REQUEST FOR PROPOSAL

RFP No.: RFP752-18-212448-JLT
Title: Ticketing Software System

Proposal Submittal Deadline: February 6, 2018 2:00 p.m., Local Time

Prepared By:
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Business Service Center
1112 Dallas Drive, Suite 4000
Denton, Texas 76205
Date Issued: January 8, 2018
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ATTACHMENTS (as separate files)

Sample Service Agreement
SECTION 1: INTRODUCTION

1.1 UNTS System Description
The University of North Texas System (UNTS) is seeking proposals for a comprehensive ticketing, fundraising, Customer Relationship Management (CRM), and marketing solution tailored for college athletics. UNTS is a University system that is composed of the University of North Texas in Denton (UNT), the University of North Texas Health Science Center (UNTHSC) in Fort Worth and the University of North Texas at Dallas (UNTD). The UNT System Administration is based in Downtown Dallas. The three independent universities of the UNT System have combined enrollment of just over 42,000 students across five major teaching locations including each main campus as well as Frisco and Downtown Dallas. Proposals submitted in response to this RFP shall be for goods and/or services provided to UNTS, UNT, UNTHSC and/or UNTD, as agreed to in writing by the parties.

1.2 Background
North Texas Athletics seeks an integrated system that provides a comprehensive ticketing, fundraising, CRM and marketing solution tailored for college athletics and donor management system to consist of the following, but not limited to: advance internet ticket sales, Ticket Office sales, telephone sales, kiosk ticket sales, bulk ticket printing, support services, ticket validation (Access Controls) components, ticket scanning components, online donation capabilities, integrated ticket holder/donor information capabilities and email marketing solution.

1.3 Group Purchase Authority
Texas law authorizes institutions of higher education to use the group purchasing procurement method (ref. Sections 51.9335, 73.115, and 74.008, Education Code). Additional Texas institutions of higher education may therefore elect to enter into a contract with the successful Proposer(s) under this Section. Should another institution exercise this option the resulting contract and obligations shall be between that institution and the vendor with UNTS incurring no obligation as a result thereof.

SECTION 2: NOTICE TO PROPOSER

2.1 Submittal Deadline
UNTS will accept proposals submitted in response to this RFP until 2:00 p.m., local time, on February 6, 2018 (the “Submittal Deadline”).

2.2 UNTS Contact Person
Proposers will direct all questions or concerns regarding this RFP to the following UNTS contact (“UNTS Contact”):

Janet Thompson, Sr. Buyer

UNTS specifically instructs all interested parties to restrict all contact and questions regarding this RFP to written communications forwarded to UNTS Contact via the following link: https://www.untsystem.edu/bid-inquiry.

UNTS Contact must receive all questions or concerns no later than 5:00 PM Local Time on January 18, 2018. It is UNTS’s intent to respond to all appropriate questions and concerns; however, UNTS reserves the right to decline to respond to any question or concern. Answers to questions will be posted via addendum to this RFP on UNTS Business Service Center Bid Opportunities web page located at: https://www.untsystem.edu/hr-it-business-services/procurement/purchasing/bid-opportunities. Vendors are strongly suggested to review this page at least four (4) business days prior to the due date for submissions or earlier to ensure that you have received all applicable addenda.

2.3 Criteria for Selection
The successful Proposer(s), if any, selected by UNTS in accordance with the requirements and specifications set forth in this RFP will be the Proposer that submits a proposal in response to this
RFP on or before the Submittal Deadline that is the best value to UNTS taking into consideration the evaluation criteria contained herein. The successful Proposer(s) is/are referred to as the “Contractor.” UNTS reserves the right to make a single award from this solicitation or multiple awards, whatever is in the best interest of UNTS with UNTS being the sole judge thereof.

Proposer is encouraged to propose terms and conditions offering the maximum benefit to UNTS as outlined below. Proposers should describe all educational, state and local government discounts, as well as any other applicable discounts that may be available to UNTS in a contract for the Services.

An evaluation team from UNTS will evaluate proposals. The evaluation of proposals and the selection of Contractor will be based on the information provided by Proposer in its proposal. Proposers should address in your response each of the criteria listed in this section. Failure to respond to these criteria may result in your proposal receiving a negative rating or considered as non-responsive. Proposers should note that the awarded proposal may not be the lowest offer, but the offer(s) deemed most advantageous to UNTS as described in this section.

The criteria to be considered by UNTS in evaluating proposals and selecting awardee(s), will be the following factors:

- **Respondent Qualifications/Experience**- qualifications of the firm’s experience, the number of years in the industry, and the success of the firm. Also, within the context of the project, responsiveness to and understanding of the University's requirements and goals as evident by responses to Sections 1.0-6.0.

- **Approach to providing requested services**: the experience and qualifications of the project manager and other personnel assigned to this project. Project strategy and approach, including creativity, ability to grow revenue opportunities, etc.

- **Proposal**: Clear, concise, complete and compelling proposals which demonstrate how the firms' proposal contributes to the success of the North Texas Athletics’ goal.

- **Cost**: All-inclusive cost of the project including implementation, per transaction and yearly fees. Please list out hard costs of any hardware purchase requirements including, but not limited to, computers, ticket printers, card swipe, scanners, charging/programming cradles, wireless access points, servers and validation software.

- **Value added services**

- **References from universities of similar size and complexity**

Furthermore, UNTS may consider information related to past contract performance of a respondent including, but not limited to the Texas Comptroller of Public Accounts Vendor Performance Tracking System.

### 2.4 Key Events Schedule

<table>
<thead>
<tr>
<th>Event Description</th>
<th>Date/Time</th>
</tr>
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<tbody>
<tr>
<td>Issuance of RFP</td>
<td>January 8, 2018</td>
</tr>
<tr>
<td>Deadline for Questions/Concerns (Ref. Section 2.2)</td>
<td>January 18, 2018 5:00 p.m. local time</td>
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<tr>
<td>Answers to Questions Posted</td>
<td>January 23, 2018 5:00 p.m. local time</td>
</tr>
<tr>
<td>Submittal Deadline (Ref. Section 2.1 of this RFP)</td>
<td>February 6, 2018 2:00 p.m. local time</td>
</tr>
</tbody>
</table>

Note: This events schedule is for planning purposes only and may be changed at the sole discretion of UNTS.
2.5 Historically Underutilized Businesses
In accordance with Texas Gov't Code §2161.252 and Texas Administrative Code §20.14, each state agency (including institutions of higher education) as defined by §2151.002 that considers entering into a contract with an expected value of $100,000, or more shall, before the agency solicits bids, proposals, offers, or other applicable expressions of interest, determine whether subcontracting opportunities are probable under the contract.

The University of North Texas System has determined that subcontracting opportunities are not probable and therefore a HUB Subcontracting Plan (HSP) is not required for your proposal. For questions regarding the HUB Program, vendors may contact Greg Obar, Director of Operations, Business Support Services at Greg.Obar@untsystem.edu or Joey Saxon, Senior Director and HUB Coordinator at Joey.Saxon@untsystem.edu.

SECTION 3: SUBMITTAL OF PROPOSAL

3.1 Number of Copies
Proposer must submit one (1) complete original copy of its entire proposal. An original signature by an authorized officer of Proposer must appear on the Execution of Offer (ref. Section 2 of APPENDIX ONE) of submitted proposal. The Proposer’s proposal bearing an original signature should contain the mark “original” on the front cover of the proposal.

For submission of competitive solicitation responses, UNTS does not consider electronic signatures to be valid therefore the original signature must be a “wet signature.”

In addition to the original proposal, Proposer must submit one (1) complete copy of the entire proposal electronically on a USB Flash Drive. The USB Flash Drive must include a protective cover and be labeled with Proposer’s name and RFP number.

3.2 Submittal
Proposals must be received by UNTS on or before the Submittal Deadline (ref. Section 2.1 of this RFP) and should be delivered to:

University of North Texas System
Procurement Services
Business Service Center
1112 Dallas Drive, Suite 4000
Denton, TX  76205

Request for Proposal number and submittal date should be marked in the lower left-hand corner of sealed bid envelope (box/container).

Proposals submitted via facsimile or other electronic means will not be accepted unless otherwise specified within this RFP.

3.3 Proposal Validity Period
Each proposal must state that it will remain valid for UNTS’s acceptance for a minimum of one hundred and eighty (180) days after the Submittal Deadline, to allow time for evaluation, selection, and any unforeseen delays. Should circumstances arise that require an extension to this period, UNTS reserves the right to provide extensions at its discretion.

3.4 Terms and Conditions
3.4.1 Proposer must comply with the requirements and specifications contained in this RFP, including the Notice to Proposer (ref. Section 2 of this RFP), Proposal Requirements (ref. Section 5. If there is a conflict among the provisions in this RFP, the provision requiring
Proposer to supply the better quality or greater quantity of services will prevail, or if such conflict does not involve quality or quantity, then interpretation will be in the following order of precedence:

3.4.1.1 Specification Section 5);
3.4.1.2 (Not used);
3.4.1.3 Proposal Requirements (ref. APPENDIX ONE);
3.4.1.4 Notice to Proposers (ref. Section 2 of this RFP).

3.4.2 UNTS anticipates entering into a contract with the Contractor in substantially the form of the attached Sample Agreement.

3.5 Submittal Checklist
Proposer is instructed to complete, sign, and return the following documents as a part of its proposal. If Proposer fails to return each of the following items with its proposal, then UNTS may reject the proposal:

3.5.1 Signed and Completed Execution of Offer (ref. Section 2 of APPENDIX ONE)
3.5.2 Signed and Completed HUB Subcontracting Plan. (ref. Section 2.5 of this RFP). PLEASE SUBMIT THIS INFORMATION IN A SEPARATE ENVELOPE.
3.5.3 Responses to Proposer’s General Questionnaire (ref. Section 3 of APPENDIX ONE).
3.5.4 Signed and Completed Addenda Checklist (ref. Section 4 of APPENDIX ONE)
3.5.5 Responses to evaluation criteria.

SECTION 4: GENERAL TERMS AND CONDITIONS

UNTS’s standard purchase order terms and conditions may be found at: https://www.untsystem.edu/sites/default/files/bsc_po_terms_12.19.2017.pdf. Additionally, attached is a SAMPLE UNTS of North Texas System Services Agreement. If a proposer takes exception to any of these terms and conditions in either our standard purchase order terms and conditions or those included in the sample agreement, those exceptions should be stated and located in a separate section of the proposal marked “Exceptions.” Proposers are advised that should UNTS not accept a stated exception it may result in disqualification of your proposal.

4.1 Term. UNTS intends that the term of the contract resulting from this RFP shall be for three (3) years with options to extend for two (2) additional one (1) year terms by mutual consent. Either party may terminate after year one without penalty by giving at least 180 days’ notice to the other party.

SECTION 5: SCOPE OF SERVICES

5.1 Vendor Minimum Requirements
5.1.1 Proven track record of providing services to Division I college athletics program. This shall be demonstrated by the submittal of a list of five (5) present customers to serve as references. Respondents shall have been in business for a minimum of three (3) consecutive years under the same ownership. References must be similar in complexity and size to North Texas and in the Football Bowl Subdivision (FBS). North Texas to be sole judge of similarity and will contact listed references to verify services offered and similarities of systems. Submittal to include the reference school name, address, contact name, contact email address, and contact phone number.
5.1.2 Qualified vendors are encouraged to submit a Proposal for providing services described. If the vendor plans to subcontract any of the work described in the specifications, the vendor must respond to all questions for each proposed subcontractor. If a vendor plans a joint venture with another company, the vendor shall specify accordingly and respond to all questions for each company involved in the joint venture.
5.1.3 Ability to furnish all management, labor, equipment, goods and supplies necessary to provide an upgraded and modernized ticket management system with online ticketing and donor management capabilities to the Athletics Department.

5.1.4 Supply, modify/update, install components or otherwise make available the software necessary to facilitate the efficient sale of tickets to consumers. Provide Athletic Department with all technical upgrades and advances made to the basic templates during the lifetime of the agreement.

5.1.5 Respondent will create a ticketing website that provides fans with 24/7 access to purchase tickets, renew ticket packages, apply payments to their outstanding ticket balances and access the details of their account history and additional account detail through donor management. Vendor’s website shall provide consumers the ability to print secure, bar-coded tickets for the event that can be scanned for verification redemption at the event gate or other locations managed by event personnel. Other baseline standard technologies (web based, sales terminal, access management, ticket resale and marketplace opportunities, etc.) should be included if available.

5.1.6 Respondent will, to the best of its ability, fully integrate the ticketing system into our current website and include the ability to perform upgrades to the system and add new ticketing, donor management or web services, modules as needed in the future at no additional cost to the University.

5.1.7 North Texas reserves the right to add additional services or capabilities at an agreed upon price.

5.1.8 Upon award, respondent will be required to complete and adhere to the System Acquisition Security Risk Survey (attached.)

5.1.9 Respondent will be required to provide annual Attestation of PCI Compliance as well as maintain the minimum agreed upon Self-Assessment Questionnaire (SAQ) level.

5.2 Specifications/Deliverables

General

North Texas Athletics desires to procure the services of a qualified individual or firm to provide a comprehensive ticketing, fundraising, Customer Relationship Management (CRM), and marketing solution tailored for college athletics. The general scope of work includes providing and maintaining web-based software, providing training to University staff members and providing on-line ticketing and donor management service to customers.

North Texas Athletics seeks an integrated system that provides a comprehensive ticketing, fundraising, CRM and marketing solution tailored for college athletics and donor management system to consist of the following, but not limited to: advance internet ticket sales, Ticket Office sales, telephone sales, kiosk ticket sales, bulk ticket printing, support services, ticket validation (Access Controls) components, ticket scanning components, online donation capabilities, integrated ticket holder/donor information capabilities and email marketing solution.

The goals of the new ticketing system include maximizing ticket sales and ticket-related revenue for athletic events, providing a positive customer and brand experience, maximizing and utilizing a system that can capitalize on new and emerging technologies, maximizing customer data capture, analytic capabilities and reporting.

The current ticketing platform is Ticketmaster Archtics/HOST.

Venues

North Texas Athletics currently tickets the following sports: Football, Men’s Basketball, Women’s Basketball, Women’s Soccer, Volleyball, & Softball.

North Texas Athletics tickets in the venues listed below.
- Apogee Stadium- capacity 30,456
- Super Pit-capacity 10,500
- Auxiliary Ticket Office(s)-Volleyball Gym (capacity 650), Soccer Stadium (capacity 1000) and Lovelace Stadium-Softball (capacity 500).
Equipment currently in use to sell at these venues, including the primary ticket office is:
- Computers/Workstations (quantity 32)
- BOCA Lemur S ticket printers (quantity 32)
- Keyboard CC Swipes (quantity 32)
- Janam XM66 Ticket Scanners (quantity 44)

Address/answer each question below in detail, with attachments as necessary.

1.0 Product Requirements:

1.1 Support all sales (Ticket Office, phone and internet) out of a single database.

1.2 Support the sale of both reserved and general admission seating to the same event.

1.3 Capability to sell full season, partial season and single game tickets for events in multiple venues and support ancillary events such as concert(s), and other ticketed special events.

1.4 Ability for real-time ticket sales through multiple sales channels from one inventory of tickets, including phone sales, internet sales, campus locations, and remote outlets.

1.5 Capability to order tickets, allocate seats, process payments, and print tickets simultaneously on demand.

1.6 Ability for North Texas Athletics to create/update/make changes to events for all sales channels, including online sales, without assistance from awarded vendor.

1.7 Provide a customizable priority points program specifically designed around the unique needs of a college athletics department.

1.8 Ability for purchase restrictions—ex. must purchase a certain quantity to get a special price, buyer must buy “X” number at one price to be able to buy “X” number at a discounted price.

2.0 General Systems/Support

2.1 Is your company public? If not a public company, list all the owners and the percent of ownership.

2.2 Describe the integration of the ticketing, fund development, ecommerce, marketing and access management functionality. If any of the components are third party products, please clarify the third party vendor.

2.3 Describe your customer support structure- number of support staff, hours of operation, and process for prioritizing problems/issues.

2.4 Describe functionality for merging duplicate accounts.

2.5 Is the system PCI compliant? Solution must remove or severely limit UNT network and equipment from PCI scope. If so, what third party performed the PCI audit? Please provide supporting documentation. Confirm the ability to provide Attestation of Compliance annually.

2.6 Does credit card processing solution utilize point-to-point encrypted verified devices? If true, please provide P2PE Attestation Of Compliance (AOC). If false, what technology is in place to limit the University’s scope? Is credit card processing environment segmented from all other system applications (reporting, outbound call, access management, etc.) Please provide a flow chart diagram outlining credit card processing. In provided solution, who holds the merchant ID? What merchants are available for processing credit card payments?
2.7 Is the system hosted? If so, please describe the security level of the hosting facility. How do you monitor client’s hosted systems in the event problems occur? How/where do you store system backups?

2.8 Provide a list of the system’s standard reports with a brief description of functionality for each. What is the process in building custom reports from the system? Are there charges associated with custom reports? If so, please detail.

2.9 Does the system provide web based reporting? If so, please provide a brief description of the functionality.

2.10 Provide a sample project plan for converting our current and historical data (Ticketing & Donor Specific) to the system.

2.11 Describe the process for collecting and prioritizing enhancement requests.

2.12 How many software developers do you have exclusively dedicated to each of these three areas – ticketing, ecommerce, and fund development?

2.13 Are new versions/updates of the system automatically available to client in a timely fashion at no cost?

2.14 Does integration with third party vendors exist? If so, please list all vendors you are compatible with?

2.15 Does the system allow development-specific upsell opportunities related to annual memberships, sport-specific initiatives, and capital campaign projects?

2.16 What functionality exists, if any, to support outbound ticket sales and/or outbound donation solicitations?

2.17 How does the system account for overdue pledges? Old pledges that will not be paid?

2.18 Can the client and/or constituent enter a new pledge without fulfilling a previous pledge in the same fund?

2.19 Does the system have auto payment plans? Explain the payment plan process.

2.20 How does the system track partially paid donations (pledges)? What options exist for payment plans tied to a pledge?

2.21 Describe the system functionality for tracking/processing matching gifts.

2.22 Does the system support mandatory seat donations tied to ticket purchases? If so, please describe the capabilities.

2.23 What functionality exists for real-time priority point calculations? Both internal and external facing?

2.24 Does the system allow for electronic billing in mass for season ticket renewals? Donor renewals? Detail the process.

2.25 Does the system allow for electronic billing for individual accounts? Detail the process.

2.26 Does the system accommodate multiple payment methods? What are the system capabilities/limitations?
2.27 Does the system allow for the user to create a promo code with multiple price levels and set different limit for each price level? (EX: Alumni receive two (2) free tickets and can purchase additional for $5. Ability to create a promo code that will limit the customer to the two (2) free tickets but allow them to purchase unlimited $5 ticket within same transaction?)

2.28 Does the system support value added tickets – the ability to add credit above the face value of a ticket for use for concessions or merchandise? If yes, please provide a brief description of its functionality and three (3) clients using it successfully.

2.29 Does the system support paperless ticketing? If so, please provide a brief description of how it works and where it has been successfully implemented.

2.30 Would the University be allowed to have complete (100%) control over all ticket fees that our customers pay and allow us to change our fees at will?

2.31 Does the system provide a complete audit trail for all financial transactions as well as usage logs to track system activity?

2.32 How does the system “talk” to other ticket platforms (ie Platform A in Athletics vs Platform B off-site venue).

2.33 Does the system have features related to tracking customer service issues? If yes, please describe.

2.34 Does the system offer any real time integration with office tools such as Microsoft Outlook Calendar or Gmail?

2.35 Does the system support single user password functionality? If yes, please describe the capabilities.

3.0 E-Commerce

Awarded vendor must provide a dedicated e-commerce operation specialist and client partner representative who will share/implement E-Commerce and industry best practice strategies and coordinate website customization. The system must support shopping cart functionality (buyer can purchase items across several events), support print-at-home ticketing, and both ticket and donation in one renewal. The system’s website must be able to integrate directly with Facebook via RSS data feed.

3.1 Does the system support shopping cart functionality (buyer can purchase multiple items in a single transaction)?

3.2 Does the system provide a branded E-Commerce site facilitating the promotion of North Texas, colors, and events including all potential advertising and sponsorship revenue on the site?

3.3 Would North Texas have total control (100%) of the sponsorship/promotional space available on the ticket format?

3.4 Does the system allow complete ownership of print at home/mobile tickets and all advertising space?

3.5 Does the system support an integrated (real time) E-Commerce site tied to the ticketing/donor system?

3.6 Does the system allow donors the ability to establish payment plans to make their gift? If so, is an invoice required on the account to do so?
3.7 Describe tools/options for collecting donations online.

3.8 Describe the functionality for making a gift through the system for a new and current donors.

3.9 What types of online ticket season plans/packages does the system support?

3.10 Does the system provide custom integrated email tailored and branded for unique client’s needs—including design and strategy services for all major ticket/donation renewal campaigns utilizing our integrated email marketing tool?

3.11 Does the system have the ability separate collected money into the correct merchant accounts (ticket money into a ticketing account, gifts into a donation account).

3.12 Does the system offer customer-facing ability to purchase tickets via mobile phone browser or application?

3.13 Does the system provide the capability for internal staff to sell tickets at remote locations (examples include golf tournaments and various locations around campus.) Please address PCI concerns in 2.5 and 2.6 for this solution.

3.14 Does the system support the sale of non-ticketed items online? Can items such as parking passes be offered as “print at home”?

3.15 Does the system support “view from the street” functionality during the shopping process? How is this implemented?

3.16 What payment methods does the system accommodate online? What credit cards are accepted?

4.0 Marketing

4.1 Does the system contain a fully embedded and integrated Customer Relationship Management (CRM) system featuring complete tool set for outbound sales teams and sales management, contact management, and integration with Google? Describe.

4.2 Does the system have an integrated email marketing solution? Provide a brief description of how it is integrated and built. Explain the cost of the recommended email marketing solution. Is it all inclusive or would we pay based on campaigns or by volume of email?

4.3 Does the system allow for direct targeted marketing based on prior single, season or group purchases?

4.4 Does the system allow for direct email contact to constituents? Detail the process.

4.5 Does the system allow for the client to upload a list of emails and send direct marketing emails to them without them having an account?

4.6 What additional marketing support tools and support programs are available for use by North Texas upon contract award? Discuss your ability to grow ticketing & donation gross sales.

4.7 Discuss proposed plan of action (training, implementation, & software used that can assist North Texas Athletics in grow ticket sales and donations).

4.8 What additional resources are available to assist North Texas with increasing revenue and leveraging social media resources such as Facebook, Twitter, and YouTube?

4.9 Can the E-Commerce site be specifically branded?
5.0 **Access Management**

5.1 Does the system offer integrated access management—the bar-coding of tickets and the offering of tickets to be delivered as print at home/mobile? How many University clients are utilizing this functionality?

5.2 How does the system utilize access management to support student ticketing? Can students swipe their student ID card for entry into events if we allow that? Please provide three university locations where you are doing this.

5.3 Does the system offer integrated access management—the barcoding of tickets and tickets to be delivered as print at home/mobile? If yes, how many university clients are utilizing this functionality?

5.4 Does the system track attendance in real time? Describe how this is done.

5.5 Does the system have the ability to operate in “offline” mode? Describe these capabilities and limitations.

6.0 **Project Approach**

6.1 Provide a brief overview of the project as you perceive it. What are the project objectives? What are the desired outcomes and how does your firm propose to achieve those outcomes? What are the critical success factors on a project of this scope and how does your firm plan to insure success?

6.2 Describe your proposed process and approach on this project. Specify any particular methodologies utilized and their direct application and value to the project.

6.3 Detail your project management plan, including any specific management tools and approaches you will use on the project. Specify how you plan to involve and work closely with North Texas Athletics staff.

**Response Format**

Proposals shall be prepared simply and succinctly providing a straightforward, concise description of the vendor’s abilities to satisfy the requirements of this request. Emphasis shall be on completeness and clarity of content.

The response to this RFP should include the following information in sequential order, and be organized into distinctive sections that correspond with the individual requirements should be titled with each individual requirement and all material related to that category should be included therein.

A. **Firm Data**
   1. General Qualifications;
   2. Name and Address of firm;
   3. Firm profile, i.e.:
      i. Firm history;
      ii. Brief executive summary containing a description of your project development approach and highlighting any key items, issues or concerns raised in your proposal.
      iii. Evidence of financial responsibility to enter into this relationship and to fiscally sustain this project by providing relevant documentation.

B. **Description of the Project team**
   1. Identification of the single point of contact for the Project team, that includes name, title, telephone number, and email address;
2. Identification of key firm personnel to be assigned to the Project; Indicate their length of service with your company. List their experience and qualifications specifically as these factors relate to the responsibilities each will be fulfilling on this project.

3. Organizational chart illustrating reporting lines, names and titles for key participant proposed by the firm for the Project, along with each person’s role in the Project.

C. Technical Proposal-Inclusive of questions and documentation requested in scope of work.
   1.0 Product Requirements
   2.0 General Systems/Support
   3.0 Ecommerce
   4.0 Marketing
   5.0 Access Management

D. Information Technology (IT) Documents for proposed solution and any third-parties.
   1. Plan for protecting customer data.
   3. Plan for communicating with customer in the event of a loss or disruption of services or data breach or other type of security incident resulting from the loss of confidentiality, integrity, or availability of customer data or service as indicated in regard to relationship with service provider.
   4. Business continuity and disaster recovery plan (or overview.)
   5. Recovery time objectives (RTO) for loss or disruption of services.
   6. Service Level Agreement
   7. Information regarding formal processes for backing up, storing, and testing data for restoration and integrity.
   8. Voluntary Product Accessibility Template (VPAT)

E. Project Approach

F. Project Pricing and Timeline of events
   1. A detail of all costs associated with the proposed services
      i. Itemized listing of one-time implementation costs inclusive of hardware, setup and training
      ii. Annual costs
      iii. Per transaction costs
   2. Detailed timeline of events related to Project to include launch date from date contract is fully executed.

G. References
   1. References to include specific examples of current clients that demonstrates relevant experience and expertise.

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### 5.3 PRICING/FEES (Place NA in fields where fees are not applicable)

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<td>Transaction Fees</td>
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-END-
APPENDIX ONE
Section 1: Affirmations and Confirmations

1.1 Purpose
UNTNS is soliciting competitive sealed proposals from Proposers having suitable qualifications and experience providing services in accordance with the terms, conditions and requirements set forth in this RFP. This RFP provides sufficient information for interested parties to prepare and submit proposals for consideration by UNTNS.

By submitting a proposal, Proposer certifies that it understands this RFP and has full knowledge of the scope, nature, quality, and quantity of the services to be performed, the detailed requirements of the services to be provided, and the conditions under which such services are to be performed. Proposer also certifies that it understands that all costs relating to preparing a response to this RFP will be the sole responsibility of the Proposer.

PROPOSER IS CAUTIONED TO READ THE INFORMATION CONTAINED IN THIS RFP CAREFULLY AND TO SUBMIT A COMPLETE RESPONSE TO ALL REQUIREMENTS AND QUESTIONS AS DIRECTED.

1.2 Inquiries and Interpretations
UNTNS may in its sole discretion respond in writing to written inquiries concerning this RFP and mail its response as an Addendum to all parties recorded by UNTNS as having received a copy of this RFP. Only UNTNS’s responses that are made by formal written Addenda will be binding on UNTNS. Any verbal responses, written interpretations or clarifications other than Addenda to this RFP will be without legal effect. All Addenda issued by UNTNS prior to the Submittal Deadline will be and are hereby incorporated as a part of this RFP for all purposes. This addenda shall be posted to UNTNS’s Bid Opportunities Web Page located at: https://www.untsystem.edu/hr-it-business-services/procurement/purchasing/bid-opportunities. Vendors are strongly encouraged to visit this page at least four (4) business days prior to submitting your response to ensure that you have received all applicable addenda.

Proposers are required to acknowledge receipt of each Addendum as specified in this Section. The Proposer must acknowledge all Addenda by completing, signing and returning the Addenda Checklist in Section 4 of this appendix. The Addenda Checklist should accompany the Proposer’s proposal.

Any interested party that receives this RFP by means other than directly from UNTNS is responsible for notifying UNTNS that it has received an RFP package, and should provide its name, address, telephone number and FAX number to UNTNS, so that if UNTNS issues Addenda to this RFP or provides written answers to questions, that information can be provided to such party.

1.3 Public Information
Proposer is hereby notified that UNTNS strictly adheres to all statutes, court decisions and the opinions of the Texas Attorney General with respect to disclosure of public information.

All information, documentation, and other materials submitted in response to this RFP is subject to public disclosure under the Texas Public Information Act (Government Code, Chapter 552.001, et seq.). Proposer will be advised of a request for public information that implicates their materials if those materials are marked “Confidential and Proprietary” and will have the opportunity to raise any objections to disclosure to the Texas Attorney General.

1.4 Type of Agreement
(See attached sample UNTNS Services Agreement)

1.5 Proposal Evaluation Process
UNTNS will select Contractor by using the competitive sealed proposal process described in this Section.

UNTNS may make the selection of Contractor on the basis of the proposals initially submitted, without discussion, clarification or modification. In the alternative, UNTNS may make the selection of Contractor on the basis of negotiation with any of the Proposers. In conducting such negotiations, UNTNS will use commercially reasonable efforts to avoid disclosing the contents of competing proposals.

At UNTNS’s sole option and discretion, UNTNS may discuss and negotiate elements of proposals submitted with any or all proposers. Furthermore, UNTNS may request presentations or system demonstrations from any or all proposers at no cost or obligation to UNTNS.

After submission of a proposal but before final selection of Contractor is made, UNTNS may permit a Proposer to revise its proposal in order to obtain the Proposer’s best and final offer. In that event, representations made by Proposer in its revised proposal, including price and fee quotes, will be binding on Proposer. UNTNS is not obligated to select the Proposer offering the most attractive economic terms if that Proposer is not the most advantageous to UNTNS overall, as determined by UNTNS according to the evaluation criteria contained herein.

UNTNS reserves the right to (a) enter into an agreement for all or any portion of the requirements and specifications set forth in this RFP with one or more Proposers, (b) reject any and all proposals and re-solicit proposals, or (c) reject any and all proposals and temporarily or permanently abandon this selection process, if deemed to be in the best interests of UNTNS. Proposer is hereby notified that UNTNS will maintain in its files concerning this RFP a written record of the basis upon which a selection, if any, is made by UNTNS.

1.6 Proposer’s Acceptance of Evaluation Methodology
By submitting a proposal, Proposer acknowledges (1) Proposer's acceptance of [a] the Proposal Evaluation Process (ref. Section 1.5 of APPENDIX ONE), [b] the Criteria for Selection (ref. 2.3 of this RFP), [c] the Specifications and, [d] the terms and all other requirements and specifications set forth in this RFP; and (2) Proposer's recognition that some subjective judgments must be made by UNTS during this RFP process.

1.7 Solicitation for Proposal and Proposal Preparation Costs
Proposer understands and agrees that (1) this RFP is a solicitation for proposals and UNTS has made no representation written or oral that one or more agreements with UNTS will be awarded under this RFP; (2) UNTS issues this RFP predicated on UNTS's anticipated requirements for the Services, and UNTS has made no representation, written or oral, that any particular scope of services will actually be required by UNTS; and (3) Proposer will bear, as its sole risk and responsibility, any cost that arises from Proposer's preparation of a proposal in response to this RFP.

1.8 Proposal Requirements and General Instructions
1.8.1 Proposer should carefully read the information contained herein and submit a complete proposal in response to all requirements and questions as directed.
1.8.2 Proposals and any other information submitted by Proposer in response to this RFP will become the property of UNTS.
1.8.3 UNTS will not provide compensation to Proposer for any expenses incurred by the Proposer for proposal preparation or for demonstrations or oral presentations that may be made by Proposer. Proposer submits its proposal at its own risk and expense.
1.8.4 Proposals that (i) are qualified with conditional clauses; (ii) alter, modify, or revise this RFP in any way; or (iii) contain irregularities of any kind, are subject to disqualification by UNTS, at UNTS's sole discretion.
1.8.5 Proposals should be prepared simply and economically, providing a straightforward, concise description of Proposer's ability to meet the requirements and specifications of this RFP. Emphasis should be on completeness, clarity of content, and responsiveness to the requirements and specifications of this RFP. Proposers are encouraged to completely address the evaluation criteria.
1.8.6 UNTS makes no warranty or guarantee that an award will be made as a result of this RFP. UNTS reserves the right to accept or reject any or all proposals, waive any formalities, procedural requirements, or minor technical inconsistencies, and delete any requirement or specification from this RFP or the Agreement when deemed to be in UNTS's best interest. UNTS reserves the right to seek clarification from any Proposer concerning any item contained in its proposal prior to final selection. Such clarification may be provided by telephone conference or personal meeting with or writing to UNTS, at UNTS's sole discretion. Representations made by Proposer within its proposal will be binding on Proposer.
1.8.7 Any proposal that fails to comply with the requirements contained in this RFP may be rejected by UNTS, in UNTS's sole discretion.
1.8.8 Should a vendor wish to protest or dispute determinations or awards made in connection with this RFP, it shall be done by submitting a Letter of Protest/Dispute to UNTS Senior Director for Procurement Services outlining the issue to be considered.

1.9 Execution of Offer
Proposer must complete, sign and return the attached Execution of Offer (ref. Section 2 of APPENDIX ONE) as part of its proposal. The Execution of Offer must be signed by a representative of Proposer duly authorized to bind the Proposer to its proposal. Any proposal received without a completed and signed Execution of Offer may be rejected by UNTS, in its sole discretion.

1.10 Pricing and Delivery Schedule
Proposer must complete and return the Pricing Schedule (ref. Section 5 of this RFP), as part of its proposal. In the Pricing and Delivery Schedule, the Proposer should describe in detail (a) the total fees for the entire scope of the Services; and (b) the method by which the fees are calculated. The fees must be inclusive of all associated costs for delivery, labor, insurance, taxes, overhead, and profit.

UNTMS will not recognize or accept any charges or fees to perform the Services that are not specifically stated in the Pricing and Delivery Schedule.

In the Pricing and Delivery Schedule, Proposer should describe each significant phase in the process of providing the Services to UNTS, and the time period within which Proposer proposes to be able to complete each such phase.

1.11 Proposer’s General Questionnaire
Proposals must include responses to the questions in Section 3 of Appendix 1. Proposer should reference the item number and repeat the question in its response. In cases where a question does not apply or if unable to respond, Proposer should refer to the item number, repeat the question, and indicate N/A (Not Applicable) or N/R (No Response), as appropriate. Proposer should explain the reason when responding N/A or N/R.
1.12 Addenda Checklist
Proposer should acknowledge all Addenda to this RFP (if any) by completing, signing and returning the Addenda Checklist (ref. Section 4 of APPENDIX ONE) as part of its proposal. Any proposal received without a completed and signed Addenda Checklist may be rejected by UNTS, in its sole discretion.

1.13 Submittal
Proposer should submit all proposal materials enclosed in a sealed envelope, box, or container. The RFP No. (ref. Section 1.3 of this RFP) and the Submittal Deadline (ref. Section 2.1 of this RFP) should be clearly shown in the lower left-hand corner on the top surface of the container. In addition, the name and the return address of the Proposer should be clearly visible.

Proposer must also submit the number of originals of the HUB Subcontracting Plan (also called the HSP) as required by this RFP (ref. Section 2.5 of the RFP.)

Upon Proposer’s request and at Proposer’s expense, UNTS will return to a Proposer its proposal received after the Submittal Deadline if the proposal is properly identified. UNTS will not under any circumstances consider a proposal that is received after the Submittal Deadline or which is not accompanied by the number of completed and signed originals of the HSP that are required by this RFP.

UNTS will not accept proposals submitted by telephone, proposals submitted by Facsimile ("FAX") transmission, or proposals submitted by electronic transmission (i.e., e-mail) in response to this RFP.

Except as otherwise provided in this RFP, no proposal may be changed, amended, or modified after it has been submitted to UNTS. However, a proposal may be withdrawn and resubmitted at any time prior to the Submittal Deadline. No proposal may be withdrawn after the Submittal Deadline without UNTS’s consent, which will be based on Proposer's submittal of a written explanation and documentation evidencing a reason acceptable to UNTS, in UNTS’s sole discretion.

By signing the Execution of Offer (ref. Section 2 of APPENDIX ONE) and submitting a proposal, Proposer certifies that any terms, conditions, or documents attached to or referenced in its proposal are applicable to this procurement only to the extent that they (a) do not conflict with the laws of the State of Texas or this RFP and (b) do not place any requirements on UNTS that are not set forth in this RFP or in the Appendices to this RFP. Proposer further certifies that the submission of a proposal is Proposer's good faith intent to enter into the Agreement with UNTS as specified herein and that such intent is not contingent upon UNTS's acceptance or execution of any terms, conditions, or other documents attached to or referenced in Proposer's proposal.

1.14 Page Size, Binders, and Dividers
Proposals must be typed on letter-size (8-1/2" x 11") paper, and must be submitted in a binder. Preprinted material should be referenced in the proposal and included as labeled attachments. Sections within a proposal should be divided by tabs for ease of reference.

1.15 Table of Contents
Proposals must include a Table of Contents with page number references. The Table of Contents must contain sufficient detail and be organized according to the same format as presented in this RFP, to allow easy reference to the sections of the proposal as well as to any separate attachments (which should be identified in the main Table of Contents). If a Proposer includes supplemental information or non-required attachments with its proposal, this material should be clearly identified in the Table of Contents and organized as a separate section of the proposal.

1.16 Pagination
All pages of the proposal should be numbered sequentially in Arabic numerals (1, 2, 3, etc.). Attachments should be numbered or referenced separately.

Section 2: Execution of Offer

THIS EXECUTION OF OFFER MUST BE COMPLETED, SIGNED AND RETURNED WITH PROPOSER'S PROPOSAL. FAILURE TO COMPLETE, SIGN AND RETURN THIS EXECUTION OF OFFER WITH THE PROPOSER'S PROPOSAL MAY RESULT IN THE REJECTION OF THE PROPOSAL.

2.1 By signature hereon, Proposer represents and warrants the following:

2.1.1 Proposer acknowledges and agrees that (1) this RFP is a solicitation for a proposal and is not a contract or an offer to contract; (2) the submission of a proposal by Proposer in response to this RFP will not create a contract between UNTS and Proposer; (3) UNTS has made no representation or warranty, written or oral, that one or more contracts with UNTS will be awarded under this RFP; and (4) Proposer will bear, as its sole risk and responsibility, any cost arising from Proposer's preparation of a response to this RFP.

2.1.2 Proposer is a reputable company that is lawfully and regularly engaged in providing the Services.

2.1.3 Proposer has the necessary experience, knowledge, abilities, skills, and resources to perform the Services.

2.1.4 Proposer is aware of, is fully informed about, and is in full compliance with all applicable federal, state and local laws, rules, regulations and ordinances.
2.1.5 Proposer understands (i) the requirements and specifications set forth in this RFP and (ii) the terms and conditions set forth in the Agreement under which Proposer will be required to operate.

2.1.6 If selected by UNTS, Proposer will not delegate any of its duties or responsibilities under this RFP or the Agreement to any sub-contractor, except as expressly provided in the Agreement.

2.1.7 If selected by UNTS, Proposer will maintain any insurance coverage as required by the Agreement during the term thereof.

2.1.8 All statements, information and representations prepared and submitted in response to this RFP are current, complete, true and accurate. Proposer acknowledges that UNTS will rely on such statements, information and representations in selecting Contractor. If selected by UNTS, Proposer will notify UNTS immediately of any material change in any matters with regard to which Proposer has made a statement or representation or provided information.

2.1.9 Proposer will defend with counsel approved by UNTS, indemnify, and hold harmless UNTS, UNTS of North Texas System, the State of Texas, and all of their regents, officers, agents and employees, from and against any actions, suits, demands, costs, damages, liabilities and other claims of any nature, kind or description, including reasonable attorneys’ fees incurred in investigating, defending or settling any of the foregoing, arising out of, connected with, or resulting from any negligent acts or omissions or willful misconduct of Proposer or any agent, employee, subcontractor, or supplier of Proposer in the execution or performance of any contract or agreement resulting from this RFP.

2.1.10 Pursuant to Sections 2107.008 and 2252.903, Government Code, any payments owing to Proposer under any contract or agreement resulting from this RFP may be applied directly to any debt or delinquency that Proposer owes the State of Texas or any agency of the State of Texas regardless of when it arises, until such debt or delinquency is paid in full.

2.2 By signature hereon, Proposer offers and agrees to furnish the Services to UNTS and comply with all terms, conditions, requirements and specifications set forth in this RFP.

2.3 By signature hereon, Proposer affirms that it has not given or offered to give, nor does Proposer intend to give at any time hereafter, any economic opportunity, future employment, gift, loan, gratuity, special discount, trip, favor or service to a public servant in connection with its submitted proposal. Failure to sign this Execution of Offer, or signing with a false statement, may void the submitted proposal or any resulting contracts, and the Proposer may be removed from all proposal lists at UNTS.

2.4 By signature hereon, Proposer certifies that it is not currently delinquent in the payment of any taxes due under Chapter 171, Tax Code, or that Proposer is exempt from the payment of those taxes, or that Proposer is an out-of-state taxable entity that is not subject to those taxes, whichever is applicable. A false certification will be deemed a material breach of any resulting contract or agreement and, at UNTS's option, may result in termination of any resulting contract or agreement.

2.5 By signature hereon, Proposer hereby certifies that neither Proposer nor any firm, corporation, partnership or institution represented by Proposer, or anyone acting for such firm, corporation or institution, has violated the antitrust laws of the State of Texas, codified in Section 15.01, et seq., Business and Commerce Code, or the Federal antitrust laws, nor communicated directly or indirectly the proposal made to any competitor or any other person engaged in such line of business.

2.6 By signature hereon, Proposer certifies that the individual signing this document and the documents made a part of this RFP, is authorized to sign such documents on behalf of Proposer and to bind Proposer under any agreements and other contractual arrangements that may result from the submission of Proposer’s proposal.

2.7 By signature hereon, Proposer certifies as follows:

"Under Section 231.006, Family Code, relating to child support, Proposer certifies that the individual or business entity named in the Proposer’s proposal is not ineligible to receive the specified contract award and acknowledges that any agreements or other contractual arrangements resulting from this RFP may be terminated if this certification is inaccurate."

2.8 By signature hereon, Proposer certifies that (i) no relationship, whether by blood, marriage, business association, capital funding agreement or by any other such kinship or connection exists between the owner of any Proposer that is a sole proprietorship, the officers or directors of any Proposer that is a corporation, the partners of any Proposer that is a partnership, the joint venturers of any Proposer that is a joint venture or the members or managers of any Proposer that is a limited liability company, on one hand, and an employee of any component of UNTS of North Texas System, on the other hand, other than the relationships which have been previously disclosed to UNTS in writing; (ii) Proposer has not been an employee of any component institution of UNTS of North Texas System within the immediate twelve (12) months prior to the Submittal Deadline; and (iii) no person who, in the past four (4) years served as an executive of a state agency was involved with or has any interest in Proposer’s proposal or any contract resulting from this RFP (ref. Section 669.003, Government Code). All disclosures by Proposer in connection with this certification will be subject to administrative review and approval before UNTS enters into a contract or agreement with Proposer.

2.9 By signature hereon, Proposer certifies its compliance with all federal laws and regulations pertaining to Equal Employment Opportunities and Affirmative Action.

2.10 By signature hereon, Proposer affirmatively states that it does not boycott Israel, pursuant to Texas Gov’t Code Section 2270.001. Additionally, Proposer shall not engage in a boycott of Israel during the term of this Agreement.

2.11 By signature hereon, Proposer represents and warrants that all products and services offered to UNTS in response to this RFP meet or exceed the safety standards established and promulgated under the Federal Occupational Safety and Health
Law (Public Law 91-596) and the Texas Hazard Communication Act, Chapter 502, Health and Safety Code, and all related regulations in effect or proposed as of the date of this RFP.

2.12 Proposer will and has disclosed, as part of its proposal, any exceptions to the certifications stated in this Execution of Offer. All such disclosures will be subject to administrative review and approval prior to the time UNTS makes an award or enters into any contract or agreement with Proposer.

2.13 If Proposer will sell or lease computer equipment to UNTS under any agreements or other contractual arrangements that may result from the submission of Proposer’s proposal then, pursuant to Section 361.965(c), Health & Safety Code, Proposer certifies that it is in compliance with the Manufacturer Responsibility and Consumer Convenience Computer Equipment Collection and Recovery Act set forth in Chapter 361, Subchapter Y, Health & Safety Code and the rules adopted by the Texas Commission on Environmental Quality under that Act as set forth in Title 30, Chapter 328, Subchapter I, Texas Administrative Code. Section 361.952(2), Health & Safety Code, states that, for purposes of the Manufacturer Responsibility and Consumer Convenience Computer Equipment Collection and Recovery Act, the term “computer equipment” means a desktop or notebook computer and includes a computer monitor or other display device that does not contain a tuner.

2.14 Proposer should complete the following information:

If Proposer is a Corporation, then State of Incorporation: __________________________

If Proposer is a Corporation, then Proposer’s Corporate Charter Number: ______________

RFP No.: ____________________, Title: _______________________________________

NOTICE: WITH FEW EXCEPTIONS, INDIVIDUALS ARE ENTITLED ON REQUEST TO BE INFORMED ABOUT THE INFORMATION THAT GOVERNMENTAL BODIES OF THE STATE OF TEXAS COLLECT ABOUT SUCH INDIVIDUALS. UNDER SECTIONS 552.021 AND 552.023, GOVERNMENT CODE, INDIVIDUALS ARE ENTITLED TO RECEIVE AND REVIEW SUCH INFORMATION. UNDER SECTION 559.004, GOVERNMENT CODE, INDIVIDUALS ARE ENTITLED TO HAVE GOVERNMENTAL BODIES OF THE STATE OF TEXAS CORRECT INFORMATION ABOUT SUCH INDIVIDUALS THAT IS INCORRECT.

Submitted and Certified By:

(Proposer Institution’s Name)

(Signature of Duly Authorized Representative)

(Printed Name/Title)

(Date Signed)

(Proposer’s Street Address)

(City, State, Zip Code)

(Telephone Number)

(FAX Number)

(Email Address)

Section 3: Proposer’s General Questionnaire

NOTICE: WITH FEW EXCEPTIONS, INDIVIDUALS ARE ENTITLED ON REQUEST TO BE INFORMED ABOUT THE INFORMATION THAT GOVERNMENTAL BODIES OF THE STATE OF TEXAS COLLECT ABOUT SUCH INDIVIDUALS. UNDER SECTIONS 552.021 AND 552.023, GOVERNMENT CODE, INDIVIDUALS ARE ENTITLED TO RECEIVE AND REVIEW SUCH INFORMATION. UNDER SECTION 559.004, GOVERNMENT CODE, INDIVIDUALS ARE ENTITLED TO HAVE GOVERNMENTAL BODIES OF THE STATE OF TEXAS CORRECT INFORMATION ABOUT SUCH INDIVIDUALS THAT IS INCORRECT.

Proposals must include responses to the questions contained in this Proposer’s General Questionnaire. Proposer should reference the item number and repeat the question in its response. In cases where a question does not apply or if unable to respond, Proposer should refer to the item number, repeat the question, and indicate N/A (Not Applicable) or N/R (No Response), as appropriate. Proposer will explain the reason when responding N/A or N/R.
3.1 Proposer Profile

3.1.1 Company’s Legal Name: __________________________________________

Address of principal place of business:

____________________________________

____________________________________

____________________________________

Address of office that would be providing service under the Agreement:

____________________________________

____________________________________

____________________________________

Number of years in Business: __________________________

State of incorporation: ________________________________

Number of Employees: ________________________________

Annual Revenues Volume: ____________________________

Name of Parent Corporation, if any _________________

Are you a certified Historically Underutilized Business (HUB)? (circle one) YES  NO

If “Yes”, please indicate the issuing authority and a include copy of your certificate.

Section 4: Addenda Checklist

Proposal of: ____________________________________________

(Proposer Company Name)

To: UNTS of North Texas System

Ref.: Ticketing Software System

RFP No: RFP752-18-212448-JLT

The undersigned Proposer hereby acknowledges receipt of the following Addenda to the captioned RFP (initial if applicable).

Note: If there was only 1 Addendum, initial just the first blank after No. 1, not all 5 blanks below.

No. 1 _____  No. 2 _____  No. 3 _____  No. 4 _____  No. 5 _____

Respectfully submitted,

Proposer: __________________________

By:

(Authorized Signature for Proposer)

Name: ____________________________

Title: ____________________________

Date: ____________________________

-END-