



Date: 21 August 2026
To: All Potential Bidders
Subject: Addendum No. 3 | Theatre & Dance Responses - Q&A
RFP: 26-011 Theatre & Dance Ticketing System

Theatre & Dance Q&A:

1. **General:** Can you provide some examples of scenarios where Troy would like to implement dynamic pricing?
T The needs vary, and we have not experimented very much with this concept. It is something we'd like to consider.
2. **Giving:** Can you please elaborate on "Priority points" on donations made?
T We have not been able to receive donations through our ticketing system due to university regulations, so this would be an area of interest and conversation with our development office.
3. How many tickets are sold annually across all Theatre and Dance events?
T The total number of tickets sold from 8/1/25 to 8/1/26 was 3,811.
4. What is the approximate annual gross ticket revenue processed through the current ticketing system?
T Approximately \$14,000
5. Are there any anticipated growth plans (additional venues, events, or ticket volume increases) that vendors should consider when proposing a solution?
T Not at this time
6. Is there a target go-live date?
T October 6 is the date that the contract starts. The system needs to be ready to implement by this date or shortly after so that there is not a lapse in service.

7. How many members of staff would need back-end access to the system?

T Admin – 2-4

T Basic Ticket Seller – 4-6

8. Do you sell subscription packages?

T Not at this time, but we're interested in the idea.

9. Do you offer memberships?

T No.

10. What are the price levels of single tickets? ...of subscriptions? ...of memberships?

T Student tickets are \$5

T General Public tickets are \$10

T We do not currently sell subscriptions or memberships

11. Does the university require use of a particular credit card processor?

T Most of our credit card processing equipment is managed by Touchnet

12. Do students receive discounted or free tickets?

T Yes

13. What is the estimated number of packages/subscriptions? Please provide breakdown of type, number and price.

T We do not currently sell subscriptions or packages.

14. What is the estimated number of paid events annually?

T A minimum of 6 ticketed events are produced each year

15. What is the average ticket price?

T Student tickets are \$5

T General Public tickets are \$10

16. What is the ticket price range for all events? i.e., \$10-\$300

T Currently \$0 to \$10

17. What is your current box office setup?

- How many box office windows? 1
- How many and what type of computer and or tablet? 2 desktop Lenovo towers, 1 laptop
- How many and what type of credit card machines? 2 card swipers attached to Lenovos
- How many and what type of printers? 2 Boca printers
- How many and what type of scanners? 4 Zebra scanners
- Does the University own this equipment? Yes

18. Does the University have its own merchant processor that it is required to use (online and in-person), or does it want to use the winning Proponent's merchant processor for ticket sales?

T That can be discussed.

19. What are your current ticketing fees?

T Approximately 10% of revenues

20. Please provide information regarding your annual expected sales. For example:

T Venues & Capacities

- Trojan Center Theatre – 250-290
- Crosby Theatre – 600
- Malone Black Box – 55-70
- Janice Hawkins Amphitheatre – 500+

T Annual number of events – 6

T Subscription, package or membership sales - 0

T Donations - 0

T Concessions and merchandise sales – 0

21. The RFP lists October 06 as Contract Commencement date. When is the desired "go live" date for the selected vendor's system or systems?

T As soon as possible after October 6. We have a ticketed production that occurs in late October.

22. Please provide further details on the General "Concessions software" requirement. What are the concessions use cases?

T We do not typically sell concessions, but we are interested in learning more.

23. Please provide further details on the Box Office, Printing and Back Office section "Student ticketing module" requirement. What are the use cases?

T We need to be able to offer restricted access for student ticket sellers who are training on the system as an educational practice and/or actual use.

24. Please provide further details on the Validation / Scanning "System supports scanning on a magnetic stripe card i.e., Student ID Card" requirement. What are the use cases? What is your current process? In addition to magnetic swipes, do student IDs also include bar codes and/or ID numbers?

T The only cards being scanned are credit/debit cards. Student IDs do not contain scannable codes. We are interested in learning more about possibilities.

- End of Addendum No. 3 -

RFP FOLLOWS THIS PAGE



Request for Proposals # 26-011
Theatre and Dance Ticketing System

Issue Date **17 July 2026**

Proposals Due **3 September 2026**

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Troy University RFP# 26-011 Theatre and Dance Ticketing System

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Calendar of Events

Troy University RFP# 26-011 Theatre and Dance Ticketing System

17 July 2026

Issue Request for Proposal

**4 August 2026
2 PM CST**

RFP Questions due

**3 September 2026
2 PM CST**

Proposals are due by 2 PM (CST) to
be opened and reviewed in the
conference room at:

**Troy University
Purchasing Dept.
University Park 100
Troy, AL 36081**

15 September 2026

Award selection

6 October 2026

Contract Commencement

****ALL DATES ARE SUBJECT TO CHANGE****

If you wish to be notified directly of any addenda or updates regarding this RFP, please email bids@troy.edu. Please ensure that the subject line contains **"RFP 26-011"**.

Evaluation Criteria

Troy University RFP# 26-011 Theatre and Dance 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:

Category	Weight factor
1. Qualification of Vendor in Theatre Ticketing Industry	15
2. Experience of Vendor in Higher Education	15
3. Proposed charge for system	20
4. Reporting Features: Access, Ease of Use, Storage of Data	15
5. Dedicated technical support resources	5
6. References (3 similar size institutions w/multiple performing arts venues)	5
7. Implementation Plan	10
8. Technical Support Training and Operation	15
	100

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

Troy University RFP# 26-011 Theatre and Dance Ticketing System

Evaluation Criteria Workbook

Category	Weight factor	Points Assigned	Total
1. Qualification of Vendor in Theatre Ticketing Industry	15	_____	_____
2. Experience of Vendor in Higher Education	15	_____	_____
3. Proposed charge for system	20	_____	_____
4. Reporting Features: Access, Ease of Use, Storage of Data	15	_____	_____
5. Dedicated technical support resources	5	_____	_____
6. References (3 similar size institutions w/multiple performing arts venues)	5	_____	_____
7. Implementation Plan	10	_____	_____
8. Technical Support Training and Operation	15	_____	_____
	100	_____	_____

Introduction & Instructions

Troy University RFP# 26-011 Theatre and Dance Ticketing System

Purpose

Troy University invites qualified vendors to submit proposals for the Ticketing System of the Theatre and Dance Program. The system requirements are contained in the Scope of Services and Specifications of the RFP.

The Troy University Story

Founded in 1887 in Troy, Alabama as a normal school for teachers, today Troy University reaches students around the world through more than 230 quality academic degree options offered in face-to-face, online and blended formats. Troy University prides itself in being a student-focused, public institution with a strong, pioneering history in online education. The diversity of Troy's educational efforts allows Troy to provide a comprehensive selection of undergraduate, graduate, and professional degree programs with a strong emphasis on student engagement, access, and success. Additional information about Troy University can be found at <https://www.troy.edu>.

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.

Issuing Office

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

**Troy University
Purchasing & Asset Management
100 University Park
Troy, AL 36082**

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.

- **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 conflict with the basic nature of this RFP.

- **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 delivered 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.

Contract Requirements & Forms

The following items will be **required** for the proposed contract:

PERFORMANCE BONDS:

Alabama Law ([AL Code § 41-16-58 \(2025\)](#)) provides that a bond is a responsible sum for faithful performance of the contract, with adequate surety, may be required in an amount specified in the advertisement for bids (RFP). In accordance with Troy University policy, a Performance Bond will be **required** for the contract awarded through this RFP.

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. For services such as the one outlined herein, a Performance Bond is most often requested at 10% of the total cost quoted for the first year of the contract.

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.

HECVAT FORM:

The HECVAT Full Form should be included as part of the Proposal Package. This requirement is outlined in the **Proposal Format**. The University's Information Technology Department requires the completion of HECVAT Long Form documentation to ensure that cloud-based products are appropriately assessed for security and privacy needs. Information related to the HECVAT Long Form can be found by visiting the following website: <https://www.educause.edu/higher-education-community-vendor-assessment-toolkit>, or by emailing bids@troy.edu and requesting an electronic copy. This documentation should be included with submitted proposals. Any vendor unwilling to provide this documentation will not be considered. Clarifications on the HECVAT version required by this RFP are noted within the Proposal Format section.

Full link: <https://www.educause.edu/-/media/files/educause/hecvat/hecvat416.xlsx>

W-9 **Form**

Taxpayer Identification Number and Certification form. For international companies, please refer to the [W-8BEN](#) form. Full link: <https://www.irs.gov/pub/irs-pdf/fw9.pdf>

VENDOR DISCLOSURE FORMS:

[Instructions](#) | [Form](#)

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 exceeding **\$25,000**. 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 current vendor disclosure statement must be on file before invoices can be processed for payment.

Full link: <https://www.alabamaag.gov/wp-content/uploads/2025/10/Alabama-Vendor-Disclosure-Statement.pdf>

E-VERIFY DOCUMENTATION:

verify.alabama.gov | [Form](#)

Alabama Law (Section 31-13-9 (a) and (b), *Code of Alabama, 1975*) requires anyone receiving state monies to verify that they are in compliance with the Alabama Immigration legislation known as the Beason-Hammon Alabama Taxpayer and Citizen Protection Act 2011-535. State agencies, including the **University**, are required to withhold payment until proper verification has been obtained. Contractors must provide 1) the federal E-verify enrollment form and/or 2) complete the Affidavit of Alabama Immigration Law Compliance. If the vendor does not employ any employee(s) within the State of Alabama, the form must still be completed with the verbiage: “NO ALABAMA EMPLOYEES.”

Full link: [https://alletting.dot.state.al.us/Docs/Beason-Hammon%20Compliance%20Form%20\(November%202025\).pdf](https://alletting.dot.state.al.us/Docs/Beason-Hammon%20Compliance%20Form%20(November%202025).pdf)

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 bids@troy.edu or Tori Lee Averett (vlee@troy.edu), chair of Theatre and Dance, for any clarifications. All questions will be answered via email by **Tuesday, August 18, 2026 2:00 PM CST**.

Bidder must submit 2 physical copies of the proposal and 1 USB of the proposal. Only one of the physical proposal copies needs to contain any “wet ink” signed, original documents.

Sealed proposals will be received until **2:00 PM CST on Thursday, September 3, 2026**, 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.

Mail sealed proposals to:

Troy University Purchasing
Attn: Sarah Richards
100 University Park
Troy, AL 36082

Mark the outside of the package as follows:

RFP# 26-011 Theatre and Dance Ticketing System

[Name of Company]

2 PM CST / 9.3.2026

Proposal Addenda & 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.

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 via mail to the above noted address or by email to: bids@troy.edu

Any such requests for interpretation or correction must be received (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.

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.

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 Sarah Richards or April Johnson.

Bidders shall be accorded fair and equal treatment concerning 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.

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.

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.

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. Tori Lee Averett

2. The Purchasing and Asset Management department (bids@troy.edu)
3. University Representatives during oral presentations and demonstrations
4. Via written questions as provided under [Addenda](#) section

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

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 in accordance with instructions contained in the addendum may result in the proposal not being considered.

Compliance with the Law

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

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.

The **University's** financial status depends directly upon appropriations from the State of Alabama. Therefore, this agreement, and its continuation, is hereby expressly made contingent upon the **University** actually receiving from the State of Alabama an appropriation in sufficient amount so as to allow the **University** to meet its financial obligations. Such determination shall be made solely by the **University** and such determination shall be final and binding upon both parties. If at any time the **University** shall determine that its appropriation is not adequate to allow it to meet its obligations, then in such event the **University** 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.

Trade Secrets and Proprietary 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, faculty data, student data, staff data, operating manuals, 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 Contractor must demonstrate the security mechanisms in place to protect against data loss or security breaches. Also, evidence of FERPA training and certification of all vendor employees servicing the **University** account must be provided prior to contract initiation.

Assignment

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

Catastrophe

Neither Contractor nor **University** 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 Contractor speak to their disaster recovery/backup methodology in order for the Contractor supplied service center to remain operational in a disaster situation. The **University** requires that the vendor demonstrate routine exercise of their disaster recovery plan and provide reports to the **University** of those exercises. Failure to provide adequate disaster recovery/backup mechanisms in order to mitigate Contractor downtime could result in the termination of the contract by the **University** 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 Contractor and **University**.

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.

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.

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.

Equal Opportunity Statement

The **University** believes in equal opportunity practices which conform to both the spirit and the letter of all laws against discrimination and is committed to non-discrimination because of race, creed, color, sex, age, national origin, or religion. To be considered for inclusion as a Contractor under this agreement, the Contractor must include a statement of the Contractor's commitment to Equal Opportunity Employment.

Proposal Format

Troy University RFP# 26-011 Theatre and Dance 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 benefits 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 contain liaison names, telephone numbers, physical addresses, email addresses, 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, including venue seating chart.

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: **Secure Hosting Facility Profile:** Details of data warehousing hosting site, number of years in business, number of clientele housed in this location, emergency preparedness/disaster recovery methodology and plan, detailed schematic of hosting infrastructure and fail-over sites. The Higher Education Cloud Vendor Assessment Tool Lite ([HECVAT- Lite](#)) will be required at the time of bid submission. The information provided in the HECVQAT-Lite must be screened and approved by the Troy University Information Technology Department. This Excel form can be requested by

emailing bids@troy.edu, or you can obtain it at the following link and clicking on the “Lite - condensed version to expedite process” under the HECVAT Tools section.

<https://library.educause.edu/resources/2020/4/higher-education-community-vendor-assessment-toolkit>

The current version of the Full HECVAT, HECVAT 4, will be accepted as well:

<https://www.educause.edu/-/media/files/educause/hecvat/hecvat416.xlsx>

- Section F: 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 G: Implementation Plan:** Describe the process used to implement the contracted services, including any customization or transition period that will be required. Provide a listing of events and timeframes for accomplishing the implementation, along with the training required for operations and reporting.
- Section H: PCI Compliance:** The Contractor must address any and all PCI compliance issues that will affect execution of this contract, including, but not limited to information regarding the Contractor’s PCI compliance measures and any expectations and any information regarding Troy University’s PCI compliance measures that are required to be documented, and costs, if any. If vendor utilizes or contracts with a third party for PCI compliance, this must be clearly indicated,
- Section I: Technical Support and Operation:** Provide a specific description of the technical support available to Troy University. Describe the subjects, hours of instruction, 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 J: Exceptions to RFP:** The Contractor must address any and all exceptions to the RFP. These should be referenced by subsection.
- Section K: 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 L: **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 bidder's proposal.

Section M: **Further Information:** All proposals received in response to this RFP will be evaluated and ranked in accordance with the stated evaluation criteria. 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 N: **Propriety Information:** After the award of the contract, all proposals will be opened for public inspection. Trade secrets, test data, and similar proprietary information will remain confidential, provided such material is clearly marked as such. Note: Net cost information will not be considered confidential.

Section O: **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 RFP# 26-011 Theatre and Dance Ticketing System

This section of the Request for Proposal provides a list of desired services and functions of the Theatre and Dance 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.

Service	Available (Y/N)	Notes
General		
Rich online ticket sales experience including branded home page, print-at-home tickets, and ease of use to drive online sales.		
Concessions software		
Customizable ticket layouts for Mobile and Print at Home tickets		
Fully integrated online sales of tickets with real-time system-wide updating.		
Fully functional ticket transfer feature		
Web-based ticketing system that can support multiple users in the system simultaneously from multiple computers/logon stations		
Self-scanning devices available for purchase or rental through company		
Full-service Call Center open almost every day of the year with live agent		
AI chatbot feature on ticketing pages to answer questions 24/7		
24/7 Client Support		
Price changes for individual seats, sections, or venue wide.		
Support for adding tracking pixels through Google Analytics		
Support for dynamic pricing.		
Printable and emailable purchase receipts.		
Purchase tickets for multiple events within a single transaction.		
Accept multiple payments within same transaction.		

Customer accounts can be searched by multiple methods (name, email, company, phone, zip, etc.).		
Customer accounts track all previous sales and payments.		
Create audit trails by customer, by transaction, by agent or by seat.		
All transactions & deposits can be audited daily via a printable report		
Email capabilities for event alerts and reminders, suggested events, sending of sales receipts and tickets, etc.		
Ability to export contact information and mailing lists based on previous purchases, sales history, similar events, etc.		
Easy-to-read seating charts that can be easily updated and modified.		
Flexible fees that can be added or suspended per show or globally and can be set to automatically be added based on certain criteria.		
Ability to consign tickets for pre-pulling and off-site sales.		
View all customer account data including contact information, ticket purchase history, donor records, CRM data, etc. in one unique account that can also be viewed by the customer online for transparency.		
E-Marketing Component that allows full html and branded e-blasts to database with option to unsubscribe and integrated tracking functions to determine open rates.		
Contact management functions including contact notes, reports, coding, etc.		
Leverage ticketing software to improve customer service and fan experience, maintain accurate records for audit support, encourage efficiency in ticket office operations, and effectively market performing arts events to increase performing arts ticket revenues.		
Support online sales of multiple season and event tickets including mini-plans and flexible ticket packages.		
Manage all theatre and dance donor activity including online donations, gift records, membership levels, priority points, contact management in order to grow theatre and dance donation revenues.		

Encryption for credit card information so that data can be held under customer accounts. Verified with customer through last four digits.		
Ability for customer to log-in to one account to view and purchase tickets, make and manage donations, manage contact info, etc.		
Online Sales		
Online purchase process that is user friendly and easy to manage for customers.		
Seamless website experience that matches our existing branding.		
Web sales allow for both best available seat choice and end-user choosing of seats for both regular sales and promo code sales.		
Allow customers to select seats from online seating map.		
Entering of promotional codes to receive discounted and, at times, complimentary tickets.		
Does the system support digital and print-at-home tickets? What file types?		
Can the system allow for custom print-at-home layouts?		
Mobile device support for online sales. If so, please list supported devices and indicate if supported via mobile web page, native app, or web app.		
Users can sign up for event notifications.		
Social media integrations available. Please list.		
Customers can view online profile including ticket purchase history, e-tickets awaiting print, and update contact information.		
Ability to restrict online sales based on required passwords or specific account permissions.		
Ticket office can place tickets into customer accounts to be paid for online, particularly for renewals.		
Box Office Sales, Printing, and Back Office		
Agents can navigate easily through the screens.		
Browser back and forward buttons operational within the system.		
Quick sell functionality for box-office transactions.		
Agent can view available tickets without being in a customer account.		

Student ticketing module.		
Print tickets to network connected printers.		
View tickets in Will Call and print from that screen.		
Can re-print, re-seat, and exchange paid tickets.		
Define print layout for ticket printing and for individual events.		
Generate renewal invoices for season tickets from within the system.		
Hold and release tickets without completing the sale.		
Mobile support for sales, back-office, and management. Describe functionality and device support.		
Print tickets to BOCA printers.		
Individual and batch printing of tickets		
Indicate type of print drivers used e.g. Generic Text, FGL, PCL, Windows, etc.		
Ability to process charges for both tickets and required giving in one transaction, splitting in multiple accounts for revenue and donation.		
Validation / Scanning		
Full digital ticketing including barcode scanning, attendance reports, and re-issuing barcodes for return or exchanged tickets.		
Validate barcoded tickets using handheld wireless device. Please describe type of device used.		
Scanning software can be loaded on handheld devices		
Indicate refresh rate for barcodes uploading to the scanning software.		
System supports scanning on a magnetic stripe card i.e. Student ID Card.		
Provide feedback on handheld validation device screen including customer name, show, seat #, etc.		
Scanners retain all configuration settings in the event of complete battery drain.		
System supports network scanning to provide real time validation and reporting.		
Giving		

System integrates with ticketing software to collect online donations and maintain giving records in same customer account as ticketing history.		
Custom Troy branded landing page for online donations.		
Can calculate priority points on donations made.		
With this Integrate with our current donor software, RaisersEdge? Please explain how you would accomplish this integration. Are there any additional costs for the integration?		
Keep mailing addresses in sync with Administrative system.		
Provide reporting to indicate breakout of seat licensing fee and ticket price per seat purchased		
Provide giving information when giving is either included in or is in addition to the ticketing purchase.		
Calculate giving levels based on gifts.		
Code accounts for prospects, active, in-active, etc.		
Allow for credit card gift payment plans.		
Administration and Technical		
Describe your company's hosting environment including security, redundancy and system backup.		
Describe minimum venue intranet LAN server specifications and/or PC hardware/software/operating system requirements to utilize your system.		
Client can build custom venues or venue layouts (scaling structures).		
Indicate limits to the number of venues or layouts per venue.		
Easy remote access for remote organizations to access reports or sell tickets.		
Validate customer accounts using email address or other unique identifier to avoid duplicate accounts.		
Indicate if hosting provided by vendor (SaaS) or by client. Please describe.		
Indicate compatibility with Windows and Mac OS.		
System can be managed via the web from both on and off campus.		
Indicate supported web browsers.		

Easy customer merge/purge processes that can be run based on name, address and/or email.		
Import customer account data and ticket history from previous systems.		
Assign individual ticket sales to specific general ledger codes for deposit.		
Client can customize security rights and privileges for agents and other users of the system by creating security groups and assigning granular permissions to each group.		
Indicate the physical location of the database.		
Compatible with mobile devices i.e. tablets and cell phones. Which operating systems?		
List any software or equipment that will require a static IP.		
Ability to seamlessly deal with Troy University fiscal year at 10/1 - 9/31		
Training, Support, Improvements		
Ongoing maintenance and help desk support program for all modules/components that is available at all times due to events.		
Software updates included in cost, not separate fees per update,		
Initial and ongoing training opportunities for Ticket Office Staff and IT Administrators.		
Thorough training on system including setting up of venues, venue scaling, building events, running reports, daily maintenance etc.		
Testing environment separate from production environment.		
Access to client community, forums, or mailing list.		
Indicate how are incidents and problems reported and handled.		
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)		
Indicate hours and days of operation for the helpdesk.		
Describe escalation process for reported incidents.		
Process in place for feature requests. Please describe process and average turn-around time.		
Feature roadmap published or disseminated.		

Reporting		
<u>Reports are provided regarding:</u>		
Settlement		
Accounting/General Ledger		
Daily sales/reconciliation		
Attendance		
Inventory/event sales		
Year to year comparison		
Comprehensive report for events and seasons that show tickets purchased, order method, revenue collected, and fees collected.		
Daily accounting reports for reconciliation, including reports by ticket agent, global daily sales, sales by event, sales by pay type, deposit reports, etc.		
Report comparing purchases season to season, including renewals, non-renewals, seating upgrade, seating downgrade, and new purchases		
Reports of sales dollars, seat inventory, and attendance by event, by season, by sponsor, or combination thereof.		
Settlement reports that combine tickets sold by type, revenue generated, fee money generated, sales by payment type, and attendance.		
Real-time live scanning report.		
Client created custom reports. Describe process.		
Vendor custom reports by request. Describe process and/or fee structure.		
Ability to export reports. List file types supported.		
Security and Compliance		
Secure connection established for all user administrative functions.		
The vendor must provide for all PCI compliance requirements so that Troy University will be able to complete PCI Self-Assessment Questionnaire A, B or P2PE-HW. Describe how you provide for this requirement. This requirement is separate but in addition to		

the vendor being able to provide certification of PCI compliance for the vendor-controlled environment.		
The vendor solution must not provide for entry of credit card PAN data in an unsecured environment.		
All passwords stored encrypted and in a secured database.		
Indicate if you generate new passwords.		
Indicate if your system stores any Personally Identifiable Information or other sensitive information that may come under Federal Trade Commission or other government or regulatory oversight (examples include data covered by Red Flag Rules, FERPA, HIPAA, PCI-SSC). Provide explanations, please.		
Indicate if you subcontract for hosting services. If the service is provided in the cloud, describe the security provisions (for example, is all data stored encrypted).		
Indicate if you provide usable data export of all customer data, promptly when the contract is terminated.		
Hosted solutions preferred.		
Capacity, Availability, Continuity		
Describe your upgrade and patch process and indicate expected downtime for each.		
Describe how are patches and downtimes communicated.		
Indicate when are patches and downtime typically scheduled; please include time zone.		
Indicate average system up-time in percentage per year.		
Indicate if you provide a guaranteed uptime. Describe the measure and how is it calculated.		
In the event of a disaster (e.g. datacenter is destroyed), describe your recovery plan and expected recovery time.		

VENDOR CONTACT INFORMATION:

**Company
Name:**

**Mailing
Address:**

Representative:

Phone #:

Email Address:

**Authorized
Signature:**

Date:
