



University of North Alabama  
 Office of Procurement  
 UNA Box 5025  
 Florence, AL 35632  
 Phone: (256)765-4206  
 Fax: (256)765-4329

**Bid No. 2023 -04 For: Event Ticketing System**

**Page 1 of 12**

**INVITATION FOR BIDS:**

Sealed Proposals for furnishing materials, equipment or services as described herein will be received at the Purchasing Department, 601 Cramer Way, Room 126, University of North Alabama, Florence, Alabama, until 2:00 p.m. local time on February 22, 2023.

It is understood that the owner may accept any or all items at the prices listed in this proposal within a noted timeframes on the specification page. Time is of the essence to this bid and if delivery is not made within the time specified, the University reserves the right to cancel any order placed as a result of this bid. This bid may be withdrawn at any time prior to the scheduled time for the opening of bids, or any authorized postponement thereof.

**DIRECTIONS FOR MAILING BIDS:**

**Do not place more than one bid in an envelope. Envelopes containing more than one bid may not be opened in time for a bid to be considered.**

Envelopes containing bids must be sealed, marked and addressed as follows:

ADDRESSED TO:	(If via any postal service University of North Alabama Purchasing Department - Bid 2023-04 UNA M/S 5025 One Harrison Plaza Florence, AL 35632-0001	(If hand carry) University of North Alabama Purchasing Department - Bid 2023-04 601 Cramer Way, Room 126 One Harrison Plaza Florence, AL 35632-0001
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BID FOR: Event Ticketing System  
 Bid No. 2023-04

**CAUTION** – The above mailing address line, UNA Box 5025, is the address for the University of North Alabama Central Mail Room and is not part of the physical address for the University of North Alabama Purchasing Department. Envelopes or packages addressed to this box number may not be received in the Purchasing Department by the specified bid due date and time. It is the bidder's responsibility to ensure that the bid is received in the Purchasing Department by the date and time specified; no assumptions should be made in regard to an extension due to unforeseen circumstances of any kind, no due date or time will change without advance written notice from the Procurement Office.

Bidders are strongly cautioned to mail or ship bids to allow ample time for receipt in the Purchasing Department, not the Central Mail Room nor Central Receiving. Overnight or next day delivery services may not be adequate. Since bids must be received in a sealed envelope, faxed or emailed bid copies cannot be accepted.

**Bids received in the Purchasing Department after the specified date and time set forth above will not be considered**

**Bids will be opened in the Administrative Building, 601 Cramer Way, Room 126 at 2:00 p.m. local time on February 22, 2023.**



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## ***INSTRUCTIONS TO BIDDERS***

1. All bidders are to submit bids on proposal forms furnished by the Assistant Vice President of Business Services, University of North Alabama (forms enclosed). All bid forms are to be signed in all designated spaces by an authorized officer or employee of the bidder. Telephone bids will not be accepted. Bids submitted by "fax" machine will not be accepted. All bids are to be mailed or delivered in a sealed envelope.
2. All bidders shall base their proposals on the exact schedule of equipment, material or service specifications herein.
3. Pictures, descriptions, and specifications should accompany all bids when required or desirable. Samples may be required and, if so, shall be furnished free of cost to the Owner.
4. Reference to manufacturers, suppliers, catalog numbers, etc., is intended to set quality standards and does not preclude bids from others as long as quality standards are met. Offers of equal items shall state the brand and number or level of quality. Alternates will not be considered unless they conform to the specifications.
5. All bidders are required to submit unit prices and extended prices, where applicable, for each item bid. Where the unit price and the extended total price do not agree, the unit price shall prevail.
6. The Owner reserves the right to accept any or all items on any bidder's proposal at the unit price submitted. The Owner reserves the right to reject any and all bids and to waive informalities.
7. All prices submitted on the proposal are to be delivered prices to the University of North Alabama and shall not include any state or local sales tax.
8. Bidders should sign & return all pages of the complete bid to imply complete understanding and compliance with all bid requirements.
9. All questions should be directed to the Purchasing Office, University of North Alabama, UNA Box 5025, Florence, AL 35632-0001, phone 256/765-4206.
10. Should a bidder find discrepancies in, or omissions from the bid documents or should he be in doubt as to their meaning, he should at once notify the Owner who will send written instructions to all bidders.
11. Bids received after the bid opening date and time, or any authorized postponement thereof, will not be considered.
12. **If required, a bond may be requested and must be supplied within forty-eight (48) hours after request to protect the University from any risk of loss.**
13. **EQUAL EMPLOYMENT OPPORTUNITY/U.S. FAIR LABOR STANDARDS ACT:** By signing this proposal, bidder certifies that bidder is in compliance with the nondiscrimination clause contained in Section 202, Executive Order 11246, as amended by Executive Order 11375, relative to Equal Employment Opportunity for all persons without regard to race, color, religion, sex, or national origin, and the rules and regulations prescribed by the Secretary of Labor, Veteran's Act 38USC4212, Section 503 - Rehabilitation act of 1973 Title I of the Americans with Disabilities Act of 1990 42USC12101, and that any and all goods were produced in compliance with all applicable requirements of Sections 6, 7, and 12 of the Fair Labor Standards Act, as amended, and of regulations and orders of the United States Department of Labor issued under Section 14 thereof.
14. Verbal communication before or while Bid is open shall have no force or affect whatsoever toward this bid as written, or the entire agreement. All parties represent that no promises, representations, or inducements have been made with respect to the subject matter of the bid nor a contract, except as specifically set forth herein. The bid or final contract, agreement, or order, can only be changed, altered, modified or amended by written agreement from both parties.



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**PROPOSAL FORM**

In compliance with the University of North Alabama **INVITATION FOR BIDS** and **INSTRUCTIONS TO BIDDERS**, the undersigned hereby proposes to furnish and supply items to the University of North Alabama, Florence, Alabama, in strict accordance with the **SCHEDULE** and **SPECIFICATIONS**.

The undersigned bidder/proposer hereby certifies that it, its officers, partners, owners, providers, representatives, employees, and parties in interest, including the affiant, has not in any way colluded, conspired, connived or agreed, directly or indirectly, with any other bidder/proposer, potential bidder/proposer, firm or person, in connection with this solicitation, to submit a collusive or sham bid/proposal, to refrain from bidding/proposing, to manipulate or ascertain the price(s) of other bidders/proposers or potential bidders/proposers, or to secure through any unlawful act an advantage over other bidders/proposers or the university.

The prices submitted herein have been arrived at in an entirely independent and lawful manner by the bidder/proposer without consultation with other bidders/proposers or potential bidders/proposers or foreknowledge of the prices to be submitted in response to this solicitation by other bidders/proposers or potential bidders/proposers on the part of the bidder/proposer, its officers, partners, owners, providers, representatives, employees, or parties in interest, including the affiant.

**DATED:** \_\_\_\_\_

**COMPANY NAME:** \_\_\_\_\_

**BY:** \_\_\_\_\_

(Signature)

\_\_\_\_\_  
 (Typed or Printed Name)

\_\_\_\_\_  
 (Title)

**BUSINESS ADDRESS:** \_\_\_\_\_

**TELEPHONE:** \_\_\_\_\_

**Email Address:** \_\_\_\_\_

*This address will be used to publish the bid tabulation & any other communication regarding bid results*

If Bidder is a Corporation, write the State of Incorporation, and if a Partnership, give full name of partners, using space below.



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**UNIVERSITY OF NORTH ALABAMA  
VENDOR CERTIFICATION  
PURSUANT TO ACT NO 2012-491 & ACT2014-044**

ALABAMA LAW (SECTION 31-13-9 , CODE OF ALABAMA 1975: By signing a contract resulting from this proposal, the contracting parties affirm, for the duration of the agreement, that they will not violate federal immigration law or knowingly employ, hire for employment, or continue to employ an unauthorized alien within the state of Alabama. Furthermore, a contracting party found to be in violation of this provision shall be deemed in breach of the agreement and shall be responsible for all damages resulting therefrom.

ALABAMA LAW SECTION 16-25-26C , CODE OF ALABAMA 1975; Legislation requiring the University of North Alabama to report to Retirement Systems of Alabama individuals paid for personal services who are currently receiving benefits from TRSA or ESA became effective October 1, 2013. No minimum level of compensation was defined. **Any individual receiving direct or indirect compensation from this contract who is a retiree receiving benefits from the State of Alabama Retirement System MUST NOTIFY UNA of this status along with Bid/RFP Submission.**

Bidder hereby certifies full compliance with Act No. 2012-491 & Act No. 2014-044:

Date: \_\_\_\_\_

Company: \_\_\_\_\_

Authorizing Signature: \_\_\_\_\_

Printed Name: \_\_\_\_\_

Title: \_\_\_\_\_

State of \_\_\_\_\_ County of \_\_\_\_\_



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**CERTIFICATE OF COMPLIANCE WITH THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 2011-535, as amended by Act 2012-491)**

**DATE:** \_\_\_\_\_ **RE: Contract/Grant/ Incentive (describe by number or subject):**

**BID/RFP** \_\_\_\_\_ **by and between**

\_\_\_\_\_ (Contractor/Grantee) and

\_\_\_\_\_ (State Agency, Department or Public Entity)

The undersigned hereby certifies to the State of Alabama as follows:

1. The undersigned holds the position of with the Contractor/Grantee named above, and is authorized to provide representations set out in this Certificate as the official and binding act of that entity, and has knowledge of the provisions of THE BEASON-HAMMON ALABAMA TAXPAYER AND CITIZEN PROTECTION ACT (ACT 201 1-535 of the Alabama Legislature, as amended by Act 2012-491) which is described herein as "the Act".
2. Using the following definitions from Section 3 of the Act, select and initial either (a) or (b), below, to describe the Contractor/Grantee's business structure. **BUSINESS ENTITY.** Any person or group of persons employing one or more persons performing or engaging in any activity, enterprise, profession, or occupation for gain, benefit, advantage, or livelihood, whether for profit or not for profit. "Business entity" shall include, but not be limited to the following:
  - a) Self-employed individuals, business entities filing articles of incorporation, partnerships, limited partnerships, limited liability companies, foreign corporations, foreign limited partnerships, foreign limited liability companies authorized to transact business in this state, business trusts, and any business entity that registers with the Secretary of State.
  - b) Any business entity that possesses a business license, permit, certificate, approval, registration, charter, or similar form of authorization issued by the state, any business entity that is exempt by law from obtaining such a business license, and any business entity that is operating unlawfully without a business license.

**EMPLOYER.:** Any person, firm, corporation, partnership, joint stock association, agent, manager, representative, foreman, or other person having control or custody of any employment, place of employment, or of any employee, including any person or entity employing any person for hire within the State of Alabama, including a public employer.

This term shall not include the occupant of a household contracting with another person to perform casual domestic labor within the household.

\_\_\_\_\_(a) The Contractor/Grantee is a business entity or employer as those terms are defined in Section 3 of the Act.

\_\_\_\_\_(b) The Contractor/Grantee is not a business entity or employer as those terms are defined in Section 3 of the Act.

3. As of the date of this Certificate, Contractor/Grantee does not knowingly employ an unauthorized alien within the State of Alabama and hereafter it will not knowingly employ, hire for employment, or continue to employ an unauthorized alien within the State of Alabama;
4. Contractor/Grantee is enrolled in E-Verify unless it is not eligible to enroll because of the rules of that program or other factors beyond its control.

Certified this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_.

\_\_\_\_\_ Name of Contractor/Grantee/Recipient

By: \_\_\_\_\_

Its: \_\_\_\_\_

The above Certification was signed in my presence by the person whose name appears above, on this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_\_.

WITNESS: \_\_\_\_\_ Printed name of Witness: \_\_\_\_\_



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**State of Alabama  
Disclosure Statement  
(Required by Act 2001-955)**

ENTITY COMPLETING FORM

Agreement Number

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

(       )

STATE AGENCY/DEPARTMENT THAT WILL RECEIVE GOODS, SERVICES, OR IS RESPONSIBLE FOR GRANT AWARD

ADDRESS

CITY, STATE, ZIP

TELEPHONE NUMBER

(       )

This form is provided with:

Contract     Proposal     Request for Proposal     Invitation to Bid     Grant Proposal

Have you or any of your partners, divisions, or any related business units previously performed work or provided goods to any State Agency/Department in the current or last fiscal year?

Yes                       No

If yes, identify below the State Agency/Department that received the goods or services, the type(s) of good or services previously provided, and the amount received for the provision of such goods or services.

**Have you or any of your partners, divisions, or any related business units previously applied and received any grants from any State Agency/Department in the current or last fiscal year?**

Yes                       No

If yes, identify the State Agency/Department that awarded the grant, the date such grant was awarded, and the amount of the grant.

1. List below the name(s) and address(es) of all public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)



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2. List below the name(s) and address(es) of all family members of public officials/public employees with whom you, members of your immediate family, or any of your employees have a family relationship and who may directly personally benefit financially from the proposed transaction. Identify the public officials/public employees and State Department/Agency for which the public officials/public employees work. (Attach additional sheets if necessary.)

**If you identified individuals in items one and/or two above, describe in detail below the direct financial benefit to be gained by the public officials, public employees, and/or their family members as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)**

**Describe in detail below any indirect financial benefits to be gained by any public official, public employee, and/or family members of the public official or public employee as the result of the contract, proposal, request for proposal, invitation to bid, or grant proposal. (Attach additional sheets if necessary.)**

List below the name(s) and address(es) of all paid consultants and/or lobbyists utilized to obtain the contract, proposal, request for proposal, invitation to bid, or grant proposal:

By signing below, I certify under oath and penalty of perjury that all statements on or attached to this form are true and correct to the best of my knowledge. I further understand that a civil penalty of ten percent (10%) of the amount of the transaction, not to exceed \$10,000.00, is applied for knowingly providing incorrect or misleading information.

Signature

Date

Notary's Signature

Date

Date Notary Expires

*Act 2001-995 requires the disclosure statement to be completed and filed with all proposals, bids, contracts, or grant proposals to the State of Alabama in excess of \$5,000.*





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**REQUIREMENTS/ SPECIFICATIONS**

**Background**

The University of North Alabama is seeking proposals for an event ticketing system to be used by multiple departments and venues who sell tickets by seat. The intent is to engage in a multi-year agreement, initial commitment of 5 years and the ability to award up to 10 years based on successful function, support, and experience. Evaluations will be based on overall best fit for the University. Successful vendor should have experience in higher education, ability to support multiple departments and their unique venues independently, must present a solid transition plan, strong technical support, and acceptable reporting features. Each of these factors along with competitive pricing will decide the winning bidder.

**Proposal Format**

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 benefit(s) UNA 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 contains liaison names, telephone numbers, physical addresses, email addresses, and a description of services provided, and dates of the services. Names, Titles, and quick summary of experience of individuals who will support the University through transition and operations once in place.

**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 herein as a guideline to explain features of your system. Additional features/services that are offered outside of those 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.

**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.





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**Section E**

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 F**

Implementation Plan: Describe the process used to implement the contracted services, including any customization or transition period that will be required. (approx. 15,000 customer accounts & approximately 20,000 seats) Provide a listing of events and timeframes for accomplishing the implementation, along with the training required for operations and reporting.

**Section G**

Technical Support and Operation: Provide a specific description of the technical support available to UNA specifically. 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 H:** Exceptions or assumptions to the RFP must be included and explained here in detail.

**NOTE:**

Propriety Information: After the award of the contract, all proposals will be open for public inspection. Trade secrets, test data and similar proprietary information will remain confidential, provided such material is clearly marked. However, net cost information will not be considered confidential.



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1. This scope is meant to capture desired details of proposed system. It is not meant to be all inclusive, vendor may add to this list if desired, but should be relevant for consideration while organizing bid response.
  2. Provide an overview of your current system's ticketing architecture, include: hardware, software configuration, telecommunications equipment needs, technical specs, bandwidth requirements and all other information pertaining to related topic. Describe the system capability to import/export, read/write data files.
  3. How does your system handle multiple client/venue databases within the same environment? Describe user levels of security and permission-based controls/flexibilities.
  4. Provide information on your current process for system enhancements. Please provide a description of the process from inception to implementation, including all details about the frequency of updates, the process for applying the upgrades to client and the training provided as it relates to the upgrade. Include the process by which the Bidder allows client to participate in identifying the system roadmap and/or future direction.
  5. The proposed solution must have the capability to allow UNA departments using the tool to have complete control to make any and all changes to their setup without permission or reliance on Bidder. Please provide an overview of how your system solution is capable of supporting this requirement. Describe the system's restrictions regarding operator access/permissions.
  6. Describe how your solution is capable of replicating similar events/items/setups rather than going through the process step by step to rebuild. Does this apply season over season?
  7. Describe system's capabilities and limitations to create a number of like scaled events over a given range of dates/times.
  8. Describe system's capability to place seats on hold across multiple events of the venue and season at once.
  9. Describe system's ability to turn on/or off specific events or functionalities by date/time, sales activity and all other parameters available by your solution. Can this be controlled through all sales channels?
  10. Must support real-time ticket sales from one inventory out of a single database through multiple sales channels, including but not limited to, box office, telephone, and internet. Please provide evidence of this capability.
  11. Does the system support full season, partial season, pick-a-plan, and flex plans via all sales channels?
  12. Describe the process for season rollover from one season to the next.



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13. Does the system provide functionality that helps to reseat and/or upgrade subscribers? Please describe.
  14. Does the system support the sale of non-ticket items such as parking, merchandise, memberships, donations, etc. without requiring that an event be built to manage the inventory?
  15. Does the system allow for various methods of ticket delivery, including mobile wallet, mobile pdf, print-at-home, mail/will call, etc.?
  16. Describe the system's Access Control (ticket scanning) system.
  17. Is the communication between the Access system and the ticketing system in real time, such that all bar codes issued, voided or otherwise changed in status are updated instantly on the access control system? Back office?
  18. Describe ability to void original barcode upon return, cancellation or reprinting of tickets and re-issue a new barcode when seats are resold or reprinted.
  19. Does the system provide a fully-integrated gift card solution? If so, is the gift card accepted as real-time method of payment without processing through an additional system? Can the gift cards be branded with the client's brand of choice?
  20. Describe your solution's scalability. Please provide benchmarked examples from large volume on sales performed in the last year.
  21. Does your system support "view from seat", seat map functionality? Does your solution have a three-dimensional map offering? Does your system support seat hold indicators such as limited/obstructed view, aisle seat, etc.? Is this functionality offered from all eCommerce points of sale – desktop, tablet, mobile?
  22. Describe your consumer fee structure. Does the client set all consumer fees online?
  23. Does your system facilitate restricted presales that only allow access to specific customers, seating allocations, pricing, delivery methods, transaction fees, etc.? Please describe.
  24. Does your solution provide a fully integrated email marketing tool able to store information pertaining to specific customers, such as order history and contact details?
  25. Please provide a list of standard reports. Are reports customizable? If so, does the customization of reports require vendor intervention or do you provide an ad-hoc tool allowing clients to customize reports.



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**Timeline of Events**

**RFP Release Date** January 27, 2023  
**Last day to receive Questions** February 1, 2023  
*Email questions to [chconlon@una.edu](mailto:chconlon@una.edu)  
(only written questions will be addressed)*

**Answers published** NLT February 8, 2023  
**RFP Close Date** February 22, 2023 (must be received by 2:00 PM CDT)  
*Upon bid opening an evaluation / rubric will drive invitations to provide demonstrations and more clarity of proposal.*

**Decision Date** No later than March 1, 2023  
**Implementation Start Date** must have a functional product by June 1, 2023; thus, the start date of the implementation will be based on the estimated time to completion provided by vendor.

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**Only Qualified bids will be accepted and reviewed. To be qualified bids must contain the following:**

- Completed RFP Document organized as requested – one (1) original and one (1) copy (copy may be a flash drive containing a digital copy of full proposal) with all appropriate signatures;

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**FOB UNIVERSITY OF NORTH ALABAMA, FLORENCE, AL 35632-0001**  
For any questions regarding use or needed performance of this equipment or  
For questions regarding bid submission  
Contact the Office of Procurement, Cindy Conlon (256)765-4293; email [chconlon@una.edu](mailto:chconlon@una.edu)

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