ADDENDUM NO. 1

August 15, 2022

RFP # 22-035 Athletics- Ticket Sales Outsource

TO: ALL POTENTIAL BIDDERS

FROM: Vanessa Maulden
Troy University
Purchasing & Asset Management Dept.

Dear potential vendor,

Please see below for questions/answers in regards to this RFP # 22-035.

1. How will you evaluate this partnership as a success?
   Success will be defined by helping to increase revenue in football, basketball and baseball as it regards to season ticket sales and single game ticket sales. We are looking for a partner that will help us achieve these goals.

2. What is the University’s preferred financial model? Would Troy consider any financials models that are not 100% Commission? Prefer a financial model that showcases a one team concept for all ticket sales.
   a. Please define “Total Revenue Collections” and include which ticket types, ticket revenue and donations that will be eligible for commission in this model. Total Revenue Collections will be defined as state-side ticket revenues for season tickets and single game tickets. Donations may be considered if development opportunities are agreed upon by Athletics.

3. What is your preferred staffing model to support ticket sales and ticket service?
   a. Please list each position.
      i. On-site staffing
         1. Staffing needs for special events? Expectation is to have a role in all gamedays for ticketed sports – Football, Men’s Basketball, Women’s Basketball and Baseball
      b. Are there any current internal positions that you would like Aspire to absorb into a potential partnership model? (ex. Ticket Operations, etc.) No
   a. Is this partnership still active? Yes
   b. What key learnings, positive and negative, do you have from outsourcing to IMG-Learfield?
   c. Why did the University decide to outsource ticket sales services again? Please provide your primary reasons to outsource instead of setting up an in-house sales team. **Contract expiration**

5. The RFP states the initial contract term as three (3) years plus two (2) one-year extension options.
   a. Would the University consider an initial term of five (5) years plus a two (2) year extension option for a potential total of seven (7) years instead? **No**
      i. A longer term would ensure that the Service Provider could recruit the most qualified candidates who would feel more at ease with job security. **Five years is maximum length permissible**

6. Bonds:
   a. Can you clarify the minimum Bid Bond amount needed for this RFP considering the financial response is based on commissions tied to ticket revenue? **Troy University Purchasing Policy provides that all vendors are required to furnish a bid bon on any contract for services exceeding $50,000.**

7. In Section B of the RFP it asks for a Security Hosting Facility Profile.
   a. Is this applicable given our staff will be imbedded on-site with office space at Troy using your facilities? **If there is no software involved in any part of the product/services, this will not be required as Troy IT staff will not have the man power to support outside technology**

8. In Section D of the RFP it asks for a pricing schedule for software.
   a. What software is Troy asking us the vendor to provide with this partnership or is this a typo error? **If there is no software involved in any part of the product/services, this will not be required as Troy IT staff will not have the man power to support outside technology**

9. In Section E of the RFP it asks for a training and development program to be implemented for Troy Athletic Staff and coaches.
   a. Can you please elaborate on what you’re looking for the vendor to provide here given the scope of work is athletic ticket sales support? **If there is any training that the Athletic staff need, that will be provided by the selected vendor**

10. In Section F it asks for Technical Support.
    a. Can you elaborate on what you’re asking for here it seems this question may not be applicable given the scope of work is athletic ticket sales support? **If there is no software involved in any part of the product/services, this will not be required as Troy IT staff will not have the man power to support outside technology**

11. In Section G it asks for Technology Requirements for software that the vendor is providing.
1. Can you elaborate on what you’re asking for here it seems this question may not be applicable given the scope of work is athletic ticket sales support? If there is no software involved in any part of the product/services, this will not be required as Troy IT staff will not have the man power to support outside technology.


13. How much ticket inventory is available for new season ticket sales for University’s ticketed sports? We are not sold out for any of our sports.

14. How many unique names with data (phone numbers, emails, etc.) do you have in your current ticket database? To what extent have these lists been "mined" in the recent past, in terms of emailing and used for outbound phone calls? Approximately 41,000 accounts. All of these are used on a regular basis for outbound sales.

15. What ticketing software does the University use? CRM software? Paciolan
   a. What email marketing system is utilized to communicate with fans and alumni? PACMail

16. Please provide complete historical ticket sales data for all ticketed sports from the past five (5) fiscal years?
   a. Excel format is preferred.
   b. Please list total revenue collected each year

17. The RFP asks for integration with Sidearm Sports which houses the website and social media.
   a. How do you see the Ticket Sales team interfacing with Sidearm and associated responsibilities? We want to ensure that our partner is able to bring additional partnerships to the table to leverage sales opportunities to the public through our website and/or any other opportunities that help promote season and group ticket sales.

18. Is there an opportunity to sell tickets for University events (concerts, festivals, etc.) that are not tied to Athletics? No
   a. If so, could you please provide historical revenue data for these events?

19. Where would our office space be located on-site and what equipment (computers, phones, etc.) will the University provide to Aspire staff? On-site with phones and computers.

20. Are there any historical variables, scheduling, opponents, etc. that significantly impacts ticket sales? Regional rivalries for our sports make an impact and are seen within our conference schedule.

21. Premium Seating:
   a. Are there plans for any new premium seating options at any of the athletic venues? Baseball – new RBI Club
1. Please provide details and projected sales timelines. **Final price point to be determined soon. Would plan to hold a soft launch in October before the initial baseball sales timeline.**

2. Would service provider have access to sell the new inventory? **Yes**

22. When was the last time the University conducted any fan research studies? Please provide an overview on the scope of any research that has been previously conducted. **Postgame surveys for football reviewing experience, parking, concessions, etc.**

23. When does the University traditionally set season ticket prices? What analysis goes into setting prices each year? **October / November. Team performance and historical sales totals.**
   a. **Would you be interested in Aspire conducting a ticket pricing and packaging workshop? We would be interested in whichever partner is selected conducting a workshop**

24. **Athletic & Annual Fund Donations:**
   a. Would the University allow the Service Provider to solicit new stand-alone donations (not tied to a ticket purchase) and receive a revenue share only on the new & incremental revenue generated? **Yes. if Athletics agrees to make this addition**
   b. At what annual giving level does a donor receive a development officer to manage their account? **$300+**
   c. How many current annual fund donor accounts do not have a personal contact within athletics? **Approximately 100**
      i. How much total annual fund revenue is tied to these accounts? **Between $5,000 to $10,000**
   d. How many lapsed annual fund members do you have over the past 10 years? **Due to previous database migration, our accurate records account for the last 5 years for accounts. Following our Drive to 1887, this number is at approximately 100 to 150 individuals.**
      i. How much lapsed revenue associated with these accounts? **N/A**
   e. Who does fundraising for central campus and how do they interact with Athletics? 3rd party, etc. **University Development Office**

25. Has the University conducted any customer service training internally or for external units? **Internally for our external team**
   a. Would you be interested in Aspire conducting a yearly customer service training for all internal/external units? **Yes, with whichever partner is selected in the RFP**

26. We see this RFP is not to be submitted by email, but rather by delivering 1 original + 7 copies. We suggest, for practicality, one original copy to be delivered, but emailing a PDF of the proposal instead of printing that many more copies. Would that be acceptable? **We are required to have the original submission at RFP opening time, which is 2:00 PM CST, August 31st. Please provide a minimum of 2 hard copies and a USB Drive.**

27. **Section B – We asked to take exception to the HECVAT FULL 3.03 form as it is inapplicable to our business. We are not providing any software whatsoever, let alone cloud-based products. If there is no software involved in any part of the product/service, this will not be required**
28. Section D – Again, there is no software. Are you instead asking for pricing for our services here? If there is no software involved in any part of the product/services, this will not be required as Troy IT staff will not have the man power to support outside technology.

29. Section F – We ask to take exception to this as there is no software involved. If there is no software involved in any product/services, this will not be required as Troy IT staff will not have the man power to support outside technology.

30. Please provide total gross ticket sales revenues, that you would deem commissionable, for each of the past 5 athletic seasons. See EXCEL document for this information.

31. Please explain your current outbound ticket sales arrangement. Percentage of total ticket sales in a one team concept.

32. Are you open to a flat budget fee model with a management fee in lieu of a revenue share? Potentially interested in this but want to ensure there is motivation to continue to sell.

END OF ADDENDUM NO. 1