

November 9, 2020

The University of Connecticut is inviting companies to participate in discussions focused on pouring rights for non-alcoholic beverages. This partnership will encompass the University's main campus in Storrs, five regional campuses and UConn Health in Farmington. It is the University's expectation that the selected partner will be provided this opportunity in return for financial and in-kind support for a variety of University operations and activities.

In addition, the company selected for this partnership will realize the value of affiliation with UConn, including its Division of Athletics. This partnership will extend beyond the purchase of beverages, by recognizing the partner selected as the "Official Provider" for UConn. This designation is expected to benefit the partner by utilizing the University's brand and marketing power to gain market share and create consumer awareness through its relationship with UConn, Connecticut's flagship university.

The goal moving forward will be to identify a company that will provide UConn with best-in-class service and opportunities, as well as an ability to work in tandem to promote the brand of both parties. All respondents are expected to provide evidence of experience in similar pouring rights and vending relationships with institutes of higher education.

The level of investment by potential partners will need to be significant, but the amount of business opportunity is equally significant in return. The hope is to find a partner without the need to issue a conventional RFP through University Business Services, but we certainly reserve the right to do so based on future needs.

As UConn continues to navigate the challenges of the current Covid-19 pandemic, creative partners will be needed to provide service to our community. We hope that your company will look to be a part of those conversations going forward

Please respond to Kyle Muncy at [kyle.muncy@uconn.edu](mailto:kyle.muncy@uconn.edu) by Friday, December 11<sup>th</sup> to let us know that your company leadership is interested in being part of this conversation.

Thanks in advance for your interest and we look forward to talking with you soon.