



# UNIVERSITY OF SOUTH CAROLINA

## AMENDMENT NO. 1 TO SOLICITATION

TO: ALL VENDORS

FROM: Charles Johnson, Procurement Manager

SUBJECT: SOLICITATION NUMBER: USC-RFP-3065-CJ

DESCRIPTION: Box Office Ticketing, Donor Management, and Ticket Access Control Solution for the Athletics Department

DATE: January 13, 2017

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This Amendment No. 1 modifies the Request for Proposals only in the manner and to the extent as stated herein.

### Vendor Questions and Answers

THE DEADLINE FOR RECEIPT OF PROPOSALS HAS BEEN CHANGED FROM 3:00 PM ON JANUARY 20, 2017 TO 3:00 PM ON JANUARY 27, 2017.

THE AWARD POSTING DATE HAS BEEN CHANGED FROM FEBRUARY 8, 2017 TO FEBRUARY 10, 2017

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BIDDER SHALL ACKNOWLEDGE RECEIPT OF AMENDMENT NO. 1 IN THE SPACE PROVIDED BELOW AND RETURN IT WITH THEIR BID RESPONSE. FAILURE TO DO SO MAY SUBJECT BID TO REJECTION.

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Authorized Signature

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Name of Offeror

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Date

## **THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR A:**

**QUESTION 1:** Whether companies from Outside USA can apply for this? (like from India or Canada)

**ANSWER:** Yes, the University is fine with companies from outside the United States submitting proposals in response to the solicitation.

**QUESTION 2:** Whether we need to come over there for meetings?

**ANSWER:** Eventually. Yes, there would be substantial time put into a conversion that would require face to face meetings.

**QUESTION 3:** Can we perform the tasks (related to RFP) outside USA? (like, from India or Canada)

**ANSWER:** While we don't have a problem with the contractor performing contractual tasks outside of the United States, we expect a comprehensive proposal regardless of the origin company.

**QUESTION 4:** Can we submit the proposals via email?

**ANSWER:** No, proposals cannot be submitted via email. Please refer to the Submitting A Paper Offer Or Modification clause in Section II-A of the solicitation.

## **THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR B:**

**Question # 1:** On the Cover Page of the RFP, one electronic copy of the RFP Response is requested. However, on page 14 of the RFP, it states our business and technical proposals must be on separate media. Please confirm if you would like one electronic copy with our entire RFP response, or if you would like it on separate media.

**ANSWER:** We want the offeror's business proposal and technical proposal to be on separate media (i.e. separate USB flash drives or CDs).

**Question # 2:** On page 13 of the RFP, it states the contents of our offer must be divided into two parts: Technical Proposal and Business Proposal. However, on page 25, under Proposal Contents, it lists four different sections and specifies responses should be divided as such. Please confirm which format you would prefer.

**ANSWER:** The contents of the offer must be divided into two parts: Technical Proposal and Business Proposal. Therefore, each part (Technical Proposal, Business Proposal) should be in separate physical binders and on separate electronic media. Within the Technical Proposal, place tabs to identify each of the

**three sections (section A, section B, and section C) and separate the sections in the binder. Section D will be in the Business Proposal binder.**

**Question # 3:** On page 18 of the RFP, Section D. “System Requirements/Features Table”, references a table and specifically requests offerors to respond in a “grey column” however the system requirements are listed in bullet format. Will USC be redistributing the table for offerors to fill out?

**ANSWER: No, we listed out the features, but did not have the ability to keep them contained in a grey column or table. Offerors may disregard that and respond in bullet format.**

**Question # 4:** Under Proposal Contents, Sub bullet D, the RFP requests that a proposal be inclusive of an integrated direct email solution and one without such solution, however our platform comes standard with an integrated email marketing solution. Will offerors be penalized if they do not offer a proposal that does not include an integrated email marketing solution?

**ANSWER: No, we will take that into consideration, but not penalize.**

**Question # 5:** Page 14 indicates that any legal agreements should be marked with SAMPLE, however the offer’s checklist indicates “Do Not Include Standard Contract Forms”. If exceptions are being taken to the RFP Terms & Conditions, can a sample vendor agreement be included in our response?

**ANSWER: The University is not encouraging Offerors to include contract forms or other legal agreements of any type with their proposals. However, if an offeror chooses to include contract forms or other legal agreements with its proposal, every page of the contract form or other legal agreement must be clearly marked “SAMPLE”. Otherwise, no exceptions to the Terms and Conditions (Section VII-A and B of the solicitation) can be taken by the offeror in its proposal to the RFP. If a sample vendor agreement is included in an offeror’s proposal and it takes exception to any of the terms and conditions in the solicitation, then it’s the offeror’s responsibility to mark each page of the sample vendor agreement “SAMPLE” before including the sample vendor agreement in its proposal. Otherwise, the offeror runs the risk that its proposal may be deemed “non responsive” and removed from consideration.**

**Question # 6:** From an email marketing perspective, how many unique records do you have in your database? This number should combine both Athletics and the Colonial Life Arena

**ANSWER: Athletics has 135,000 and the Colonial Life Arena has 296,000.**

**Question # 7:** Under sub section D. System Requirements as part of the Scope of services:

- Donor Management: *Apple to account ID function*: Can you elaborate on what this means? Or what you are looking for here?

**ANSWER: It Should Read: *Apply to account ID function. Meaning inside an account, a donation can be given and applied to another account.***

- Arena/Non-Sport Event Ticketing: *Ticket Resales ability based on promoter request*: Does this mean allowing secondary market sales by event?

**ANSWER: Yes, specifically, that concert, or non-athletic events be able to allow resale on a request by promoter.**

**Question # 8:** Will both South Carolina Athletics and the Colonial Life Arena need separate branded ticketing websites?

**ANSWER: Yes.**

**Question # 9:** Please provide the following information surrounding hardware needs and historical sales volumes which will be used in determining a financial proposal:

*Operating Hardware:*

- How many ticket printers do you currently have at the Colonial Life Arena and across all of your other venues? If you would like any additional printers beyond what you currently have please indicate the optimal number you would like to be included in a proposal.

**ANSWER: 15 at arena to cover MBB, WBB and concerts, 6-7 at football, 8 at Rice Center, 5 at baseball, and 2 at softball is what is currently in use.**

- Please list any existing access hardware, including make and model of handheld scanners, which are currently installed or being used at your venues

**ANSWER: We currently scan tickets in using JANAM XM66.**

- Please provide the number of access points and handheld scanners/equipment needed at each of your venues

**ANSWER: Access points are ARUBA 215. We have this in place:**

Venue Equipment		Hand Held Scanners	Access Points	Ticket Printers
	Williams Brice stadium	160 (max is 196)	15	8
	Colonial Life Arena	24	8	16
	Founders Park	24	4	6
	Carolina Softball Stadium	2	1	0
	Stone Soccer Stadium	0	0	0
	Volleyball Competition Center	0	0	0
	Rice Athletic Center	0	0	6

**We have over 160 scanners currently in use and available.**

- If you would like any additional access scanners beyond what you currently have please indicate the optimal number you would like to be included in a proposal.

**ANSWER: 200 scanners is optimal.**

*Sales Volumes:*

- Season Tickets (Please provide the following information for all 9 of your ticketed sports and any non-USC Athletic show/event packages currently sold at the CLA if applicable)

- # of season ~~accounts~~ **tickets sold** by sport
  - Football

**ANSWER: 50,000.**

- Men's Basketball

**ANSWER: 9,000.**

- Women's Basketball

**ANSWER: 11,500.**

- Baseball

**ANSWER: 6,000.**

- Men's Soccer

**ANSWER: 1,067 (Men's Soccer & Women's Soccer combined).**

- Women's Soccer

**ANSWER: 1,067 (Men's Soccer & Women's Soccer combined).**

- Softball

**ANSWER: 855.**

- Volleyball

**ANSWER: 192.**

- Colonial Life Arena Packages

**ANSWER: n/a**

- # of new season tickets sold online
  - Football

**ANSWER: 4,057.**

- Men's Basketball

**ANSWER: 654.**

- Women's Basketball

**ANSWER: 118.**

- Baseball

**ANSWER: n/a**

- Men's Soccer

**ANSWER: n/a**

- Women's Soccer

**ANSWER: n/a**

- Softball

**ANSWER: n/a**

- Volleyball

**ANSWER: n/a**

- Colonial Life Arena Packages

**ANSWER: n/a**

○ % of current season ticket accounts renewing online (can provide the number of accounts, not %)

- Football

**ANSWER: 4,738.**

- Men's Basketball

**ANSWER: 980.**

- Women's Basketball

**ANSWER: 770.**

- Baseball

**ANSWER: 537.**

- Men's Soccer

**ANSWER: n/a**

- Women's Soccer

**ANSWER: n/a**

- Softball

**ANSWER: 63**

- Volleyball

**ANSWER: n/a**

- Colonial Life Arena Packages

**ANSWER: n/a**

- Average price of season ticket
  - Football

**ANSWER: Range is \$200 young alumni - \$365 full price adult. Seat donations range from \$50-\$395 per seat. Seat premiums range from \$1100 to \$1800 per seat.**

- Men's Basketball

**ANSWER: Range from \$99 - \$260. Some seats require a per seat donation of \$1500 each in an area called the Founders Club.**

- Women's Basketball

**ANSWER: Range from \$30 -\$60.**

- Baseball

**ANSWER: \$240 each + seat donations from \$25 to \$115.**

- Men's Soccer

**ANSWER: \$25.**

- Women's Soccer

**ANSWER: \$25.**

- Softball

**ANSWER: \$25 (ga) or \$100 (reserved).**

- Volleyball

**ANSWER: \$25.**

- Colonial Life Arena Packages

**ANSWER: n/a**

- Individual/Single Game Tickets (USC Athletics)
  - Total number of individual/single game tickets sold
    - Football

**ANSWER: 153,455.**

- Men's Basketball

**ANSWER: 44,197.**

- Women's Basketball

**ANSWER: 37,064.**

- Baseball

**ANSWER: 47,147.**

- Men's Soccer

**ANSWER: 5,178.**

- Women's Soccer

**ANSWER: 4,950.**

- Softball

**ANSWER: 8,161.**

- Volleyball

**ANSWER: 3,434.**

- % of individual/single game tickets purchased online (Via host TM)
  - Football

**ANSWER: 5,870.**

- Men's Basketball

**ANSWER: 4,959.**

- Women's Basketball

**ANSWER: 3,775.**

- Baseball

**ANSWER: 2,338.**

- Men's Soccer

**ANSWER: n/a**

- Women's Soccer

**ANSWER: n/a**

- Softball

**ANSWER: 426.**

- Volleyball

**ANSWER: n/a**

- % of individual/single game tickets purchased online (via Archtics Account Manager)
  - Football

**ANSWER: 27,846.**

- Men's Basketball

**ANSWER: 30,403.**

- Women's Basketball

**ANSWER: 14,026.**

- Baseball

**ANSWER: 16,161.**

- Men's Soccer

**ANSWER: n/a**



- Women's Soccer

**ANSWER: n/a**

- Softball

**ANSWER: 7,547.**

- Volleyball

**ANSWER: n/a**

- % of individual/single game tickets purchased at the box office

- Football

**ANSWER: 499**

- Men's Basketball

**ANSWER: 5,224.**

- Women's Basketball

**ANSWER: 4,009.**

- Baseball

**ANSWER: 5,115.**

- Men's Soccer

**ANSWER: All.**

- Women's Soccer

**ANSWER: All.**

- Softball

**ANSWER: 180.**

- Volleyball

**ANSWER: All.**

- Avg. price of individual/single game tickets

- Football

**ANSWER: \$62.14.**

- Men's Basketball

**ANSWER: LL are \$20.; UL are \$14.**

- Women's Basketball

**ANSWER: \$8.**

- Baseball

**ANSWER: \$12. For reserved; \$10 for GA.**

- Men's Soccer

**ANSWER: \$5.**

- Women's Soccer

**ANSWER: \$5.**

- Softball

**ANSWER: \$7.**

- Volleyball

**ANSWER: \$5.**

- Other ticketed events (non-USC Athletic events)

- Total number of events held last year

- Colonial Life Arena Events

**ANSWER: 44**

- William Brice Stadium

**ANSWER: 0**

- Total number of tickets sold

- Colonial Life Arena Events

**ANSWER: 196,938**

- William Brice Stadium

**ANSWER: 0**

- Total number of tickets sold online (or % of total sold online)

- Colonial Life Arena Events

**ANSWER: 106,043 (53.85%)**

- William Brice Stadium

**ANSWER: 0**

- Average ticket price for campus events

- Colonial Life Arena Events

**ANSWER: \$46.61.**

- William Brice Stadium

**ANSWER: 0**

**Question # 10: *Student Ticketing:***

Please provide details on how you currently handle your student ticketing process with your current provider.

**ANSWER: FB: Students request tickets on MON-TUE of game week. Students Claim on WED-THU of game week. Students are prioritized based on attendance points. On Demand runs from THURS at 530 PM until game-time. Students who requested, then claimed a lower level ticket, enter game with student ID. We manually load the barcodes (VIA TEXT FILE) of all APPROVED LOWER LEVEL students into the scanning software.**

Students who were not eligible for lower level will be eligible for upper level. These are issue via PAH ticket, and they must print out and scan as regular ticket would. Students may return tickets themselves w/o penalty until morning of game.

**MBB/WBB:** Students may claim one month at a time. We release available tickets on the first week of each month. Once claimed, they may return at any point until 2 hours prior to game-time without penalty. We manually load the barcodes (VIA TEXT FILE) of all APPROVED students into the scanning software.

**BSB:** Students may claim one month at a time. We release available tickets on the first week of each month. Once claimed, they may return at any point until 2 hours prior to game-time without penalty. We manually load the barcodes (VIA TEXT FILE) of all APPROVED students into the scanning software.

All others sports, just show your student ID and enter.

## **THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR C:**

**Question # 1:** What are the factors that would lead to you switching vendors?

**ANSWER:** We are simply at the end of our current deal at the fiscal close of 2016-17, and it is state requirement (law) that we solicit and get the best offer or deal for our department.

**Question # 2:** What are your three biggest challenges with your current vendor?

**ANSWER:** We would quantify it as this:

1. We seek the best financial terms we can achieve from our ticketing software and provider.
2. We seek to move to the forefront in technology and innovation as it relates to our ticketing software and provider.
3. We seek to deliver the best and most customer friendly buying and renewal experience we can to our constituents.

**Question # 3:** What is your annual ticket revenue?

**ANSWER:** \$30 Million annually inclusive of seat donations and premiums

**Question # 4:** What do you currently pay for your ticketing system, including annual fees and per ticket fees?

**ANSWER:** \$135,000 - \$160,000 per year in totality of system fees.

**Question # 5:** What is the fee structure that customers pay for ticket purchases? How much of this fee revenue is retained by South Carolina?

**ANSWER:** Generally, purchasers pay an order fee of \$3.25 per order and per ticket fees of about 10-15% on top of that via Ticketmaster.com for single game purchases. Per ticket fees range from \$2.75 to \$7.75 each.

**For single game purchase on Archtics internet (account manager) we generally charge a flat handling fee of \$5, \$10, or \$15 per order depending on sport and ticket price.**

**For season renewals on Archtics internet (account manager) we generally charge \$20 for online renewal. \$25 if by mail or phone, or in person.**

**Question # 6:** How many of your 1.7M tickets are sold online?

**ANSWER:** Between 40 and 45%.

**Question # 7:** How do you currently handle student tickets?

**ANSWER: FB: Students request tickets on MON-TUE of game week. Students Claim on WED-THU of game week. Students are prioritized based on attendance points. On Demand runs from THURS at 530 PM until game-time. Students who requested, then claimed a lower level ticket, enter game with student ID. We manually load the barcodes (VIA TEXT FILE) of all APPROVED LOWER LEVEL students into the scanning software.**

**Students who were not eligible for lower level will be eligible for upper level. These are issue via PAH ticket, and they must print out and scan as regular ticket would. Students may return tickets themselves w/o penalty until morning of game.**

**MBB/WBB: Students may claim one month at a time. We release available tickets on the first week of each month. Once claimed, they may return at any point until 2 hours prior to game-time without penalty. We manually load the barcodes (VIA TEXT FILE) of all APPROVED students into the scanning software.**

**BSB: Students may claim one month at a time. We release available tickets on the first week of each month. Once claimed, they may return at any point until 2 hours prior to game-time without penalty. We manually load the barcodes (VIA TEXT FILE) of all APPROVED students into the scanning software.**

**All others sports, just show your student ID and enter.**

**Question # 8:** Do your student IDs have a mag-stripe/barcode or both?

**ANSWER:** Both, but we use the barcode to scan with.

**Question # 9:** How many unique visitors do you receive each month to your ticketing site (<http://www.gamecocksonline.com/tickets/scar-tickets-page.html>)?

**ANSWER:** 14,833 on average.

**Question # 10:** What's the average conversion rate on this site?

**ANSWER:** We do not have this data- as sales on internet can be either from host Ticketmaster.com page or via account manager (archtics sale).

**Question # 11:** What is the average order value on your site?

**ANSWER: n/a (similar to previous question- sales can reside on either system, so we are not able to provide a summarized version)**

**Question # 12:** Describe how you manage dynamic pricing and how you currently utilize it?

**ANSWER: We do not. We use variable pricing, meaning we value games at different prices, but do not let the market price tickets for us. We set the price.**

**Question # 13:** Section D refers to a “table” and a response in a “grey” column. Assuming vendors are to respond to each item listed in that System Requirements area?

**ANSWER: YES.**

**Question # 14:** On page 17, section C1, you list out your Technology Environment. Are you currently integrating your data with these other systems?

**ANSWER: No, not all systems listed integrate with current provider.**

**Question # 15: Can we receive clarification on the following three items:**

- Offerors system must allow for return of tickets by patron via price code limitation (expand on this further, please).

**ANSWER: Students are able to return tickets if their plans change inside their account via a return functionality. All student tickets are single game, so this is limited via price code to just that group.**

-Ability to "bulk load" pledges -> Would this be similar to a renewal of a pledge from the previous year?

**ANSWER: Yes, being able to ‘mass’ rollover donations/pledges from previous year.**

-Automated Groupon integration – Do you currently integrate with Groupon? How do promotions with Groupon work currently?

**ANSWER: Currently available in TM, current system only requires pricing information and seats held and released. All other functionalities are created and handled between the ticketing company, Groupon and the show promoter.**

## **THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR D:**

### **III. Scope of Work / Specifications**

**Question A. 3. Target Implementation Date**

Does the University have a preferred migration strategy? Would the new vendor take over sales for season renewals prior to July 4<sup>th</sup> or hard cut everything at once?

**ANSWER: We believe we can start migration/conversion earlier and have one system cutoff at fiscal close in June, and another come online in July if necessary. We would be open to suggestions on timeline and how best to handle a complex project such as this.**

**Question B. Current Box Office Ticketing**

Please provide ticket volumes by channel for the last two years, per accompanying Excel spreadsheet.

**ANSWER: See Attachment in this amendment.**

**Question C.1. Technology Environment**

Please advise if the vendor's ticketing platform is required to exist within the campus network as listed or does the vendor need to provide its own network to fit within such requirements.

**ANSWER: We are using a 'hosted' model currently, so access to platform must navigate our campus network, but not necessarily reside on it.**

Is the vendor's solution required to integrate with and if yes, do these systems have published API documents?

**ANSWER: No, preferred.**

- CBORD CS-Gold for student ID and debit account

**ANSWER: Integration would be a step forward, but not requirement.**

- People Soft for accounting, Banner for Student Information System

**ANSWER: Integration would be a step forward, but not requirement.**

- Abila Millennium for Donor Management and Relationship?

**ANSWER: Integration is currently in place with daily reporting. Would need same going forward.**

#### **D. System Requirements/Features Table**

Is there supposed to be a table attached to the RFP for completion by vendors?

**ANSWER:** No, there is no table attached to the solicitation for completion by vendors. See answer to Vendor B's Question # 3.

#### **Data Security Section**

- **Tickets can be sequentially numbered**

Please clarify is this sequentially numbered barcodes, or that the tickets themselves can be sequentially numbered in a pre-established fashion similar to section, row, and seat, or sequentially numbered as the order they were sold?

**ANSWER:** Only meant to imply that the physical tickets can be sequential themselves. Barcodes do not have to be. We do need capability for any general admission manifest to be sequential as well as normal section/row/seat manifesting.

#### **Functionality Section – pg. 20**

- **Uses Student on-campus debit account (Carolina Card) to buy tickets at the box office or online**

How does the current system integrate with the Carolina Card? Is it used as a standalone method of payment or integrated into the sales flow?

**ANSWER:** Not integrated currently. Can debit system, and input this type of payment into current system as its own 'form of payment' and balance back to receipts.

Does the Carolina Card have integration specs?

**ANSWER:** Not at this time.

**Donor Management – pg. 20**

**• Importing of Gift Files from Campus Millennium Suite**

Please describe “Campus Millennium Suite”. Are there integration specs for this and in what format?

**ANSWER: Abila Millennium for Donor Management and Relationship.**

**• Overall customization to our needs (pg. 21)**

What level of customization is the University looking for? Priority points, rankings, etc.

**ANSWER: Yes, all of the above – if we make a request for the system to bend to our needs, we would like the partner to try and find/discover solutions.**

**Marketing/CRM – pg. 22**

**• Ability to mine historical buying data and old sales from previous systems**

How many years of data does the University want to bring over to the new system? In what form will the historical data be delivered to the new provider?

**ANSWER: We currently keep records to 2006. Those must be imported into any new system. Via .csv, excel, .txt file or similar.**

**Proposal Contents**

**D. Offeror’s Total Price to deliver, install, and maintain/support its proposed box office ticketing, donor management, and ticket access control solution for the maximum five (5) year contract term per the Specifications / Scope of Work in Section III of the solicitation.**

Please clarify if the University is looking for the total price to deliver the platform for all five years or the total *annual* price.

**ANSWER: The University is looking for both the offeror’s total price and the offeror’s annual price to deliver, install, and maintain/support its proposed box office ticketing, donor management, and ticket access control solution for the maximum five-year contract term.**

**Provide detailed explanation/breakdown of all components of the proposed box office ticketing, donor management, and ticket access control solution.**

Is University looking for breakout from financial perspective or technical perspective?

**ANSWER: The University is looking for the offeror’s detailed explanation/breakdown of all components of its proposed box office ticketing, donor management, and ticket access control solution from both a financial perspective and a technical perspective.**



## THE FOLLOWING QUESTIONS WERE RECEIVED FROM VENDOR E:

1. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – bolded Third Paragraph (page 18): “Offerors are to complete the following table and include it in their proposals. Indicate response in the grey column and provide any comments necessary.”

Question: No grey column exists so please confirm University is ok with responses and comments in this section to be listed directly below each item.

ANSWER: Yes, this is fine.

2. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Functionality – 40<sup>th</sup> bullet point (page 20): “Uses Student on-campus debit account (Carolina Card) to buy tickets at the box office or online.”

Question: Is Carolina Card currently being used and integrated with existing system?

ANSWER: Not integrated currently. Can debit system, and input this type of payment into current system as its own ‘form of payment’ and balance back to receipts. Integration would be step forward.

3. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Functionality – 42<sup>nd</sup> bullet point (page 20): “Offers discount if purchasing membership at time of ticket purchase.”

Question: Please clarify if offered discount applies to ticket price of tickets being purchased and is purchased membership a donation to Gamecock Club? Is this functionality available with current system and is it an automatic adjustment on the invoice?

ANSWER: Yes, currently if someone makes a donation, the system can add them via an auto enroll feature into list of donors and allow them access to other donor specific items. The membership referenced is a donation to the Gamecock Club.

4. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Functionality – 46<sup>th</sup> bullet point (page 20): “Offeror’s System must have ability to integrate with Experience Software and Applications.”

Question: Please provide detail on Experience Software (if possible, please provide company web address) and describe the specific applications it offers that the University needs.

ANSWER: We currently partner with Experience software to provide Fluid Tickets, Seat upgrades and experiences for Football, for Basketball we use it to offer mobile plans, Fluid Tickets, Seat upgrades and experiences, and for Baseball we use it to offer Flex plans, Fluid Tickets, Seat upgrades and Experiences.  
<https://www.expapp.com/>

5. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Donor Management – 3rd bullet point (page 20): “Apply to account ID function.”

**Question:** This requirement is vague. Please clarify what is meant by “account ID function”, specifically how it applies to Donor Management.

**ANSWER:** Should read: *Apply to account ID function. Meaning inside of one account, a donation can be given and applied to another account for credit and reporting purpose.*

6. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Donor Management – 11th bullet point (page 21): “overall customization to our needs”

**Question:** Please clarify all types of customization to University’s needs required for selected Donor Management System.

**ANSWER:** Such as:

- Customized priority point calculations
- Customized donor giving levels/giving level calculations
- Customized donation reports

Also may include:

- Ability to load files from campus development software
- Ability to apply soft credits, gifts in-kind, matching gifts to accounts
- Apply to account ID function to process gifts on behalf of another individual

7. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Donor Management – 15th bullet point (page 21): “customization of attributes”

**Question:** Please clarify what is meant by “customization of attributes” as it relates to selected Donor Management System.

**ANSWER:** Customized attributes/attribute fields include:

- Priority points
- Consecutive years of membership
- Fields to load seat/parking selection times

Available fields/area that we can use if we want to load other information onto accounts

8. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Arena/Non-Sports Event Ticketing – 4th bullet point (page 23): “Ticket Resales ability based on promoter request”

**Question:** Please clarify how University desires this functionality to work. Does current system offer this feature?

**ANSWER:** We currently use Ticketmaster software and Colonial Life arena events are allowed to be resold via the host ticketing platform by the original buyer at higher than face value, as are athletic events. Requirement here is that it can be turned off/on per promoter or show rules for concerts.

9. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Arena/Non-Sports Event Ticketing – 5th bullet point (page 23): “Delivery delay for high volume/broker intensive shows as well as OTL sweeps by vendor to ensure ticket limits”

**Question:** Please clarify how University desires this functionality to work. Does current system offer these features?

**ANSWER:** We desire, based on promoter request, to withhold delivery of E-tickets, Mobile tickets, hard tickets, or any other ticket issued, until the artist/promoter desires delivery. We **also would** like software to help us discover and clean broker accounts via matching address reporting and kill/return tickets from accounts that have exceeded purchase limits.

10. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Arena/Non-Sports Event Ticketing – 6th bullet point (page 23): “Credit card liability for chargebacks”

**Question:** Is the University requesting that chosen vendor accept liability for any credit card chargebacks that occur? Does current vendor accept this liability?

**ANSWER:** While we understand our liability with our credit card vendor and fight any chargebacks, we would expect a robust anti-fraud capability from our ticketing vendor. Specifically, this would apply to internet and phone orders where Patron ID’s can’t be verified and historically most fraud occurs.

11. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Arena/Non-Sports Event Ticketing – 7th bullet point (page 23): “Vendor Mail House to ensure timely delivery of purchases”

**Question:** Please describe required Vendor Mail House. Is this feature available in current system?

**ANSWER:** Yes, currently, ticket system provider does fulfill a large portion of tickets automatically if purchased on **web, phone, or outlet**. If vendor mail house is not part of system or available from vendor, please note that in bid and list features/characteristics/pricing that allow us to accommodate and ‘work around’ this limitation.

12. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Arena/Non-Sports Event Ticketing – 8th bullet point (page 23): “Automated Groupon integration”

**Question:** Please describe how University desires automated Groupon integration to function. Is this feature available in current system?

**ANSWER:** Currently available with **Ticketmaster**, current system only requires pricing information and seats held and released. All other functionalities are created and handled between the ticketing company, Groupon and the show promoter.

**13. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Arena/Non-Sports Event Ticketing – 10th bullet point (page 23): “Non-Athletic events (Colonial Life Arena) ticketing must have a base per ticket convenience fee...”**

**Question:** Please provide sample of currently employed base per ticket convenience fee structure for Colonial Life Arena events.

**ANSWER:** Attached (CLA Charge.pdf)

**EXHIBIT A**  
**COMPENSATION**

**1. Ticketmaster Charges and Fees.**

**(a) Convenience Charge (Per Ticket):**

Colonial Life Arena Facility Attractions:

Face Value of Ticket	Convenience Charge – Outlets, Telephone Sales and Internet Sales
\$14.99 and below	\$1.00
\$15.00 to \$19.99	\$1.50
\$20.00 to \$29.99	\$2.00
\$30.00 to \$49.99	\$3.00
\$50.00 to \$84.99	\$3.50
\$85.00 and above	\$4.00

All other Facility Attractions:

Face Value of Ticket	Convenience Charge – Outlets, Telephone Sales and Internet Sales
\$10.00 and below	\$2.75
\$10.01 to \$20.00	\$4.75
\$20.01 to \$70.00	\$5.50
\$70.01 and above	\$7.50

The Convenience Charges set forth above for all Attractions other than Colonial Life Arena Facility Attractions shall be subject to automatic increase on the July 1, 2015 and on the first day of each Contract Year thereafter during the Term in the amount of the greater of \$0.25 per Ticket or 5% of the previous Contract Year's Convenience Charge (rounded up to the nearest \$0.05), as applied to each respective Convenience Charge above.

**(b) Processing Fee (Per Order):**

Type of Sale/Type of Attraction	Processing Fee
Outlet sales – All Attractions	\$0.00
Telephone Sales and Internet Sales – Colonial Life Arena Facility Attractions	\$4.00
Telephone Sales and Internet Sales – All other Facility Attractions	\$3.25

The Processing Fees set forth above shall be subject to increase from time to time consistent with Ticketmaster's processing fee for similar events at similar facilities and subject to automatic increase equal to any increase (rounded up to the nearest \$0.05) to the postal service rates.

**14. Section III. Scope of Work / Specifications – D. System Requirements/Features Table – Arena/Non-Sports Event Ticketing – 11th bullet point (page 23): “VIP Packages, Vendor Re-**

Sale (i.e. TM+, Stubhub), etc., vendor will rebate a mutually agreed upon percentage based on industry norms”

**Question: Please provide examples of VIP Packages referenced and clarify the rebate percentage vendor is to provide for all of the above transactions.**

**ANSWER: Sample National Spec VIP Package setup information attached (Justin Bieber). VIP Package rebate (Paciolan) was 18%. Current TM+ rebate is 10%.**

# JUSTIN BIEBER

## AEG LIVE PREMIUM TICKETING SUMMARY & PROGRAM DESCRIPTIONS

MARKETING & VENUE VERSION – PLAIN TEXT VERSION

### OFFER # 1: JUSTIN BIEBER VIP MEET & GREET EXPERIENCE - \$650 per ticket (sold in pairs)

- One Incredible Top Price Reserved Floor Ticket in the First Five (5) Rows \*
- One Group Meet & Greet with Justin Bieber \*\*
- One Group Photo Opportunity with Justin Bieber \*\*
- One Autographed Vinyl Copy of Justin’s New Album ‘BELIEVE’
- One Entry Into the Official Preshow VIP Party, which includes:
  - Separate Preshow VIP Lounge - Let’s Have a Blast Before the Show!
  - Food & Drinks Galore - Expect All of Your Favorite Foods and Drinks \*\*\*
  - Preshow Prizes & Giveaways - Includes Memorabilia & Limited Edition Items (Subject to Availability)
  - Preshow Party Music Playing Your Favorite Justin Bieber Hits and More
  - Dedicated On-Site VIP Preshow Host’
- On-Site Perks For VIP Meet & Greet Package Purchasers
  - VIP Priority Check-In\*\*\* (Where Available)
  - Separate VIP Entrance\*\*\* (Where Available)
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  - One Exclusive Justin Bieber Gift Bag (Created Exclusively for VIP Package Purchasers)
  - One Souvenir Justin Bieber Tour Program or Photobook
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  - One Commemorative Justin Bieber Concert Ticket

\* Please note venue seating configurations may vary market-by-market

\*\* Please note Meet & Greet and Photo Opportunity will be in the group as per your booking

\*\*\* Preshow VIP Party includes complimentary selection of foods and non-alcoholic beverages

### OFFER # 2: ‘BOYFRIEND’ VIP PACKAGE - \$350 per ticket (sold in pairs)

- One Amazing Top Price Reserved Floor Ticket in the First Ten (10) Rows \*
- Exclusive Justin Bieber VIP Merchandise
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provided by the consumer at the time of purchase. Commemorative VIP laminates are for commemorative purposes only. The VIP laminate does not gain or authorize access into the venue, VIP or any backstage areas.

# JUSTIN BIEBER

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# **JUSTIN BIEBER**

## **AEG LIVE PREMIUM TICKETING SUMMARY & PROGRAM DESCRIPTIONS**



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#### **15. Section III. Scope of Work / Specifications – E. Technical Questions – #28 (page 24):**

**Question: Please confirm that providing overview of vendor's business model under this item, while not providing specific financial proposal information, would not make our bid non-responsive.**

**ANSWER:** We can confirm that we will not exclude as long as vendor is comprehensively prepared to tell us costs associated with system.

- 16. Section IV. Information For Offerors To Submit – Proposal Contents – D. – last sentence (page 26): “Please provide proposal inclusive of ability to contribute to Data Warehouse solution and integration”**

**Question: Does University’s current vendor offer a Data Warehouse solution and/or integration? If yes, does University currently use this solution?**

**ANSWER:** Integration with SSB is currently in place. We would need any new partner to continue with this current model, and also contribute to costs associated.

- 17. What are your biggest challenges regarding your current ticket system?**

**ANSWER:** We would quantify it as this:

- 1. We seek the best financial terms we can achieve from our ticketing software and provider.**
- 2. We seek to move to the forefront in technology and innovation as it relates to our ticketing software and provider.**
- 3. We seek to deliver the best and most customer friendly buying and renewal experience we can to our constituents.**

- 18. Are there any initiatives you've wanted to enact but haven't been able to due to your current provider’s limitations?**

**ANSWER:** No, in general terms, the current partner has succeeded in helping us customize our system to meet every demand placed upon us and the system.

- 19. Are there any future initiatives you intend to enact in regards to ticketing/donor management that would be directly impacted by your provider/functionality?**

**ANSWER:** At this time, no. We simply want to continue moving forward in technology and ease of use for all of our constituents.

**20. Is donor management a significant part of this ticketing system initiative, such as the ability to take a donation during a ticket transaction and managing a priority points formula for the management of ticket and other benefits? Please describe preferred functionality.**

**ANSWER:** YES, we would give great weight to the donor management aspect. Our season ticket availability and assignment is based on annual fund giving and total points – which is based on total lifetime giving to athletics.

**21. Are you interested in additional marketing services? If yes, please describe.**

**ANSWER:** Open to consider additional marketing services including but not limited to Paid Search.

**22. How much impact will access to data and/or analytics regarding ticketholders and donors have on your decision?**

**ANSWER:** Critical.

**23. Please describe how Student Ticket sales/distribution is current managed.**

**ANSWER:** FB: Students request tickets on MON-TUE of game week. Students Claim on WED-THU of game week. Students are prioritized based on attendance points. On Demand runs from THURS at 530 PM until game-time. Students who requested, then claimed a lower level ticket, enter game with student ID. We manually load the barcodes (VIA TEXT FILE) of all APPROVED LOWER LEVEL students into the scanning software.

Students who were not eligible for lower level will be eligible for upper level. These are issue via PAH ticket, and they must print out and scan as regular ticket would. Students may return tickets themselves w/o penalty until morning of game.

MBB/WBB: Students may claim one month at a time. We release available tickets on the first week of each month. Once claimed, they may return at any point until 2 hours prior to game-time without penalty. We manually load the barcodes (VIA TEXT FILE) of all APPROVED students into the scanning software.

BSB: Students may claim one month at a time. We release available tickets on the first week of each month. Once claimed, they may return at any point until 2 hours prior to game-time without penalty. We manually load the barcodes (VIA TEXT FILE) of all APPROVED students into the scanning software.

All others sports, just show your student ID and enter.

**24. Are Donations processed directly in the current Ticket System? Online? Back Office?**

**ANSWER: Yes on both.**

**a. Does USC have an active Priority Points program for Donors?**

**ANSWER: YES.**

**b. Does USC have seat locations in any venues which require a minimum donation? If yes, how is this process currently managed?**

**ANSWER: No, our model requires an annual fund contribution at one of 10 levels, and then season tickets + (possible) seat donation/premium based on location. Seat donations do not apply towards annual fund donation, but instead are in addition to annual fund.**

**25. During the last fiscal year what was the total revenue for all ticket sales in athletics?**

**a. Total revenue for season tickets in last fiscal year?**

**ANSWER: \$30,000,000 inclusive of seat donations/premiums.**

**b. Total revenue for Athletics single/individual event tickets in last fiscal year?**

**ANSWER: \$8,297,013.**

**c. Total revenue for Arena/Non-Sports single/individual event tickets in last fiscal year?**

**ANSWER: \$8,190,461.**

**26. How many total *paid* athletic season ticket *accounts* did USC have in the last fiscal year?**

**ANSWER: 13,891.**

- a. How many **paid** season ticket **accounts** are renewed online? By phone? By Mail? At the window? Other?

ANSWER: 6,481 (renewed online). All other 7,410.

- b. What is the **paid** season ticket **account** breakdown by sport?

ANSWER: FB 11,967  
BB 1,771  
WB 2,679  
BSB 1,565

27. How many total **paid** athletic single/individual event tickets did USC sell in the last fiscal year?

- a. How many **paid** athletic single/individual event tickets are purchased online? By phone? By Mail? At the window? Other?

ANSWER: 104,063. All others 146,225.

- b. What is the **paid** single/individual ticket sales breakdown by sport?

ANSWER: FB 153,455  
MBB 44,197  
WBB 37,064  
BSB 47,147

28. How many total **paid** arena/non-sports single/individual event tickets did USC sell in the last fiscal year?

- a. How many **paid** arena/non-sports single/individual event tickets are purchased online? By phone? By Mail? At the window? Other?

ANSWER: SEE THIS TABLE

Third Party Events (Concerts)		2016	2015 (Paciolan + TM)
	Season Ticket Sales	N/A	N/A
	Partial Season Ticket Sales	N/A	N/A
	Box Office Sales	85,657	76,356 + 14,485 = 90,841
	Student Ticket Sales	N/A	N/A
	Comps	16,549	16,066 + 1,269 = 17,335
	Individual Tickets (paid+comp)	213,487	165,678 + 23,032 = 188,710

	Internet	106,043	$65,849 + 6,725 = 72,574$
	Phone	4,538	$7,122 + 463 = 7,585$
	Outlet	700	$285 + 90 = 375$

**29. What are the current per ticket and per order transaction fees? Per Ticket Fees? Order Fees? Other?**

- a. For season tickets? What percentage is kept by current vendor?
  - i. Total fee revenue for season tickets in last fiscal year? Percentage that is kept by current vendor?
- b. Single/Individual tickets? What percentage is kept by current vendor?
  - i. Total fee revenue for single/individual tickets in last fiscal year? Percentage that is kept by current vendor?

**ANSWER:** Generally, purchasers pay an order fee of \$3.25 per order and per ticket fees of about 10-15% on top of that via Ticketmaster.com for single game purchases. Per ticket fees range from \$2.75 to \$7.75 each.

For single game purchase on Archtics internet (account manager) we generally charge a flat handling fee of \$5, \$10, or \$15 per order depending on sport and ticket price.

For season renewals on Archtics internet (account manager) we generally charge \$20 for online renewal. \$25 if by mail or phone, or in person.

**30. If USC would like to include other university events such as performing arts please answer the following:**

- a. How many season/subscription accounts are sold for performing arts annually?

**ANSWER:** n/a – The University does not wish to include other university events such as performing arts.

- b. How many single/individual event tickets are sold for performing arts annually?

**ANSWER:** n/a – The University does not wish to include other university events such as performing arts.

- c. What is the total performing arts revenue for ticket sales in the last fiscal year?

**ANSWER:** n/a – The University does not wish to include other university events such as performing arts.

- d. How many tickets are sold online? By mail? At window?

**ANSWER:** n/a – The University does not wish to include other university events such as performing arts.

e. What are per ticket and per order transaction fees? Percentage kept by current vendor?

ANSWER: n/a – The University does not wish to include other university events such as performing arts.

31. What are your total current fees for ticketing software?

ANSWER: \$125,000.-\$160,000. PER YEAR.

32. Total fees for maintenance & support? Other system fees?

ANSWER: Credit card processing fees are \$600,000 to \$900,000 per year

33. Please provide the following information about Hardware. We need to determine how much of existing hardware is 1. owned by USC, and if it can be used/repurposed to operate our system, or 2. How much hardware (i.e. handheld scanners, workstations, printers, credit card swipes, etc.) would need to be provided/replaced so that we can price out appropriately in our response:

ANSWER:

**SEE THIS TABLE:**

Venue Equipment		Hand Held Scanners	Access Points	Ticket Printers
	Williams Brice stadium	160 (max is 196)	15	8
	Colonial Life Arena	24	8	16
	Founders Park	24	4	6
	Carolina Softball Stadium	2	1	0
	Stone Soccer Stadium	0	0	0
	Volleyball Competition Center	0	0	0
	Rice Athletic Center	0	0	6

a. Number, make and model of handheld scanners.

i. Are scanners owned by USC or supplied by provider?

ANSWER: OWNED BY PROVIDER, JANAM XM66 is most up to date model.



- ii. If owned by USC, do any need to be replaced? Include number.

**ANSWER:** See above.

- b. For Student Ticketing, do any scanners have integrated or attached magnetic swipe reader?  
If yes, how many?

**ANSWER:** NO.

- c. Do you have an onsite server for access control?

**ANSWER:** YES.

- i. Is onsite server owned by USC or supplied by provider?

**ANSWER:** OWNED BY PROVIDER.

- ii. If owned by USC, please provide specs of server.

- d. Number of workstations required for USC staff to operate system.

- i. Are workstations owned by USC or supplied by provider?

**ANSWER:** USC.

- ii. If owned by USC, do any need to be replaced? Include number.

**ANSWER:** NO, BUT SOFTWARE WILL NEED TO BE INSTALLED ON VIRTUAL NETWORK AND MACHINES, AND LICENSES WILL NEED TO BE DISPERSED TO UP TO 100 MACHINES

- e. Number and make/model of current ticket printers

**ANSWER:** 36.

- i. Are printers owned by USC or supplied by provider?

**ANSWER:** OWNED BY PROVIDER.

- ii. If owned by USC, do any need to be replaced? Include number.

- f. Number and make/model of current credit card swipes/terminals.

**ANSWER:** 36.

- i. Are CC swipes/terminals owned by USC or supplied by provider?

**ANSWER: PROVIDER OWNED.**

**ii. If owned by USC, do any need to be replaced? Include number.**

**ANSWER:**

**34. Does USC have a preferred pricing model? i.e. Fixed fee vs variable?**

**ANSWER: The University's preferred pricing model is fixed fee. Please refer to Fixed Pricing Required clause in Section VII-A of the solicitation.**

## **ATTACHMENT**

### **1. VENUES**

Williams Brice stadium

· 80,250 seat capacity

Colonial Life Arena

· 18,000 seats

Founders Park

· 8,242 capacity

Carolina Softball

Stadium

· 1,200 seat capacity

Stone Soccer Stadium

· 6,500 capacity

Volleyball Competition Center

· 1,700 capacity hosts regular season and NCAA postseason events

Rice Athletic Center

· Athletic Department and Gamecock Club Offices

· Over 50 end users and multiple customer facing stations, as well as phone center and outbound sales areas

## University of South Carolina Discovery Document

### Venue Equipment

	Hand Held Scanners	Access Points	Ticket Printers	
Williams Brice stadium	160 (max is 196)		15	8
Colonial Life Arena	24		8	16
Founders Park	24		4	6
Carolina Softball Stadium	2		1	0
Stone Soccer Stadium	0		0	0
Volleyball Competition Center	0		0	0
Rice Athletic Center	0		0	8

### Ticket Volumes

#### Sports

	2016	2015
Season Ticket Sales	79,114	72,549
Partial Season Ticket Sales	646	751
Box Office Sales	14,415	4,269
Student Ticket Sales (singles only)	129,982	106,701
Comps	149,256	28,486
Individual Tickets		
Internet	113,351	47,785
Phone	81	49
Outlet/mobile	4,101	1,808

## Ticket Volumes

### Third Party Events (Concerts)

		2016	2015 (Paciolan + TM)
Season Ticket Sales	N/A		N/A
Partial Season Ticket Sales	N/A		N/A
Box Office Sales		85,657	76,356 + 14,485 = 90,841
Student Ticket Sales	N/A		N/A
Comps		16,549	16,066 + 1,269 = 17,335
Individual Tickets (paid+comp)		213,487	165,678 + 23,032 = 188,710
Internet		106,043	65,849 + 6,725 = 72,574
Phone		4,538	7,122 + 463 = 7,585
Outlet	700		285 + 90 = 375

## Ticket Volumes

### Donations

	2016	2015
Number of Donations	17,300	22,000
Dollar Volume of Donations	\$15.7 million	\$15.5 million
Number of Campaigns	3	2
Number of Patrons	17,000	19,600

## THE IRAN DIVESTMENT ACT –CERTIFICATION CLAUSE HAS BEEN MODIFIED/UPDATED AND NOW READS AS FOLLOWS:

**IRAN DIVESTMENT ACT – CERTIFICATION (JAN 2015):** (a) The Iran Divestment Act List is a list published by the Board pursuant to Section 11-57-310 that identifies persons engaged in investment activities in Iran. Currently, the list is available at the following URL: <https://procurement.sc.gov/iran-divestment> (.) Section 11-57-310 requires the government to provide a person ninety days written notice before he is included on the list. The following representation, which is required by Section 11-57-330(A), is a material inducement for the State to award a contract to you. (b) By signing your Offer, you certify that, as of the date you sign, you are not on the then-current version of the Iran Divestment Act List. (c) You must notify the Procurement Officer immediately if, at any time before posting of a final statement of award, you are added to the Iran Divestment Act List.

**OMIT TAXES FROM PRICE (JANUARY 2006):** Do not include any sales or use taxes in Your price that the State may be required to pay.