

# CDA Sponsorship Opportunities RFI – Written Questions and Answers

#	Question	Answer
1	Cost breakdown please ... Will it be annual or monthly?	<p>This has yet to be determined and CDA looks forward to reviewing and considering information provided by respondents.</p> <p>Any exterior advertising locations will be addressed in an upcoming advertising RFP.</p> <p>CDA is considering various options for evaluation.</p>
2	Does CDA intend to issue separate RFPs for advertising opportunities and sponsorship opportunities?	
3	If separate programs are contemplated, would CDA consider releasing the opportunities simultaneously so that a respondent could submit a proposal for a comprehensive program consisting of both advertising and sponsorship?	
4	Many companies/agencies/Authorities define sponsorship and advertising similarly. How will CDA decide which products/packages are for sponsorship and which are for advertising?	
5	Contracting a Sponsorship and Advertising Agreement with two different companies may result in competitive rates in favor of the advertising clients, leaving rates lower. How does CDA plan on alleviating this?	
6	How does CDA define the long-term success of a sponsorship and naming rights program across ORD and MDW? For example, reduced operational costs, improved guest experience, or increased revenue generation?	
7	Can CDA clarify which sponsorship categories will be excluded for failing to align with Chicago’s brand and public trust standards? For example, casinos, sports betting, or other restricted industries?	
8	For sponsorships involving existing airport infrastructure (Airport transit systems, parking lots, EV chargers, water fountains, play areas, etc.), who is responsible for maintenance of these areas and what existing service level agreements are in place? Would a sponsor be required to use the existing maintenance company/ parking operator/ union/ etc.?	
9	How will category exclusivity come into play? If a concourse is sponsored by Pepsi, can F&B operators within that concourse still sell Coca-Cola products?	
10	Please confirm whether exterior locations will continue to be separate from future interior advertising RFPs.	
11	How would proposed sponsorships and associated content be evaluated and approved? Is there a formal committee, airline input, community input, etc.?	