EXPERIENCE | UNIVERSITY ATHLETICS

UNIVERSITY ATHLETICS CONCESSIONS: DESIGNING THE PARTNER SELECTION

A leading U.S. research university's athletics department set out to select an innovative concessions and catering partner, including beer and wine, across four venues. 4xi supported the structure of the RFP and the selection.

VENUES	POINTS OF SALE	TERM	4XI ROLE
4, up to ~50,000 seats	~20 stands	5 years plus options	RFP and selection design

THE CHALLENGE

- Crowds from a few hundred to more than 30,000 per event.
- Many audiences: students, staff, alumni, donors, fans.
- Innovation balanced with affordability, quality, fair pay and sustainability.

AWARD CRITERIA

- A complete financial pro forma with assumptions.
- Health, cleanliness and an innovative fan experience.
- Menu quality, affordability, staffing, pay and benefits.
- Past performance and sustainability.

WHAT 4XI DID

01 Scope
Venues, attendance, responsibilities.

02 Five part proposal
A format bidders can compare.

03 Transparent criteria
Experience, quality, value.

04 Taste presentations
Scored alongside interviews.

05 Long term structure
Five years, optional extensions.

RESULTS

- **A clear, fair process** for comparable proposals.
- **Room for innovation** within defined standards.
- **Selection on value,** not price alone.

Great partnerships start with a great RFP: clear scope, fair criteria and a chance for bidders to show, not just tell.