



THE CITADEL

Procurement Services
171 Moultrie Street
Charleston, SC 29409-6500
843-953-2737
procurement@citadel.edu

Statement of Award

Notice Date: September 25, 2025

Solicitation #: RFP 26001-JD

Title: Licensing Services

The Citadel awards the contract noted below. Unless otherwise suspended or canceled, this document becomes the final Statement of Award effective September 25, 2025. Unless otherwise provided in the solicitation, the final statement of award serves as acceptance of the offer noted below.

Offeror should not perform work on or incur any costs associated with the contract prior to the effective date of the contract. Contractor should not perform any work prior to the receipt of a purchase order from The Citadel. The State assumes no liability for any expenses incurred prior to the effective date of the contract and issuance of a purchase order.

Right to Protest: If you are aggrieved in connection with the intended award of this contract, you may be entitled to protest, but only as provided in Section 11-35-4210 (1) of the South Carolina Code of Laws. Any intent to protest or actual protest must be submitted in writing to the Chief Procurement Officer, Materials Management Office

(a) via email to protest-mmo@mmo.sc.gov, or

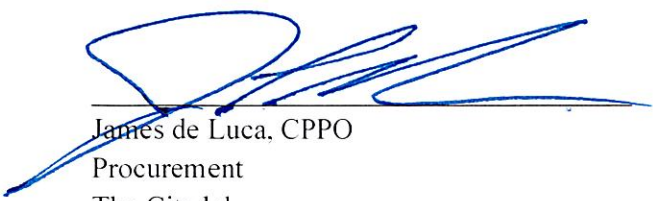
(b) via USPS or any other carrier to 1201 Main Street, Suite 600, Columbia, SC 29201

Contract Number: 26001-JD

Awarded To: Affinity Licensing LLC
5751 Palmer Way, Suite G
Carlsbad, CA 92010

Total Potential Value: Commissions paid to The Citadel based on actual sales of licensed goods, 80% of All Gross Royalties on sales collected annually.

Maximum Contract Period: July 1, 2026 through June 30, 2031



James de Luca, CPPO
Procurement
The Citadel