



REQUEST FOR PROPOSAL 21-041
ATHLETIC TICKETING SYSTEM

Issue RFP: Tuesday, August 31, 2021

Proposals Due: Tuesday, October 12, 2021
2:00 PM CST

Selection of Vendor: by November 2021, or before

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Troy University

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Athletic Ticketing System

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Calendar of Events

Troy University

Request for Proposal 21-041 Athletic Ticketing System

Tuesday, August 31, 2021	Issue RFP
Tuesday, September 14, 2021	Questions on RFP due (in writing) by 2:00 PM CST
Tuesday, September 21, 2021	Response from Troy to questions by 2:00 PM CST
Tuesday, October 12, 2021	Proposals due by 2:00 PM CST Mrs. Vanessa Maulden, Purchasing and Asset Management Tine Davis Fieldhouse 5000 Veterans Stadium Drive Troy, AL 36082
Tuesday, October 26, 2021	Vendor Presentations/Demonstrations by selected firms (Selected firms will be notified, only those notified will present)
November 2021 or before	Selection of Vendor (If decision is made to award contract)
To be negotiated	Contract commencement

Evaluation Criteria

Troy University

Request for Proposal
21-041 Athletic Ticketing System

Proposals will be evaluated in accordance with the following criteria:

1. Points can be assigned as follows:

1. Excellent	30
2. Good	20
3. Fair	10
4. Poor	5
5. Unacceptable	0

2. Each Category weighted by importance and compared to similar size institutions where applicable:

	<u>Weight Factor</u>
1. Qualification of Vendor in Athletic Ticketing Industry	15
2. Experience of Vendor in Higher Education	10
3. Integration/migration of customers from current system	20
4. Proposed charge for system	20
5. Reporting Features	15
Access, Ease of Use, Storage of Data	
6. Dedicated technical support resources	5
7. References (3 similar size institutions w/multiple campus locations)	5
8. Implementation Plan	5
9. Technical Support Training and Operations	5

- EXAMPLE: 1. Experience of Vendor in Higher Education
Good Rating 20 x 15=300 points
2. Technical Support Training and Operations
Poor Rating 5 x 5=25 points

Evaluation Criteria Worksheet

Request for Proposal
21-041 Athletic Ticketing System

	Weighting Factor	Points Assigned	Total
1. Qualification of Vendor in Athletic Ticketing Industry	15		
2. Experience of Vendor in Higher Education	10		
3. Integration/migration of customers from current system (REQUIRED)	20		
4. Proposed charge for system	20		
5. Reporting Features Access, Ease of Use, Storage of Data	15		
6. Dedicated technical support resources	5		
7. References (3 similar size campuses) w/ multiple campus locations	5		
8. Implementation Plan	5		
9. Technical Support Training and Operations	5		

Introduction & Bidder Instructions

Troy University
Request for Proposal
21-041 Athletic Ticketing System

1. Purpose

The purpose of this RFP is to establish a contract for an Athletic Ticketing System. The system requirements are contained in the Scope of Services and Specifications of the RFP.

2. Commitment of the University

Troy University (TROY) reserves the right to withdraw this RFP at any time and for any reason. Receipt of proposal materials by the University or submission of a proposal to the University confers no rights upon the proposer nor obligates the University in any manner.

A contract, based on this RFP, may or may not be awarded. Any contract resulting in an award from the RFP is invalid until properly approved and executed by the Chancellor or approved designee, Troy University. Any agreements shall be construed and interpreted according to the laws of the State of Alabama.

3. Issuing Office

This RFP is being issued by and sealed proposals are to be submitted to:

Troy University
Mrs. Vanessa Maulden, vmaulden@troy.edu
Purchasing & Asset Management
Tine Davis Fieldhouse
5000 Veterans Stadium Drive
Troy, AL 36082

4. Form of Contract

The successful bidder shall submit a proposed agreement, the scope and terms of the contract shall consist of the RFP, any amendments thereto, and the contractor's proposal in response to the RFP. In the event that an issue is addressed in one document that is not addressed in the other documents, no conflict in language shall be deemed to occur. However, the University reserves the right to clarify any contractual relationship in writing with the concurrence of the Contractor, and such written clarification shall govern in case of conflict with the applicable requirements stated in the RFP or the Contractor's proposal. In all other matters not affected by the written clarification, if any, the RFP shall govern.

No modifications or changes in any provision in the contract shall be made, or construed to have been made, unless such modification is mutually agreed to, in writing, by the Contractor and the University and incorporated as a written amendment to the contract. Memoranda of understanding and correspondence shall not be construed as amendments to the contract.

This Agreement shall be governed by the laws of the State of Alabama both as to its interpretation and performance without regard to its choice of law requirements. Should either party be required to legally enforce this agreement then suit shall be filed in the Circuit Court of Pike County, Alabama as the exclusive venue to adjudicate the same and the non-prevailing party shall be responsible for the expenses of the prevailing party, including reasonable attorney's fees as a result of such litigation.

5. Deviations from the Form of Contract

The stated requirements appearing elsewhere in the RFP shall become a part of the terms and conditions of any resulting contract. Any deviations, therefore, must be specifically defined by the Contractor in the proposal which, if successful, shall become part of the contract, but such deviations must not be in conflict with the basic nature of this RFP.

6. Execution of Contract

The Contractor to whom the contract is awarded shall, within ten (10) days after prescribed documents are presented for signature, execute and deliver to TROY the contract in substantial form, and include those items added or deleted during negotiations. The Contractor shall also provide satisfactory evidence of all required insurance coverage, bonds, and proof satisfactory to TROY, of the authority of the person executing the contract on behalf of the Contractor.

The above documents must be furnished, executed, and delivered before the contract will be executed by TROY. The contract will not be binding upon TROY until it has been executed by TROY and a copy of such fully executed contract is deliverable to the Contractor.

The contract shall be for a term of one year with successive one-year renewal options not to exceed a total of five (5) years.

7. Contract Requirements

BID BONDS:

Troy University Purchasing Policy provides that all vendors are required to furnish a bid bond on any contracts for services exceeding \$50,000. A bid bond is designed to secure a particular bid until it is either rejected or accepted and a contract is made and secured or goods are received.

Bid guarantees may be presented in the form of a bid bond, postal money order, certified check, cashier's check, or irrevocable letter of credit for no less than 10% of the bid amount. All check guarantees for unsuccessful bidders will be returned in a timely manner.

For the successful bidder, a bid bond remains in effect until the following:

A vendor who is providing goods or materials has received an approved Troy University Purchase Order or contract, or

A vendor who is providing services has been notified of award. The bid bond for the successful vendor will remain in the possession of the Troy University Purchasing Department until such time as a performance bond can be presented to the University for the services under contract.

PERFORMANCE BONDS:

Alabama Law (Section 41-16-28, Code of Alabama 1975) provides that a bond is a responsible sum for faithful performance of the contract, with adequate surety, shall be required in an amount specified in the advertisement for bids. The performance bond shall be set at no less than 10% of the total contractual amount or at a stated amount of no less than the cost of one month's service, whichever is greater. A performance bond must be in effect prior to the first date of service. Upon award of the bid, the successful bidder will be responsible for providing a Performance Bond, which should be valid until all work associated with this project has been completed. The performance bond should be presented to the Troy University Purchasing

Department before a purchase order is issued. No goods are to be delivered and no work is to begin without an official Troy University purchase order.

VENDOR DISCLOSURE FORMS:

State of Alabama Act 2001-955 requires that the Vendor Disclosure statement be completed and filed with all proposals, bids, contracts or grant proposals to the State of Alabama in excess of \$5,000.00. A vendor disclosure statement is not required for contracts for gas, water, and electric services, where no competition exists, or where rates are fixed by law or ordinance. In circumstances where a contract is awarded by competitive bid, the disclosure statement shall be required only from the person receiving the contract and shall be submitted within ten (10) days of the award. A new vendor disclosure statement is required for each purchase in excess of \$5,000.00 regardless of prior purchases. A current vendor disclosure statement must be on file before invoices can be processed for payment.

8. **Examination of RFP Document**

The bidder is encouraged to carefully examine all related RFP documents to become fully informed of the requirements and preferred features of the system to be provided. The bidder is responsible for collecting all necessary data required for developing its proposal for the described services. **Interested bidder(s) may contact Ryan Key, akay@troy.edu Assistant Director of Athletics, Ticketing, between Tuesday, August 31, 2021 and Tuesday, September 14, 2021 for any required clarifications. All questions will be answered by Troy University no later than Tuesday, September 21, 2021.**

Bidder must submit two (2) original documents and a USB stick of the proposal.

Sealed proposals will be received until 2:00 PM CST on Tuesday, October 12, 2021 at which time bids will be publicly opened. Proposals received after the time and date specified above will not be considered; but will be maintained in the Purchasing Department.

Sealed Proposals should be mailed or hand delivered to (One (1) hour prior to bid opening):

Troy University
Mrs. Vanessa Maulden, ymaulden@troy.edu
Purchasing and Asset Management
100 University Park, 2nd Floor
Troy, AL 36082

Sealed Proposals should be delivered to (at bid opening time/date):

Troy University
Mrs. Vanessa Maulden
Tine Davis Fieldhouse
5000 Veterans Stadium Drive
Troy, AL 36082

The outside cover should be clearly marked as:

Proposal for Athletic Ticketing System
RFP # 21-041
Name of Company
2:00 PM / October 12, 2021

9. Proposal Addenda and Rule for Withdrawal

Prior to the deadline date specified for receipt of proposals, a proposal may be withdrawn by submitting a written request for its withdrawal to the address listed above.

Unless requested by the University, the University will not accept any addenda, revisions, or alterations to proposals after the proposal due date.

Any submitted proposal shall remain valid for six (6) months after the proposal due date.

10. Addenda – Changes While Proposing

No interpretation of the meaning of the contract documents as defined in the scope of services, nor correction of any apparent ambiguity, inconsistency, or error therein will be made to bidders orally. Every request for such interpretation or correction shall be addressed in writing to:

Troy University
Mrs. Vanessa Maulden, vmaulden@troy.edu
Purchasing and Asset Management
100 University Park, 2nd Floor
Troy, AL 36082
Attention: Athletic Ticketing System

Any such requests for interpretation or correction must be received at least ten (10) days prior to the last day for submitting proposals in order to be given consideration. All such interpretations and supplemental instructions will be transmitted by mail, email or fax to all bidders no later than five (5) working days prior to the last day for submitting proposals.

11. Rejection of Non-Responsive Proposals

Proposals shall be considered non-responsive if they contain omissions, alterations of unacceptable conditions or limitations, or other irregularities of any kind. TROY may reject proposals considered non-responsive.

12. Oral Commitments

Potential bidders should clearly understand that any verbal representations made or assumed to be made during any oral discussions held between representatives of potential bidders and any Troy University personnel are not binding on Troy University, unless confirmed in writing by Mrs. Vanessa Maulden.

Bidders shall be accorded fair and equal treatment with respect to any opportunity for discussion, negotiation, and clarification of proposals. Any oral clarifications of substance shall be reduced in writing by the proposer when requested by TROY.

13. Offer of Gratuities

By submission of a proposal, the proposer certifies that no official or employee of the University has or will benefit financially or materially from this contract. The contract may be terminated by the University if it is determined that gratuities of any kind were either offered to, or received by, any official or employee of the University from the potential bidder, his agent, or employees.

14. Vendor Presentation/Demonstration

Bidders who submit a proposal in response to this RFP may be required to make a presentation/demonstration of their proposal based on selection by Troy University. Only those vendors selected by Troy University will be required to present. These presentations and demonstrations must show the University the “live” system functioning on a computer-based system. The bidder may use additional vendor supplied data to showcase additional features of their product.

15. Restrictions on Communicating with University Staff

From the issue date of the RFP, until a Contractor is selected and selection is announced, bidders are not allowed to communicate with any University staff except:

1. Mr. Ryan Kay
2. The Purchasing and Asset Management department
3. University Representatives during oral presentations and demonstrations
4. Via written questions as provided in Paragraph 10.

The University shall reserve the right to reject a proposal for violation of this provision.

16. RFP Addenda

Addenda to this RFP may be necessary prior to the closing date and will be furnished by mail to all prospective bidders. Failure to acknowledge receipt of addenda with your bid submission may result in the proposal not being considered.

17. Compliance with the Law

Contractor shall comply with all applicable laws, ordinances, rules and regulations relating to the Services provided under this Agreement.

18. Insolvency

In addition to all other rights herein, either party hereto may terminate this Agreement without prior notice should the other party become insolvent, voluntarily file for bankruptcy or receivership, or make any assignment for the benefit of creditors, or should the other party have commenced against it any proceeding, suit or action in bankruptcy or receivership provided such proceeding, suit or action is not dismissed within thirty (30) days.

TROY’s financial status depends directly upon appropriations from the State of Alabama. Therefore, this agreement, and its continuation, is hereby expressly made contingent upon TROY actually receiving from the State of Alabama an appropriation in sufficient amount so as to allow TROY to meet its financial obligations. Such determination shall be made solely by TROY and such determination shall be final and binding upon both parties. If at any time TROY shall determine that its appropriation is not adequate to allow it to meet its obligations, then in such event TROY shall be allowed to terminate this Agreement, upon 90 days written notice to Contractor, with all other termination and final settlement provisions remaining applicable hereto.

19. Trade Secrets and Propriety Information

During the term of this Agreement, Contractor and University may have access to certain proprietary materials of each other. In the case of Contractor, proprietary information shall include management guidelines and procedures, donor information, faculty data, student data, staff data, operating manuals, software programs and similar compilations regularly used in Contractor's business operations ("Trade Secrets"). Neither University nor Contractor shall disclose any of the other party's Trade Secrets or other proprietary information, directly or indirectly, during or after the term of this Agreement. The parties shall not photocopy or otherwise duplicate any such material without the prior written consent of the originator. All Trade Secrets and other proprietary information shall remain the exclusive property of its originator and shall be returned thereto immediately upon termination of this Agreement. In the event of any breach of this provision, the offended party shall be entitled to equitable relief, including an injunction or specific performance, in addition to all other remedies otherwise available. This provision shall survive termination of this Agreement.

As a reminder, all student data must be protected under the provisions of FERPA (Family Educational Rights and Privacy Act). The successful vendor must demonstrate the security mechanisms in place to protect against data loss or security breaches.

20. Assignment

This Agreement, or any portion thereof, may not be assigned by either party without the written consent of the other.

21. Catastrophe

Neither Contractor nor TROY shall be liable for failure to perform its respective obligations hereunder when such failure is caused by fire, explosion, water, act of God, civil disorder or disturbance, strikes, vandalism, war, sabotage, weather and energy related closings, governmental rules or regulations, failure of third parties to perform their obligations with respect to the Services, or like causes beyond the reasonable control of such party, or for real or personal property destroyed or damaged due to such causes.

It is required by the University that the successful bidder speak to their disaster recovery/backup methodology should the University choose to house their data in the vendor's data center(s). The University requires that the vendor demonstrate routine exercise of their disaster recovery plan and provide reports to the University of those exercises. Should TROY decide to have the bidder host their system at the bidder's facilities, failure to provide adequate disaster recovery/backup could result in the termination of the contract by TROY should the deficiency not be corrected. Remediation of the disaster recovery/backup facilities would be required in a mutually agreed to time frame by the bidder and University.

22. Severability

If any term or provision of this Agreement or the application hereof to any person or circumstance shall, to any extent or for any reason be invalid or unenforceable, the remainder of this Agreement and the application of such term or provision to any person or circumstance other than those as to which it is held invalid or unenforceable shall not be affected thereby, and each remaining term and provision of this Agreement shall be valid and enforceable to the fullest extent permitted by law.

23. Amendments to Agreement

All provisions of this Agreement shall remain in effect throughout the term hereof unless the parties agree, in a written document signed by both parties, to amend, add or delete any provision. This Agreement contains

all agreements of the parties with respect to matters covered herein, superseding any prior agreements and may not be changed other than by an agreement in writing signed by the parties hereto.

24. Entire Agreement

This Agreement and its attachments and other documents specifically incorporated by reference herein contains the entire understanding and agreement of the parties concerning the matters contained herein, and supersedes and replaces any prior or contemporaneous oral or written contracts or communications concerning the matters contained herein.

Proposal Format
Troy University
21-041 Athletic Ticketing System

Proposals shall be submitted in the format contained in the Request for Proposal. This material must be in sequence and related to the Request for Proposal. The University will make no reimbursement for the cost of developing or presenting proposals in response to this Request. Only information specifically related to this type of project will be evaluated. Proposals must present the following information.

Section A: Company Profile: A brief narrative describing the company's history, corporate resources, management team, company philosophy, approach to providing services, qualifications, higher education experience, total number of years in business, relevant experience and benefit(s) TROY will receive through contracting with the firm.

The University desires a listing of all higher education institutions served. In addition, at least three account references from this list should be included that contains liaison names, telephone numbers, physical addresses, email addresses, and a description of services provided, and dates of the services.

Section B: System Features: A complete description of the System Features including all the reporting capabilities offered by the vendor. Please use the scope of services check-list provided in the next section of this RFP, additional features/services that are offered outside of the ones listed can be noted or attached to the check-list.

Section C: Pricing for ALL services, implementation fees, training fees, any monthly fees, user fees, reporting fees, renewal fees, licensing fees, and ANY additional fees that could potentially be charged.

Section D: Security Profile: Details of your company's hosting site, including security, redundancy, and system back up details, and emergency preparedness/disaster recovery methodology and plan. Indicate if hosting provided by vendor (SaaS) or by client. Please describe.

Section E: Equipment Requirements: Describe minimum venue intranet LAN server specifications and/or PC hardware/software/operating system requirements to utilize your system. Indicate compatibility with Windows and Mac OS. Indicate supported web browsers. Is the system compatible with mobile devices (i.e. tablets and cell phones), if so which operating systems? List any software or equipment that will require a static IP.

Section F: Implementation Plan: Describe the process used to implement the contracted services, including any customization or transition period that will be required. (approx. 15,000 customer accounts & approximately 37,500 seats) Provide a listing of events and timeframes for accomplishing the implementation, along with the training required for operations and reporting.

Section G: Technical Support and Operation: Provide a specific description of the technical support available to Troy University. Describe the subjects, hours and days of operation, method of presentation, and exactly which components will be developed specifically for the TROY support personnel. Describe escalation process for reported incidents. Indicate expected turnaround time

for various levels of incidents and problems? -E.g. low (informational), medium (loss of some functionality or speed), high (loss of core functionality).

Section H: Secure Hosting Facility Profile: Physical location of hosting site, number of years in business, number of clientele housed in this location, emergency preparedness/disaster recovery methodology and plan. Briefly describe security measures in place at your hosting location. The HECVAT Full Form should be included in Section H. The University's Information Technology Department requires the completion of HECVAT FULL Form documentation to ensure that cloud-based products are appropriately assessed for security and privacy needs. Information related to the HECVAT Full Form can be found by visiting <https://library.educause.edu/resources/2020/4/higher-education-community-vendor-assessment-toolkit#tools> and should be included with submitted proposals (can be on flash drive, rather than print). An electronic copy of the HECVAT may also be requested after submissions are opened. Failure to provide this document will exclude your proposal from being evaluated. **Please insert the following statement in your proposal for the proposal to be considered.** We, _____ (company name) comply and agree with policy 816 External Hosting Policy for Troy University.

<https://www.troy.edu/epolicy/800-technology.html#816>

Section I: Exceptions to RPF: The Contractor must address any and all exceptions to the RFP. These should be referenced by subsection.

Section J: Additional Explanations and Interpretations: Any explanation desired regarding the meaning or interpretation of the RFP, attachments, specifications, etc. must be requested in writing with sufficient time allowed for reply to reach bidders before the submission of their offer. Oral explanation or instruction given before the award of the contract will not be binding.

Any information given to prospective bidders concerning the RFP will be furnished to all prospective bidders as an amendment or addendum to the RFP.

Section K: Acknowledgement of Amendment or Addendum to RFP: Receipt by a bidder of an amendment or addendum to the RFP must be acknowledged by inserting a copy in the bidders' proposal.

Section L: Further Information: All proposals received in response to this RFP will be evaluated and ranked in accordance with the evaluation criteria stated in Section 2. Bidders are cautioned that the University will not accept after the closing date for receipt of proposal, data that is essential for a complete and thorough evaluation of the proposal. The University expects to award a contract based on the initial offer, therefore all proposals should be submitted on the most favorable and complete price, and technical terms that the bidders can submit to the University.

Section M: Propriety Information: After the award of the contract, all proposals will be open for public inspection. Trade secrets, test data and similar proprietary information will remain confidential, provided such material is clearly marked. However, net cost information will not be considered confidential.

Section N: ADA Section 508 Compliant: Each vendor must certify that the proposal offered is in full compliance with the Americans with Disabilities Act Section 508. Specific data related to the vendor's compliance methodology would be beneficial.

Scope of Services
Troy University
21-041 Athletic Ticketing System

This section of the Request for Proposal provides a list of desired services and functions of the Athletic Ticketing System. This is not a defined list, but a guide of what the University is looking for in a system. This sheet should be used with your proposal to indicate whether or not your company's proposal meets the following scope of services. Additional features or services can be noted on a separate page with your proposal and attached to this check-list.

System Capability	
1. Provide an overview of your current system's ticketing architecture, include: hardware, software configuration, telecommunications equipment needs, technical specs, schematics, cabling diagrams, bandwidth requirements and all other information pertaining to related topic.	
2. How does your system handle multiple client/venue databases within the same environment? Describe user levels of security and permission-based controls/flexibilities.	
3. Describe your communication architecture/design and list any communication redundancy features.	
4. Does your solution support third party integrations for tools such as customer relationship management, seat map visualization, dynamic pricing, stored valued ticketing, heat mapping and all other related interfaces?	
5. Describe the system capability to import/export, read/write data files.	
6. Provide information on your current process for system enhancements. Please provide a description of the process from inception to implementation, including all details about the frequency of updates, the process for applying the upgrades to client and the training provided as it relates to the upgrade. Include the process by which the Bidder allows client to participate in identifying the system roadmap and/or future direction.	

7. Is your solution hosted? If so, bandwidth average. Please provide an overview of security.	
8. Describe what systems mechanisms are currently in place to detect and protect client/personal confidential information, commercial misuse, and hacking. Please include information on anti-fraud, anti-thief, robot attacks and anti-malice protections.	
9. Describe your system's security intrusion incident handling procedures, including methodology used to determine incident severity and timeline for escalation	
10. Describe system's backup, data and hardware redundancy, data security, backup and recovery.	
11. The proposed solution must currently have the capability to allow Troy University to have complete control to make any and all changes to their setup without permission or reliance on Bidder. Please provide an overview of how your system solution currently is capable of providing this requirement.	
12. Describe how your solution is capable of replicating similar events/items/setups rather than going through the process step by step to rebuild. Does this apply season over season?	
13. Describe system's capabilities and limitations to create a number of like scaled events over a given range of dates/times.	
14. Describe system's capability to place seats on hold across multiple events of the venue and season at once.	
15. Describe system's ability to turn on/or off specific events or functionalities by date/time, sales activity and all other parameters available by your solution. Can this be controlled through all sales channels?	

16. Describe how Troy University will have the ability to put seats on hold for various events, purposes or groups. Does the system limit the amount of seat holds/statuses you can use per season or event?	
Ticketing	
1. Describe the system's integration between ticketing, fundraising, e-commerce, marketing, and customer relationship management.	
2. Must support real-time ticket sales from one inventory out of a single database through multiple sales channels, including but not limited to, box office, telephone, and internet.	
3. Does Troy University control 100% of the data – including how and when donors/fans are marketed?	
4. Describe the system's restrictions regarding operator access/permissions.	
5. Does the system support full season, partial season, pick-a-plan, and flex plans via all sales channels?	
6. Does the system support season tickets containing events with different facilities and/or different configurations with the same season ticket, without requiring separate ticket packages/items to be transacted?	
7. Describe the capabilities in your system to allow for package seats to be held in an account as an unpaid reservation that will be reflected in the sales figures.	
8. Does the system allow for both reserved and general admission seating sales within the same package or event? Can this be sold through a pick-your-own seatmap or only best available flow?	

9. Does the system allow for an unlimited number of facility/configuration builds without vendor intervention?	
10. Describe the process for season rollover from one season to the next.	
11. Does the system provide functionality that helps to reseat and/or upgrade subscribers? Please describe.	
12. Does the system support the sale of non-ticket items such as parking, merchandise, memberships, donations, etc. without requiring that an event be built to manage the inventory?	
13. Does the system support variable per ticket charges by event, price level, type of ticket, and sales channel?	
14. Does the system allow for various methods of ticket delivery, including mobile wallet, mobile pdf, print-at-home, mail/will call, etc.?	
15. How can digital tickets be delivered or stored? Can they be delivered via SMS? Stored in an apple wallet?	
16. Describe your capabilities for barcodeless tickets and advanced forms of event entry.	
17. Describe the system's Access Control (ticket scanning) system.	
18. Is the communication between the Access system and the ticketing system in real time, such that all bar codes issued, voided or otherwise changed in status are updated instantly on the access control system? Back office?	
19. Describe ability to void original barcode upon return, cancellation or reprinting of tickets and re issue a new barcode when seats are resold or reprinted.	

20. Can the system support importing barcodes generated from outside of the ticketing system?	
21. Is your system PCI Compliant and P2PE certified?	
22. Describe the payment methods applicable within the system.	
23. Does the system accommodate partial payments for an order? Does the system account for payment plans for orders through all sales channels on all items?	
24. Does the system provide a fully-integrated gift card solution? If so, is the gift card accepted as real-time method of payment without processing through an additional system? Can the gift cards be branded with the client's brand of choice?	
eCommerce	
1. Describe your solution's scalability. Please provide benchmarked examples from large volume onsales performed in the last year.	
2. Describe your systems capability to support an integrated, real time, branded, large scale e-commerce site tied to sales, ticketing/donor database and customer service management.	
3. Can the system provide the capability to integrate with the official content site and mobile apps?	
4. Does your solution support real time integration with content site providers to display contextual ticket data on the website, eliminating manual operator interference for information entry?	
5. Is the eCommerce platform built mobile responsive? Is any functionality lost between a transition from desktop to mobile?	

6. Does your system support “Pick Your Own Seat” functionality during the online shopping experience for single tickets, exchanges, upgrades, and packages, allowing for donors and fans to navigate throughout the map to view multiple options and sections in a singular view? Is this functionality offered from all eCommerce points of sale – desktop, tablet, mobile?	
7. Does your system support “view from seat” functionality? Does your solution have a three-dimensional map offering?	
8. Does your system support seat maps with seat hold indicators such as limited/obstructed view, aisle seat, etc.?	
9. Describe how your system supports cross-sell and up-sell functionality during and at the end of the buying process. How does this functionality translate across multiple product lines other than tickets (i.e., hotel rooms, experimental upgrades, merchandise, food and beverage, development needs, etc.)?	
10. Describe your consumer fee structure. Does the client set all consumer fees online?	
11. Must support a robust online Account Management system to allow guests to manage their tickets/donations.	
12. Does your system support intricate online exchange functionality?	
13. Describe how customers can transfer their tickets to other recipients. Can multiple events be transferred at once? Can inventory from one event be transferred to multiple recipients in a single transaction?	
14. Does your system facilitate restricted presales that only allow access to specific customers, seating allocations, pricing, delivery methods, transaction fees, etc.? Please describe.	
Marketing & Distribution	

1. Does your solution provide a fully integrated email marketing tool able to store information pertaining to specific customers, such as order history and contact details?	
2. Please detail how the ticketing solution can create brand awareness in our market.	
3. Describe how you can assist in the administration of digital marketing campaigns and the approach to effectively assist in marketing our brand across the web.	
4. Describe how your solution is able to track/measure marketing initiatives across multiple digital channels.	
5. Please describe any data mining and analysis system functionality and the support provided. Is your solution capable of integrating with Google Analytics?	
6. Does your solution have any integrations with social media companies?	
7. Describe any marketing automation tools your solution encompasses, such as pixel tracking, shopping cart abandonment and behavior-based retargeting.	
8. Describe any strategic partnerships your company has to help facilitate brand recognition, database growth and ticket distribution.	
9. Describe any secondary market distribution channels that your solution integrates with, such as StubHub. Do these partnerships/integrations allow for omni-channel distribution?	
10. How can your distribution partners help our organization grow our database and revenue?	
11. Does your solution automatically remove invalid email address from the database?	

CRM	
1. Describe the CRM tools that are inherent to your system.	
2. Describe your system’s capability to show an all-encompassing view of a specific guest with regard to purchase history, donation history, demographic info and any forms of communication to or from that guest for each company.	
3. Does the system allow for customizable alerts or prompts so ticketing staff is notified whether a customer is a board member or donor?	
4. How does your system interface with third party CRM solutions, such as Salesforce CRM? Describe how it integrates with all components across all platforms (donor, ticketing, e-commerce, e-mail).	
5. What type of sales forecasting capabilities does your system offer?	
Reporting	
1. Please provide a list of standard reports. Please note an overview of the process for creating reports.	
2. Are reports customizable? If so, does the customization of reports require vendor intervention or do you provide an ad-hoc tool allowing clients to customize reports	
3. Can reports be scheduled and delivered electronically? Can reports be exported to different file formats, including excel, word, PDF, and Live Excel?	
4. Does your solution provide a native mobile reporting app?	
5. Please describe the capabilities for financial reporting within the system.	

<p>6. Does the system provide an audit train of all operator transactions? If yes, are all transactions in the system timestamped with an operator code? Please confirm that no financial transactions be over written without a correcting transaction.</p>	
<p>Fundraising</p>	
<p>1. Describe your system capabilities to accept, process, acknowledge and report on outright donations, pledges, payments, deferred gifts, matching gifts and in-kind gifts. What types of gifts are accepted online?</p>	
<p>2. Describe how a donor could manage their current donations/pledges, renew a donation/pledge, and view their donation history and engagement online.</p>	
<p>3. Can the system support multiple, fund specific transactions within separate, major donor campaigns?</p>	
<p>4. Can donations/pledges be put on payment plans. Are payment plans flexible or fixed?</p>	
<p>5. Describe development reporting. Are reports customizable?</p>	
<p>6. Describe how your solution supports special event fundraising and management activities including online reservations (i.e. galas, dinners, etc.).</p>	
<p>7. Does your solution have the capability of interfacing with outside fundraising systems?</p>	
<p>8. Describe your system’s capability to track and maintain a priority point and ranking program in the system. Can the program include variables from fan behavior such as ticket sales, donation history, event attendance, demographic details and other related consumer behavior?</p>	
<p>Service & Support</p>	

1. Please provide complete details on client support, service and client management including standards for all sales channels and 24x7x365 support.	
2. Please describe your customer support structure – number of support staff, hours of operation, and process for prioritizing problems/issues.	
3. How does your company release software updates? Please provide details on maintenance windows and down time. Do software upgrades come at any cost to the client?	
4. Does your company facilitate an organized user group and/or an annual conference for learning/networking opportunities? Please elaborate.	
5. Does your company facilitate ongoing learning opportunities? Please describe.	

VENDOR CONTACT INFORMATION:

Company Name: _____

Company Address: _____

Company Phone: _____ **Cell:** _____

Vendor Email: _____ **Date:** _____

Signature: _____

Printed Name: _____