



UNIVERSITY OF SOUTH CAROLINA

AMENDMENT NO. 3 TO SOLICITATION

TO: ALL VENDORS

FROM: Charles Johnson, Procurement Manager

SUBJECT: SOLICITATION NUMBER: USC-RFP-2943-CJ

DESCRIPTION: Outsourced Ticket Sales and Services

DATE: April 4, 2016

This Amendment No.3 modifies the Requests for Proposals only in the manner and to the extent as stated herein.

Vendor Questions and Answers

BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT NO. 3 IN THE SPACE PROVIDED BELOW AND RETURN IT WITH THEIR BID RESPONSE. FAILURE TO DO SO MAY SUBJECT BID TO REJECTION.

Authorized Signature

Name of Offeror

Date

THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR A:

QUESTION 1: What is the projected home football schedule for the next five years? Are there any anomalies to the schedule that would have a potential impact on ticket sales projections?

ANSWER: **Nothing extraordinary that affect ticket sales.**

QUESTION 2: How satisfied are you with your current ticket sales staffing structure and the overall sales performance of your current outsourced ticketing vendor?

ANSWER: **Satisfied**

QUESTION 3: Would the University be open to a new specialized staffing structure with staff dedicated to the following areas:

- a. New Season Ticket Sales
- b. Group Sales
- c. Ticket Service and Retention
- d. Premium Sales

ANSWER: **We are open to all opportunities, but currently only executing a & b.**

QUESTION 4: What financial and cost model does the University prefer?

ANSWER: **Commission on new ticket revenue generated (required donations not commissionable).**

QUESTION 5: How much ticket inventory is available for new season ticket sales for each sport?

ANSWER: **Football ~ 5,000, MBB ~ 7,000, WBB ~ 4,000, Baseball ~ 500.**

QUESTION 6: What are your renewal deadlines and projected new season ticket on-sale dates for 2016 Football, 2016-17 Men's Basketball, 2016-17 Women's Basketball, and 2017 Baseball?

ANSWER: **Football, 2016-17 May 6, Men's Basketball, 2016-17 Sept 16, Women's Basketball Sept 16, and 2017 Baseball Dec 6.**

QUESTION 7: What are the Football, Men's and Women's Basketball, and Baseball season ticket renewal percentages for the past three years? Please note if the renewal percentages are based on total revenue or tickets renewed.

ANSWER: **a. FB 92%, MBB 85%, WBB 90%, BB 90%**
b. Tickets renewed

QUESTION 8: How many unique names do you have in your current fan/booster ticket database? To what extent have these lists been "mined" in the recent past, in terms of emailing and used for outbound phone calls?

ANSWER: **Approx 150,000 and they've been prospected thoroughly over the last three years.**

QUESTION 9: Would the university allow the service provider to take stand-alone donations for athletics that are not directly tied to any ticket sold? If yes, what is the size of the athletic ticket donor database?

ANSWER: **No.**

THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR B:

Question 1

As a company we have developed a comprehensive business unit designed to create and execute highly-effective ticket sales campaigns, primarily at the professional sports level. Our team's leadership includes individuals with track records of success working in all levels of ticket sales, from college to professional sports, and extensive experience on college campuses within collegiate multi-media rights. Does our firms background, and lack of direct collegiate ticket sales experience, preclude us from being awarded the assignment?

ANSWER: **No**

Question 2

Please clarify the role of the hired firm in ticket operations. Who will handle invoicing, ticket printing, and payment processing in the desired relationship?

ANSWER: **Our in house ticket office will handle all fulfillment operations including invoicing, printing but payment processing would be a duty assigned to the firm.**

Question 3

Will the responsibilities of ticket renewals be handled by the selected firm?

ANSWER: **This is negotiable.**

Question 4

Are there other price points for the football flex plans than \$365 for full season? If so what are those price points?

ANSWER: **All full season tickets are \$365 plus require donations. Another price level is Faculty/Staff pricing which is 80% of face value.**

Question 5

What are the applicable seat donation prices for baseball? Additionally, out of the donation price points, what percentage of seats are sold?

ANSWER: \$115, \$75, \$50, \$25

Question 6

Are there suites, club seats, and/or additional premium seating included in the available, sellable inventory? If so, how many total suites/premium seating are available to sell compared to those that are held aside for staff/administration, etc.? Are there any planned renovations or changes that will impact the facilities capacities or configurations?

ANSWER: No

Question 7

What percentage of season tickets are sold to alumni for all 4 sports?

ANSWER: Our respective systems do not mesh well enough to give an accurate answer.