

REQUEST FOR TICKETING PROPOSAL
Global Spectrum, L.P. dba Spectra Venue Management as agent on behalf of ArenaCo
-Xtream Arena and Fieldhouse-



Overview:

The Xtream Arena and Fieldhouse is a Spectra managed multi-facility complex in Coralville, IA. The Xtream Arena and Fieldhouse is currently under construction and scheduled to open in August 2020. Global Spectrum, L.P. dba Spectra Venue Management as agent on behalf of ArenaCo is currently soliciting proposals for ticketing services from a select group of vendors which it has deemed as qualified to execute ticket sales and service. The desired term of a new agreement is eight (8) years beginning on the date of our first ticketed event. Vendors responding to this request for proposal should adhere to the guidelines and format described below.

Contact:

Please keep your contact to the Xtream Arena and Fieldhouse limited to email so that we can share your responses easily with members of our evaluation group and simply track discussion points.

Please include the name of your company and “Xtream Arena and Fieldhouse RFP” in the email subject line of any correspondence (example: Ticketing Company Xtream Arena and Fieldhouse Ticketing RFP).

Xtream Arena and Fieldhouse may contact you by phone for clarification on your responses.

Jacquelyn Holowaty – VP of Client Experience & Ticketing – Spectra

Jacque_holowaty@comcastspectacor.com

Brian Hixenbaugh – General Manager – Spectra – Xtream Arena and Fieldhouse

Brian_Hixenbaugh@comcastspectacor.com

Timeline:

Friday, May 10, 2019	Request for Proposal issued to vendors
Friday, May 31, 2019	Last day for clarification questions
Friday, June 7, 2019	Responses from vendors due at 5:00 PM Eastern
June 2019	Notification to vendors on contract award (time TBD)

Proposal Instructions:

Please send only as a digital copy via email through attachment or Dropbox.

Email Address for Proposals:

Jacquelyn Holowaty – VP of Client Experience & Ticketing – Spectra

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Projected Sales Volume:

The Xtream Arena and Fieldhouse (www.XtreamArena.com) is home to the University of Iowa Women’s Volleyball team and the TBD hockey team of the USHL/ECHL and anticipates hosting many additional ticketed events throughout the course of the year, including major touring acts, family shows, collegiate level championship events and youth sporting events. The University of Iowa Women’s Volleyball match tickets will be sold through the athletic departments ticketing platform.

Vendors can reasonably assume the following sales volumes by channel based on our event projections:

# of internet tickets sold:	49,173
# of box office tickets sold:	197,043
# of phone tickets sold:.....	1,549
# of secondary box office tickets sold.....	1,011

Ticketing Hardware:

The following ticketing hardware is required:

Workstation Computers:	10
P2PE Credit Card Swipers:	15
BOCA Thermal Ticket Printers:.....	12
Access Control Scanners:	20
Access Control Servers:.....	1
Wireless Access Points:	15
Laptop:.....	1

Response Format:

Proposals should be limited to ten pages in length. Financial Proposals should be limited to a single page. Additional addendums and exhibits with other information will not be reviewed as a part of this evaluation process at this time. The response should contain the following sections (details on the following page):

1. Cover Letter
2. Financial Proposal
3. Response to Scope of Services
4. References

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Response Details:

1. **Cover letter:** Please explain the scope of your proposal and your proposed services to the Xtream Arena and Fieldhouse. Please make clear who the main point of contact will be for negotiations with your company.

2. **Financial Proposal:** *In a single page*, please detail your financial offer to the Xtream Arena and Fieldhouse, including the following details:

Fees to Xtream Arena and Fieldhouse:

- \$ _____ Annual license Fee
- \$ _____ Set Up Fee
- \$ _____ Internet season ticket or package ticket
- \$ _____ Internet/phone single reserved seat ticket \$65.00 & Up
- \$ _____ Internet/phone single reserved seat ticket \$50.00 - \$64.99
- \$ _____ Internet/phone single reserved seat ticket \$35.00 - \$49.99
- \$ _____ Internet/phone single reserved seat ticket \$20.00 - \$34.99
- \$ _____ Internet/phone single reserved seat ticket \$10.00 - \$19.99
- \$ _____ Internet/phone single reserved seat ticket \$0.01 - \$9.99
- \$ _____ Internet reserved seat Group ticket
- \$ _____ per box office or phone ticket sold by venue
- \$ _____ Internet General Admission ticket
- \$ _____ Internet single reserved seat ticket \$0.00 (complimentary ticket online)
- \$ _____ per mobile ticket (electronic delivery)
- \$ _____ per Print @home (electronic ticket delivery)
- \$ _____ per ticket transfer
- \$ _____ per order fulfilled (printed & mailed) by Service Provider
- \$ _____ per two-day express mail order fulfilled by Service Provider
- \$ _____ for Credit Card Processing (Visa, MC, Amex, Discover), including Point to Point Encryption (P2PE)

Financial Incentives for Xtream Arena and Fieldhouse:

- Signing Bonus?
- Annual Marketing & Sponsorship spend, including ticket inventory purchase?
- Other incentives?

3. Scope of services:

3.1: Ticketing Services: Please respond to the following questions with “Yes” or “No”:

3.1.1 Ticketing Vendor builds, tests and deploys all events for sale:

3.1.2 Ticketing Vendor handles all mailing of advanced sale orders:

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- 3.1.3 Vendor handles all returns of canceled or rescheduled events:
- 3.1.4 Ticketing Vendor supplies year-round dedicated client support representative:
- 3.1.5 All Ticketing hardware provided by Ticketing Vendor:
- 3.1.6 All Ticketing hardware installed by Ticketing Vendor:
- 3.1.7 All Ticketing hardware maintained by Ticketing Vendor for life of contract:
- 3.1.8 All ticket stock provided by Ticketing Vendor:
- 3.1.9 The ticketing license allows for ticketing of the Xtream Arena and Fieldhouse managed events at other facilities (local festivals, fan fests, outdoor concerts):

3.2 Describe, briefly, any other specific services offered to the Xtream Arena and Fieldhouse and your stated value of each service on an annual basis.

3.3 Describe, briefly, the marketing services offered to the Xtream Arena and Fieldhouse and your stated value of these services on an annual basis.

4. Ticketing System Functionality

Please respond in writing to your organizations ability to satisfy the following requirement, along with any costs associated with those services:

4.1 Subscription and Package Sales

- 4.1.1 Does the system support subscriptions/packages containing events with different facilities and/or different manifests within the same package, without requiring separate packages to be transacted?
- 4.1.2 Does the system allow for prorated packages?
- 4.1.3 Does the system support full season, partial season, pick-a-plan, and flex plans via all sales channels?
- 4.1.4 Describe the capabilities in your system to allow for package seats to be held in an account as an unpaid reservation that will be reflected in the sales figures.
- 4.1.5 Does the system provide functionality that helps to reseat and/or upgrade subscribers? Please describe.
- 4.1.6 Does the system allow seats within a package to be returned, resold, exchanged, reprinted and/or cancelled without the entire subscription/package being affected?

4.2 Ticket Holder Renewal Process and Online Account Management

Describe the full range of your system ticket holder renewal capabilities, to include, but not limited to the following functionalities:

- 4.2.1 Log- in and ability to renew season/series/plans
- 4.2.2 Seat renewals (one season to next)

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- 4.2.3 Ticket forwarding / Reissues
- 4.2.4 Ability to purchase merchandise during renewal process
- 4.2.5 Ability to add more items during the renewal process
- 4.2.6 Ability to make a donation during the renewal process
- 4.2.7 Capabilities to re-seat and /or upgrade subscriptions/package.
- 4.2.8 Ability to set up numerous automated bill plans
- 4.2.9 Capability for patron to manage their general contact information, including but not limited to updates of email, physical address and telephone numbers and all other information pertaining to a patron.
- 4.2.10 Ability to transfer tickets (either single events or multiple events at one time).
- 4.2.11 Ability to exchange tickets (either single events or events from a subscription).

5. **References:** Please provide three (3) references for the Xtream Arena and Fieldhouse to call to discuss your service offering, including the following information:

- Facility Name:
- Contact name:
- Title:
- Email address:
- Phone number:
- Website:
- Products Used: (example, ticketing, access control, kiosks, marketing services)
- Number of years in service on current platform:

Please do not have references contact the Xtream Arena and Fieldhouse on your company's behalf. Please do not submit letters of reference with your response. Note that your references may not be contacted during the initial evaluation period.

6. Vendor meetings and product demonstrations: The Xtream Arena and Fieldhouse may contact vendors for meetings and product demonstrations upon completion of its initial evaluation of proposals.