from Procurement & Fixed Assets, University Philanthropy, and the Athletic Department based on the following weighted criteria:

- **Financial value to the University, including guaranteed rights fees, revenue sharing, and overall economic benefit - 40%**
- **Qualifications, experience, and demonstrated success with comparable NCAA Division I institutions - 30%**
- **Technical approach, innovation, and understanding of scope and deliverables - 15%**
- **Responsiveness to the RFP, compliance with terms, and completeness of proposal - 15%**

The University reserves the right to request clarifications, conduct interviews, and seek best and final offers, provided such actions do not materially alter the scope of the RFP.

---

## **Basis of Award**

Award will be made to the Offeror whose proposal is determined to be the most advantageous to Jax State, taking into consideration the evaluation criteria set forth herein. The University reserves the right, in its sole discretion and as determined to be in the best interest of the University, to:

- Award a contract for Multimedia Rights (MMR) services only;
- Award a contract for Outbound Athletic Ticket Sales services only;
- Award a combined contract for both MMR and Ticket Sales services;
- Award separate contracts to different Offerors for MMR and Ticket Sales services; or
- Decline to award one or both components if the proposals received do not demonstrate sufficient financial value, operational benefit, or strategic alignment with institutional objectives.

Submission of a proposal constitutes acknowledgment and acceptance of this award structure and evaluation methodology.

## Formation of Agreement

Jax State may:

- Accept a proposal as submitted by issuing a Notice of Award;
- Enter negotiations with the highest-ranked Offeror(s) for the purpose of finalizing contractual terms, provided that such negotiations do not materially alter the scope of services or undermine fair competition;
- Issue post-proposal addenda;
- **Cancel this RFP in whole or in part if it is determined to be in the best interest of the University.**

**No contractual obligation shall arise until a written agreement has been fully executed and approved in accordance with university policies and procedures.**

Any questions pertaining to the RFP should be submitted in writing by no later than March 6, 2026.

**One (1) original and two (2) copies of all documents must be submitted. The sealed RFP number, opening date and time must be listed on the outer envelope.** It is the responsibility of the respondent to ensure that the RFP packet should be hand delivered or sent by commercial carrier to:

Jacksonville State University  
Attn: Shasta Platt  
Procurement and Fixed Assets  
700 Pelham Rd N  
324 Angle Hall  
Jacksonville, AL 36265

**Jacksonville State University**  
**PROPOSAL RESPONSE FORM**  
**RFP #: Jax State RFP#26-03-13-0009**

**Title: Athletics Multimedia Rights (MMR) and Outbound Athletic Ticket Sales**

Offeror Legal Name: \_\_\_\_\_

Principal Business Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

Authorized Representative: \_\_\_\_\_

Title: \_\_\_\_\_

**1. Executive Summary**

Indicate Proposal Type (check one):

Multimedia Rights (MMR) Services Only

Outbound Athletic Ticket Sales Only

Combined MMR and Ticket Sales Services

Provide a summary of your value proposition to Jacksonville State University:

\_\_\_\_\_  
\_\_\_\_\_

**2. Financial Proposal**

A. Guaranteed Rights Fees (MMR)

Year 1: \$ \_\_\_\_\_

Year 2: \$ \_\_\_\_\_

Year 3: \$ \_\_\_\_\_

Year 4: \$ \_\_\_\_\_

Year 5: \$ \_\_\_\_\_

**B. Revenue Share Percentages**

Sponsorship Revenue Share: \_\_\_\_\_% to University

Digital Revenue Share: \_\_\_\_\_% to University

Other (describe): \_\_\_\_\_

**C. Outbound Ticket Sales Compensation Structure**

Commission-Based (Percentage): \_\_\_\_\_%

Guaranteed Minimum: \$\_\_\_\_\_

Hybrid Model (Explain): \_\_\_\_\_

**D. Signing Bonus / Upfront Payment (If Applicable)**

Amount: \$\_\_\_\_\_

Proposed Disbursement Schedule: \_\_\_\_\_

**E. Capital Investment (If Applicable)**

Total 3-Year Investment Commitment: \$\_\_\_\_\_

Description of Investment:

\_\_\_\_\_

**3. Technical Approach**

**A. Multimedia Rights Strategy**

\_\_\_\_\_

**B. Outbound Ticket Sales Strategy**

\_\_\_\_\_

**4. Qualifications & Experience**

List comparable NCAA Division I/FBS institutions served within the past five (5) years:

1. Institution: \_\_\_\_\_ Contact: \_\_\_\_\_

2. Institution: \_\_\_\_\_ Contact: \_\_\_\_\_

3. Institution: \_\_\_\_\_ Contact: \_\_\_\_\_

**5. Staffing Plan**

Proposed On-Site Leadership (Name/Title): \_\_\_\_\_

Number of Dedicated Staff (MMR): \_\_\_\_\_

Number of Dedicated Staff (Ticket Sales): \_\_\_\_\_

Describe training and performance evaluation processes:

\_\_\_\_\_

**6. Financial Stability Certification**

Audited financial statements attached

Evidence of financial capacity attached

**7. Additional Value-Added Services**

\_\_\_\_\_

**8. Required Certifications**

By signing below, the Offeror certifies:

- All information provided is true and accurate.
- The Offeror has reviewed and understands the RFP requirements.
- The Offeror agrees to the University's audit, compliance, and approval rights.
- The Offeror acknowledges that the University may award MMR services, Ticket Sales services, both, or neither component.

Authorized Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

**THIS PAGE HAS BEEN LEFT BLANK INTENTIONALLY**

**CERTIFICATE OF COMPLIANCE WITH THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT  
(Ala. Code § 31-13-1)**

**RE: Contract/Grant/Incentive (describe by number or subject): \_\_\_\_\_  
by and between \_\_\_\_\_ ("Contracting Party") and  
Jacksonville State University.**

The undersigned hereby certifies to Jacksonville State University as follows:

The undersigned holds the position of \_\_\_\_\_ with the Contracting Party named above and is authorized to provide representations set out in this Certificate as the official and binding act of that entity and has knowledge of the provisions of Ala. Code § 31-13-1, known as The Beason-Hammon Alabama Taxpayer and Citizen Protection Act ("Act").

The Contracting Party is a business entity or employer as those terms are defined in Ala. Code §31-13-3(2) and (5).

The Contracting Party certifies that it has not knowingly employed an unauthorized alien within the State of Alabama and hereafter it will not knowingly employ, hire for employment, or continue to employ an unauthorized alien within the State of Alabama.

The Contracting Party certifies that it is enrolled in E-Verify and will continue to be enrolled in E-Verify for the duration of the contract/agreement.

\_\_\_\_\_  
Contracting Party Name (Printed)

\_\_\_\_\_  
E-Verify User Identification Number

\_\_\_\_\_  
By: Authorized Officer or Agent of Contracting Party (Signature)

\_\_\_\_\_  
Title of Authorized Officer or Agent of Contracting Party

\_\_\_\_\_  
Printed Name of Authorized Officer or Agent of Contracting Party

**CERTIFICATE OF COMPLIANCE WITH ALA. CODE 41-16-5**

**RE: Contract \_\_\_\_\_ (describe by number or subject), by and between Jacksonville State University and \_\_\_\_\_ (“Contracting Party”)**

The undersigned hereby certifies and agrees as follows:

1. The undersigned holds the position of \_\_\_\_\_ with the Contracting Party named above, is authorized to provide the verification as the official and binding act of that entity and has knowledge of Ala. Code § 41-16-5.
2. The Contracting Party is a corporation, partnership, limited liability company, organization or other legal entity conducting or operating any trade or business in Alabama OR is a corporation, organization, or other legal entity operating in Alabama that is exempt from taxation under Section 501(c)(3) or (4) of the Internal Revenue Code.
3. The Contracting Party represents that it is not currently engaged in, and will not engage in, the boycott of a person or an entity based in or doing business with a jurisdiction with which this state can enjoy open trade. Boycott is defined as “to blacklist, divest from, or otherwise refuse to deal with a person or business entity when the action is based on race, color, religion, gender, or national origin of the targeted person or entity or is based on the fact that the boycotted person or entity is doing business in a jurisdiction with which this state can enjoy open trade and with which the targeted person or entity is doing business.”

Verified this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_  
Signature of Contractor’s Authorized Representative

\_\_\_\_\_  
Printed Name and Title of Contractor’s Authorized Representative

**CERTIFICATE OF COMPLIANCE WITH ALA. CODE 41-16-160**

**RE: Contract \_\_\_\_\_ (describe by number or subject), by and between Jacksonville State University and \_\_\_\_\_ (“Contracting Party”)**

The undersigned hereby certifies and agrees as follows:

1. The undersigned holds the position of \_\_\_\_\_ with the Contracting Party named above, is authorized to provide the verification as the official and binding act of that entity and has knowledge of Ala. Code § 41-16-160.
2. The Contracting Party is a for-profit entity, organization, association, corporation, partnership, joint venture, limited partnership, limited liability partnership, or limited liability company with 10 or more full-time employees.
3. The Contracting Party, without violating controlling law or regulation, does not and will not, during the term of the contract, engage in economic boycotts. Without an ordinary business purpose, the Contracting Party does not and will not refuse to deal with, terminate business activities with, or otherwise take any commercial action that is intended to penalize or inflict economic harm on a company solely because the company, without violating controlling law or regulation, does any of the following:
  - a) Engages in the exploration, production, utilization, transportation, sale, or manufacturing of fossil fuel-based energy, timber, mining, or agriculture.
  - b) Engages in, facilitates, or supports the manufacture, import, distribution, marketing or advertising, sale, or lawful use of firearms, ammunition, or component parts and accessories of firearms or ammunition.
  - c) Does not meet, is not expected to meet, or does not commit to meet environmental standards or disclosure criteria, in particular to eliminate, reduce, offset, or disclose greenhouse gas emissions.
  - d) Does not meet, is not expected to meet, or does not commit to meet corporate employment or board composition, compensation, or disclosure criteria.
  - e) Does not facilitate, is not expected to facilitate, or does not commit to facilitate access to abortion or sex or gender change surgery, medications, treatment, or therapies.

Verified this \_\_\_\_\_ day of \_\_\_\_\_, 20\_\_\_\_\_.

\_\_\_\_\_  
Signature of Contracting Party’s Authorized Representative

\_\_\_\_\_  
Printed Name and Title of Contracting Party’s Authorized Representative

# Request for Taxpayer Identification Number and Certification

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Give form to the  
requester. Do not  
send to the IRS.

**Before you begin.** For guidance related to the purpose of Form W-9, see *Purpose of Form*, below.

|  |   |   |  |
|--|---|---|--|
| Print or type.<br>See Specific Instructions on page 3. | <b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)  |   |  |
|  | <b>2</b> Business name/disregarded entity name, if different from above.  |   |  |
|  | <b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only <b>one</b> of the following seven boxes.<br><br><input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate<br><input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) . . . . .<br><b>Note:</b> Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner.<br><input type="checkbox"/> Other (see instructions) _____ |   | <b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):<br><br>Exempt payee code (if any) _____<br><br>Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____<br><br>(Applies to accounts maintained outside the United States.) |
|  | <b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions . . . . . <input type="checkbox"/>   |   |  |
|  | <b>5</b> Address (number, street, and apt. or suite no.). See instructions.   | Requester's name and address (optional) |  |
|  | <b>6</b> City, state, and ZIP code  |   |  |
|  | <b>7</b> List account number(s) here (optional)   |   |  |

## Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

|                                       |  |  |  |  |  |  |  |  |  |  |
|---------------------------------------|--|--|--|--|--|--|--|--|--|--|
| <b>Social security number</b>         |  |  |  |  |  |  |  |  |  |  |
|                                       |  |  |  |  |  |  |  |  |  |  |
| or                                    |  |  |  |  |  |  |  |  |  |  |
| <b>Employer identification number</b> |  |  |  |  |  |  |  |  |  |  |
|                                       |  |  |  |  |  |  |  |  |  |  |

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

## Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

|                  |                                 |             |
|------------------|---------------------------------|-------------|
| <b>Sign Here</b> | <b>Signature of U.S. person</b> | <b>Date</b> |
|------------------|---------------------------------|-------------|

## General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

## What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

## Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they

## **Disclosure Statement Information and Instructions**

Section 41-16-82, Code of Alabama 1975 requires *the disclosure statement to be completed and filed with grant proposals in excess of \$25,000 and contracts that meet or exceed the threshold for bid or other formal solicitations under Article 5 of Chapter 4 of Title 41 or any other law that requires formal solicitation procedures for awarding public contracts.* The disclosure statement is not required for contracts with publicly traded companies, contracts for gas, water, and electric services where no competition exists, or where rates are fixed by law or ordinance, or awards of economic development incentives. In circumstances where a contract is awarded by competitive bid or other formal solicitation procedure, the disclosure statement shall be required only from the person receiving the contract and shall be submitted within thirty (30) days of the award.

Section 41-16-85, Code of Alabama 1975 requires that a copy of the disclosure statement shall be filed with the awarding entity and the Department of Examiners of Public Accounts, and if it pertains to a state contract, a copy shall be submitted to the Contract Review Permanent Legislative Oversight Committee. The address for the Department of Examiners of Public Accounts is as follows: 401 Adams Avenue, Suite 280, Montgomery, Alabama 36104. If the disclosure statement is filed with a contract, the awarding entity should include a copy with the contract when it is presented to the Contract Review Permanent Legislative Oversight Committee.

Pursuant to Section 41-16-84 (b), Code of Alabama 1975 the State of Alabama shall not enter into any contract or appropriate any public funds with any person who refuses to provide information as required.

Pursuant to Section 41-16-86, Code of Alabama 1975, any person who knowingly violates Article 3B of Chapter 16 of Title 41, Code of Alabama 1975 shall be subject to civil penalty in an amount of ten thousand dollars (\$10,000), or 10 percent of the amount of the contract, whichever is less, to be deposited in the State General Fund. Also, the contract or grant shall be voidable by the awarding entity.

### **Definitions as Provided in Section 41-16-81, Code of Alabama 1975**

**(1) Family Member of a Public Employee** – The spouse or a dependent of the public employee.

**(2) Family Member of a Public Official** – The spouse, a dependent, an adult child and his or her spouse, a parent, a spouse's parents, or a sibling and his or her spouse, of the public official.

**(3) Family Relationship** – A person has a family relationship with a public official or public employee if the person is a family member of the public official or public employee.

**(4) Person** – An individual, firm, partnership, association, joint venture, cooperative, or corporation, or any other group or combination acting in concert.

**(5) Public Official and Public Employee** - These terms shall have the same meanings ascribed to them in Sections 36-25-1(26) and 36-25-1(27), Code of Alabama 1975, (see below) except for the purposes of the disclosure requirements of this article, the terms shall only include persons in a position to influence the awarding of a grant or contract who are affiliated with the awarding entity. Notwithstanding the foregoing, these terms shall also include the Governor, Lieutenant Governor, members of the cabinet of the Governor, and members of the Legislature. (Note: The definitions for public official and public employee are now denoted as Sections 36-25-1(26) and

36-25-1 (27), Code of Alabama 1975. However, Section 41-16-81 (5), Code of Alabama 1975 has not been codified to reflect such updates.)

Section 36-25-1(26), Code of Alabama 1975, defines a **public employee** as any person employed at the state, county or municipal level of government or their instrumentalities, including governmental corporations and authorities, but excluding employees of hospitals or other health care corporations including contract employees of those hospitals or other health care corporations, who is paid in whole or in part from state, county, or municipal funds. For purposes of this chapter, a public employee does not include a person employed on a parttime basis whose employment is limited to providing professional services other than lobbying, the compensation for which constitutes less than 50 percent of the part-time employee's income.

Section 36-25-1(27), Code of Alabama 1975, defines a **public official** as any person elected to public office, whether or not that person has taken office, by the vote of the people at state, county, or municipal level of government or their instrumentalities, including governmental corporations, and any person appointed to a position at the state, county, or municipal level of government or their instrumentalities, including governmental corporations. For purposes of this chapter, a public official includes the chairs and vice-chairs or the equivalent offices of each state political party as defined in Section 17-13-40, Code of Alabama 1975.

**Instructions**

Complete all lines as indicated. If an item does not apply, denote N/A (not applicable). If you cannot include required information in the space provided, attach additional sheets as necessary.

**THE DISCLOSURE STATEMENT MUST BE SIGNED AND DATED PRIOR TO SUBMISSION.**



# State of Alabama Disclosure Statement

Required by Article 3B of Chapter 16 of Title 41, Code of Alabama 1975

ENTITY COMPLETING FORM

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

STATE AGENCY/DEPARTMENT THAT WILL RECEIVE GOODS, SERVICES, OR IS RESPONSIBLE FOR GRANT AWARD

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

This form is provided with:

- Contract   
  Proposal   
  Request for Proposal   
  Invitation to Bid   
  Grant Proposal

Have you or any of your partners, divisions, or any related business units previously performed work or provided goods to any State Agency/Department in the current or last fiscal year?

- Yes   
  No

If yes, identify below the State Agency/Department that received the goods or services, the type(s) of goods or services previously provided, and the amount received for the provision of such goods or services.

| STATE AGENCY/DEPARTMENT | TYPE OF GOODS/SERVICES | AMOUNT RECEIVED |
|-------------------------|------------------------|-----------------|
|                         |                        |                 |
|                         |                        |                 |
|                         |                        |                 |

Have you or any of your partners, divisions, or any related business units previously applied and received any grants from any State Agency/Department in the current or last fiscal year?

- Yes   
  No

If yes, identify the State Agency/Department that awarded the grant, the date such grant was awarded, and the amount of the grant.

| STATE AGENCY/DEPARTMENT | DATE GRANT AWARDED | AMOUNT OF GRANT |
|-------------------------|--------------------|-----------------|
|                         |                    |                 |
|                         |                    |                 |
|                         |                    |                 |

1. List below the name(s) and address(es) of all public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

| NAME OF PUBLIC OFFICIAL/EMPLOYEE | ADDRESS | STATE DEPARTMENT/AGENCY |
|----------------------------------|---------|-------------------------|
|                                  |         |                         |
|                                  |         |                         |
|                                  |         |                         |

2. List below the name(s) and address(es) of all family members of public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the public officials/public employees and State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

| NAME OF FAMILY MEMBER | ADDRESS | NAME OF PUBLIC OFFICIAL/<br>PUBLIC EMPLOYEE | STATE DEPARTMENT/<br>AGENCY WHERE EMPLOYED |
|-----------------------|---------|---|--|
|                       |         |   |  |
|                       |         |   |  |
|                       |         |   |  |

If you identified individuals in items one and/or two above, describe in detail below the direct financial benefit to be gained by the public officials, public employees, and/or their family members as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

Describe in detail below any indirect financial benefits to be gained by any public official, public employee, and/or family members of the public official or public employee as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)

List below the name(s) and address(es) of all paid consultants and/or lobbyists utilized to obtain the contract, proposal, request for proposal, invitation to bid, or grant proposal:

| NAME OF PAID CONSULTANT/LOBBYIST | ADDRESS |
|----------------------------------|---------|
|                                  |         |
|                                  |         |
|                                  |         |

***By signing below, I certify under penalty of perjury (in the jurisdiction in which it is executed) that all statements on or attached to this form are true and correct to the best of my knowledge. I further understand that a person who knowingly violates this article shall be subject to civil penalty in an amount of ten thousand dollars (\$10,000), or 10 percent of the amount of the contract, whichever is less, to be deposited in the State General Fund. Also, the contract or grant shall be voidable by the awarding agency.***

|                      |      |   |
|----------------------|------|---|
| Authorized Signatory | Date | Jurisdiction in which this Disclosure Statement is executed |
|----------------------|------|---|

*The disclosure statement is required to be completed and filed with grant proposals in excess of \$25,000 and contracts that meet or exceed the threshold for bid or other formal solicitations under Article 5 of Chapter 4 of Title 41 or any other law that requires formal solicitation procedures for awarding public contracts.*



JACKSONVILLE STATE UNIVERSITY

**Procurement and Fixed Assets**

700 Pelham Road North, Room 324  
Jacksonville, AL 36265-1602

**February 24, 2026**

**ADDENDUM # 1**

**RFP Number: 26-03-13-0009**

**Bid Opening Date: March 13, 2026 3:00 PM CST**

**Multimedia Rights and Outbound Ticket Sales**

---

Please see the attached – The **Performance Period** (Contract Term) section of the original Bid has changed to the following:

The University intends to award a contract with an **initial base term of five (5) years**. In addition to the base term, the contract may include **one or more renewal options**, each for an additional period of up to five (5) years, exercisable at the **sole discretion of the University**, for a potential maximum contract term not to exceed fifteen (15) years.

This Addendum is issued to clarify the proposed contract term structure under the Multimedia Rights Solicitation.

The University anticipates conducting a formal review near the conclusion of the initial five-year term to evaluate, among other factors, contractor performance, financial terms, market conditions, and continued institutional need. Exercise of any renewal option(s) will be subject to this review, availability of funds, and applicable University approvals.

Proposers are encouraged to structure their proposals in a manner that reflects a long-term partnership approach while recognizing the University's discretion with respect to renewal decisions.

All other terms and conditions of the Solicitation remain unchanged.

Sincerely,

*Shasta Platt*

Shasta Platt

Director of Procurement & Fixed Assets

**Bidders must acknowledge all addenda on the RFP response. Bidder acknowledges receipt of this addendum on the RFP response by indicating the addendum number listed above.**

**This addendum is a part of the contract documents and modifies the original bidding documents and specifications. The contents of this addendum shall be included in the contract documents. Changes made by this addendum shall take precedence over the documents of earlier date.**