



## louisville arena authority

**RELEASE DATE: June 17, 2026**

### **REQUEST FOR INFORMATION**

**To: Potential Providers – Replacement of Arena Fixed Seating at KFC Yum! Center**

**Re: Request for Information (“RFI”) – Replacement of Arena Fixed Seating– Louisville Arena Authority, Inc.**

This document constitutes a Request for Information only by the Louisville Arena Authority (“LAA” or “Arena Authority”) from qualified providers, for the KFC Yum! Center. A formal Request for Proposals will be released on a later date.

The RFI Response Due Date is **Tuesday, August 11, 2026, by 5pm EST.**

### **FACILITY INFORMATION**

The Louisville Arena Authority is a Kentucky non-stock, non-profit corporation, created for the purpose of overseeing the creation, design, construction, financing, management and operation of the multi-purpose arena built in downtown Louisville, Kentucky. The arena, the “KFC Yum! Center,” opened in October 2010. The LAA’s all-volunteer Board of Directors comprises of ten members appointed by the Governor of the Commonwealth of Kentucky and five appointed by the Mayor of Metro Louisville. The LAA was created under the Kentucky not-for-profit corporation statutes and has obtained 26 USC § 501 (c) (3) tax-exempt status. Key background data is provided for some context for the Project.

The KFC Yum! Center is managed and operated by Legends Global, pursuant to a management agreement dated July 1, 2012, and subsequent addendums. Legends Global is authorized to act as agent for the Louisville Arena Authority in the management of this Request for Information.

The KFC Yum! Center, a state-of-the-art multi-purpose arena, is home to the University of Louisville Men’s and Women’s Basketball programs. Additionally, it is designed to accommodate a wide variety of other events including NCAA championships such as wrestling, gymnastics and volleyball, as well as concerts, family shows, trade shows, private events and conventions.

## **PROJECT BACKGROUND**

### **INTENT AND SCOPE**

The Louisville Arena Authority has engaged Forward Associates Group Limited (“Forward Associates”) to identify opportunities for upgrading the KFC Yum! Center (the “Arena”) with the goal of enhancing the guest experience at the Arena. In conjunction with this effort, the Arena Authority is considering the replacement of the Arena’s original fixed seating (including certain non-retractable seating currently on demountable platforms) .

As a result, the LAA is seeking preliminary information from seating vendors across a number of seating categories and premium levels throughout the venue. The guest experience project includes a variety of seating products aligned with differing design intents across general admission, premium hospitality with different tiering of experience. At this stage, the Arena Authority wants to better understand the range of products available within your catalogue that may align with the indicative design direction of each experience.

Additionally, for selected seating areas, the LAA plans to review seat layouts and undertake feasibility studies to assess opportunities for accommodating additional seats within existing lower bowl geometries. This includes assessment of center-to-center (CTR) spacing, sightlines, clearance requirements, and other relevant constraints in relation to current conditions.

At this stage of the process, we are issuing this RFI to request:

- Manufacturer product information and recommendations aligned with the initial design intent provided.
- An outline of your proposed process and methodology, including site surveys, 3D modelling, seat layout studies, capacity assessments, process for custom-made elements, and other technical support services you could provide.
- Information on available finishes, upholstery options, and customization capabilities.
- Lead times and any relevant technical considerations.
- Information on how retractable seating solutions can be matched, as closely as practicable, to the desired look and feel of adjacent fixed seating within specific sections.
- Indicative / budgetary non-binding pricing based on the preliminary seating numbers provided, including an understanding of how pricing would be affected by these phasing options:
  - a) Entire project is done in one summer
  - b) Project is split with lower bowl in one summer (includes 100 and 200 level seating) and upper bowl (includes 300 level)
  - c) Suites as a stand-alone proposal that may take place in either of the above phases

Vendor responses should be based on an arena tour and the Project Manual issued at the RFI on-site meeting. A signed Non-Disclosure Agreement will be required to receive the Project Manual. Reviewing manufacturer product ranges and analyzing suitable solutions for this project presented in the RFI responses will shape the actual specifications for the Request for Proposals to be issued in early Fall 2026.

Please note that colors, materials, and finishes shown within the Project Manual are indicative only at this stage and may evolve depending on the premium level and operational requirements of the

associated club or seating area. Please note that retractable seating should match, as closely as practicable, the desired look and feel of the fixed seating.

**REQUIREMENTS OF RESPONDERS**

- A. Experience in large scale (minimum 10,000 seats) fixed and retractable seating projects including projects within last 12 months
- B. Professional Liability Insurance
- C. Ability to Provide Experienced Staff
- D. Ability to perform work on time / schedule and on budget

**RESERVATION OF RIGHTS BY THE LOUISVILLE ARENA AUTHORITY**

In no particular order, the Louisville Arena Authority reserves certain rights which include but are not limited to:

- To cancel or postpone the release of an RFP at any point
- To modify the timing of the replacement of certain seating sections
- To modify the specifications of the seats used including size and color
- Issue addendums as needed

**RFI SCHEDULE**

- RFI Release Date 6/17/2026
- On-site Meeting and Tour 7/7/2026 @ 9 am EST
- Written Questions Due Date 7/14/2026 no later than 2 pm EST
- Answers sent to all Responders 7/16/2026 no later than 5 pm EST
- Information Responses Due Date 8/11/2026 no later than 5 pm EST
- Follow up Questions 8/12/2026 – 8/19/2026

**INSTRUCTIONS TO RESPONDERS**

**Mandatory On-Site Meeting and Tour**

All potential responders are requested to attend the meeting and tour that will be held on-site at the KFC Yum! Center One Arena Plaza Louisville, KY 40202. The Project Manual, written responses to questions, and any addenda to the RFI will only be distributed according to the attendance sheet of potential responders.

Meeting Date: Tuesday, 7/7/2026 at 9 AM Eastern Standard Time.  
Meeting Location: KFC Yum! Center, One Arena Plaza Louisville, KY 40202

**Submitting Questions**

Any prospective Responder to this RFI is encouraged to submit any written questions they may have no later than by the date above. Send questions to Trevor Hamilton at the KFC Yum! Center at E-mail: [thamilton@kfcyumcenter.com](mailto:thamilton@kfcyumcenter.com). No verbal responses made by any staff member or arena authority board member shall be binding. Upon request, following any requirements instituted by the Louisville Arena Authority, CAD drawings will be supplied to pre-qualified responders. Specific data requests related to facility information or event activity will be supplied to all responders at the discretion of the Louisville Arena Authority.

**Preparation of Response**

The respondent is expected to comply with all specifications, terms, conditions and instructions contained in the Request for Information (RFI).

**Form of Response**

Information request items listed under Intent and Scope should be included in the response in the stated order. Include the certification and signature provided at the end of this section.

1. Responses as requested above.
2. Most recent seating replacement projects with reference information.

**CERTIFICATION OF INFORMATION PROVIDED**

The information provided herein is accurate to the best of my knowledge and may be accepted by the recipient as a true representation of:

Firm Name: \_\_\_\_\_

Signed: \_\_\_\_\_

Principal-in-Charge: \_\_\_\_\_

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

**Reservation of Rights**

The LAA reserves the right to amend, modify or withdraw this request; to waive or revise any requirements of this request; to require supplemental statements or information from any responding party; to reject any response submitted; to accept or reject any or all responses received with respect to this request; to extend the deadline for submission of responses; to negotiate or hold discussions with any responding party and to cancel, in whole or in part, this request if the Arena Authority deems it to be in its best interests to do so. The Louisville Arena Authority (LAA)

expressly reserves the right, at its sole discretion, to procure certain materials or equipment directly, including but not limited to long-lead items or high-value components, in order to mitigate schedule risk, ensure quality, or reduce costs, as direct purchases of materials by the LAA are exempt from Kentucky sales and use tax. . In such cases, the selected Contractor shall coordinate receipt, storage, and installation of any Owner-furnished materials as part of its contractual obligations. The Arena Authority may exercise the foregoing rights at any time without notice and without liability to any responding party or other parties for their expenses incurred in the preparation of responses or otherwise. Responses with respect to this request will be prepared at the sole cost and expense of the responding party. The issuance of this request and the submission of a response and/or the acceptance of such response by the Arena Authority does not oblige the Arena Authority in any manner whatsoever. Legal obligations will only arise upon execution of a formal agreement by the Arena Authority and the selected provider.

### **RESPONSE DEADLINE**

Responses must be received via email by **2:00 PM Eastern Daylight Time on August 11, 2026**  
to:

Trevor Hamilton  
thamilton@kfcyumcenter.com

Firms submitting inquiries are advised not to rely on any verbal advice/instruction, and only to rely on written instructions from the Louisville Arena Authority authorized representatives.