



AMENDMENT ONE TO REQUEST FOR PROPOSAL (RFP) 8398-13

July 29, 2025

Ticketing Software Management System

**Contract Period: June 1, 2026 – May 31, 2033 (Seven Years)
and Three (3) University Optional One-Year Renewal**

RFP Amendment One addresses (1) Questions submitted by potential offerors, along with the Answers provided by the University. (2) Extension of the Proposal Returnable Date to August 20, 2025. All else remains unchanged.

The contractor MUST acknowledge receipt of, and compliance with, this amendment by signing and returning the amendment as part of the contractor’s proposal.

This document constitutes a request for a **sealed** proposal (an original signature proposal and an electronic version of the proposal via flash drive/USB device) from qualified Contractors to provide a **Ticketing Software Management System** for The Board of Governors of Missouri State University (Missouri State University or University) as specified herein, in accordance with the requirements, terms and conditions of this RFP.

Date and Time Returnable: August 20, 2025, 3:00 p.m. (CST)

Tanya Smith, tanyasmith@missouristate.edu, Direct 417.836.4414

By signing below and submitting a response to this RFP, Contractor agrees to furnish items and/or services pursuant to all requirements and specifications contained in this RFP, upon either the receipt of an authorized purchase order from Missouri State University, or receipt of a countersigned copy of the RFP. Either occurrence, shall be agreed by the parties as forming a binding contract pursuant to the terms of the RFP set forth herein. Contractor agrees that, subject to the terms of this RFP, any exceptions to the RFP, or other changes could disqualify the Contractor from consideration in University’s final award.

Contractor Company Name		Date	
Mailing Address		Telephone	
City	State	Zip Code	Facsimile
Contact Person(s)		E-Mail(s)	
Printed Name	Authorized Signature	Title	
For University Use Only:		Contract Number: C8398-1	
Buyer	Director	Date	

Questions/Answers RFP 8398-13

1. **Is there the opportunity to submit responses electronically rather than printed and mail copy? That is much more efficient and will allow maximum time for us to formulate our response.**

- **If we cannot submit electronically, could we please request to extend the submission deadline by one week to August 20th, 2025?**

Yes, per the first page of this amendment, the deadline has been extended to **August 20, 2025, 3:00 p.m. (CST)**.

2. **Is a Certificate of Insurance required with the RFP submission. A COI is typically provided as part of the contracting process.**

No, you do not need to send a COI with the RFP submission. The awardee can send it during the contracting process.

3. **Do you have a timeline of when evaluations will move into a Q&A Session/vendor presentation phase for further evaluation?**

We anticipate Q&A/Vendor presentations to be in late September/early October.

4. **Will vendor presentations occur onsite or remote?**

Onsite

5. **Can you please provide MO ICT Standards referenced?**

The updated standards can be found using this link:

<https://at.mo.gov/ict-laws-standards/>

6. **Ticket Sales/Operations**

- **Are \$0/comp tickets included in the sales volumes provided in Attachment A?**

\$0/comp tickets are NOT included in the sales volumes.

- **If so, can you please provide a breakdown of VALUE tickets sold only? This allows us to exclude \$0/comp tickets from our proposed rates**

N/A

- **What is your average single ticket price by genre?**

Athletics: \$20
Performing Arts: \$100
Concerts: \$100
Misc events/other: \$12

- **How do you handle credit card processing today? Is your current provider responsible for handling all merchant processing?**

Yes, our current ticketing provider processes all of our credit cards and we want that to continue.

- **What is your blended credit card processing rate?**

2.65%

- **What do you currently do for secondary market sales/integration?**

The only secondary market integration we have at this time is FEVO.

- **How do you handle student ticketing for all events?**

Students are free with an ID. Athletics is wanting to start capturing them through the ticketing system, which we have not done up to now.

- **Can you please provide more detail on needs for \$5,000 worth of custom ticket stock?**

- **Which department(s) will need this stock? Is it BOCA stock or season stock?**

Regular BOCA ticket stock. Our current ticketing provider provides this for us

- **Would a stipend for MSU to secure their own ticket stock instead of vendor providing such stock suffice?**

That should be fine.

- **Please add some context behind the question 'Must have a tender function' under the Single Ticket Sales Requirements section.**

That cash functions would have a function to put in the amount the seller is given and that will give them the amount of change they should give.

7. Hardware

- **How many credit card processing devices do you need?**

Not sure exactly what is being asked. Right now we type in card numbers into the ticketing system or swipe and it goes straight into the system. If you mean swipes we have 40 stations that would need a swipe.

- **How many handheld scanners do you need?**

Right now we have 40 handheld scanners. We share 22 of these scanners for the Basketball and Football venue. We may be interested in 15 more as to not share.

- **Do you need/want pedestal scanners? If so, for what venues?**

We would be interested in seeing the cost.

- **Do you currently own your own BOCA printers?**

Yes.

- **If yes, please provide make/model numbers so we can check for firmware upgrades**

We have Lemur-S Bocas.

- **If no, please provide number of needed BOCA printers needed.**

N/A

8. Support

- **How many full time staff do you have in the box office? How many part time?**

Five full time staff and around 40 part time student staff.

- **How do you handle donation processing for athletics and/or performing arts? Is the ability to process donations and/or integrate fundraising part of this bid?**

The box office right now takes the donation portion of season tickets, we would be interested in seeing capabilities of our Foundation using the system to take other donations.

- **What level of involvement is desired for vendor staff to have the ability to create events? Is this for specific events, during times of high volume event admin, etc?**

We mostly create our own events. We just need a ticket rep for immediate support for new events/add ons we need help creating.

9. Fundraising

- **How do you handle donation processing for athletics and/or performing arts? Is the ability to process donations and/or integrate fundraising part of this bid?**

Right now, the box office takes the donation portion of season tickets, we would be interested in seeing capabilities of our Foundation using the system to take other donations.

- **What system does campus use for fundraising? Is there a desire to integrate/share data across campus systems?**

Yes, we would like to integrate with the fundraising system. Right now our Foundation uses: Ellucian CRM Advance. It's a Microsoft CRM Dynamics platform.

10. Marketing

- **What do you currently use for email marketing?**

Iterable, FEVO, Crowd Connect and we have used Mail Chimp in the past.

- **What do you currently use for digital advertising? Do you have a digital advertising budget you'd be willing to share or looking to allocate in conjunction with ticketing services?**

Many groups utilize tracking pixels.

11. Can you confirm the number of tickets sold via the internet and box office? It appears that the internet and box office numbers listed in the RFP may be inverted.

Yes, the numbers were inverted. Please see corrected **Attachment C**.

12. Can you confirm hardware needed as I don't believe equipment needs were listed in the RFP.

We have 40 work stations and 10 VPN's. If our equipment isn't current enough for your system we would need to upgrade.

13. On the Pricing Page, can you clarify what your intent is for Professional Services?

Professional Services is standard on the pricing page for you to complete if it applies.

14. Please provide a breakdown of your advanced single tickets sold online by event type.

Broadway: 11,329
Performing Arts: 21,558
Arena: 48,198
Athletics: 11,544
MSU Theater & Dance: 3224
Misc: 1214

15. Please provide the average ticket price by event type.

Athletics: \$20
Performing Arts: \$100
Concerts: \$100
Misc events/other: \$12

16. Please share any resale data by event type (number of tickets resold, average order value, etc.).

We have not used resale at this point

17. In the RFP, Section 2.0, Scope of Work, Bullet 2, Scope of Service, Subsection 2.1.1, Question 2 asks, "Vendor must provide ticketing system on a per ticket fee structure and provide all necessary hardware and software (including any 3rd party software) at no cost to Missouri State University" but in Section 4.0, Pricing Page, Bullet 1, Firm, Fixed Pricing, you ask for the cost of the ticketing service to Missouri State. We're seeking clarity on what kind of pricing proposal Missouri State is looking for and if Missouri State is or isn't open to annual license fees, in conjunction with per-ticket fees paid for by the consumers.

We would like a per ticket model.

Please see the NEW Pricing Page for the RFP in Attachment D.

- 18. Please clarify your request for a Sandbox environment; in particular, what is your timing for accessing said environment (i.e. looking to get access during the RFP process, for testing, or looking to get access to things as quickly as possible, following a selection, etc.).**

The sandbox environment is needed for product accessibility compliance testing as part of the University's RFP evaluation process. During the evaluation process, the buyer will request it when needed.

We can also use it to get our feet wet in a new system without jeopardizing real sales in the live environment if we choose to change systems.

- 19. Under 3.0 PROPOSAL SUBMISSION INFORMATION, subsection 3.4, the University has requested a Vendor Registration Form and provided a link. However, the link is broken. Can you send a working link or provide the form in question?**

Please disregard the request for the Vendor Registration Form. After this RFP was issued, the University removed the link to update the form so it is not currently available. After the RFP has been awarded, we will reach out to the awardee to obtain the vendor information needed.

- 20. Would it be possible to provide the PCI-AOC/VPAT/HECVAT/SOC reports as electronic documents, or—alternatively—to include a link to these documents in our response insofar as their length creates challenges for inclusion in a printed document?**

Yes. You may provide the reports along with your proposal on the flash drive/USB device that you send with your sealed proposal.

End of Questions

Attachment C

**RFP 8398-13
HISTORY FY25**

MISSOURI STATE ESTIMATED TICKET SALES – FY25

	#TICKETS	\$ VALUE (no fees)
TOTAL TICKET SALES – FY25	339,134	\$ 7,838,481.00

SINGLE TICKET SALES – FY25	274,621	\$ 6,754,135.50
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SEASON SUBSCRIPTIONS

EVENT TYPE

MENS BASKETBALL	23232	\$ 317,690.00
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WOMENS BASKETBALL	22455	\$ 98,281.50
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FOOTBALL	6015	\$ 63,705.00
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BASEBALL	3808	\$ 13,040.00
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VOLLEYBALL	464	\$ 1,229.00
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BROADWAY	8539	\$ 590,400.00
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TOTAL SUBSCRIPTIONS	64,513	\$ 1,084,345.50
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	#TICKETS	\$ VALUE (with fees)
INTERNET SALES	81,877	\$ 5,790,395.23
BOX OFFICE SALES	257,257	\$ 3,212,949.41

AVERAGE EVENTS BY VENUE

GSB ARENA

GAMES /EVENTS

MENS BASKETBALL	16
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WOMENS BASKETBALL	15
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FOOTBALL	5
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BASEBALL	28
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VOLLEYBALL	16
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CONCERTS	20
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HIGH SCHOOL BASKET TOURNAMENTS	2
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BAND CONTESTS	2
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JUANITA K. HAMMONS HALL FOR THE PERFORMING ARTS

EVENTS

BROADWAY SHOWS	6
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RENTALS	25
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SPRINGFIELD SYMPHONY	10
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OTHER

GAMES / PERFORMANCES

HOCKEY CLUB	20
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COGER THEATRE	37
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TENT THEATRE	30
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RFP 8398-13 PRICING PAGE		ATTACHMENT D	
MISSOURI STATE UNIVERSITY			
USE ONLY THIS PAGE PROVIDED FOR COST			
COSTS TO MISSOURI STATE UNIVERSITY	PROPOSED VENDOR PRICE ON TICKETS SOLD	Comments by Vendor	CURRENT PRICING MODEL * Minimum \$35,012 per year (Excludes credit card processing fees)
Window Sales Per Ticket Sold	\$ -		\$0.00 Per Ticket Sold
Phone Sales Per Ticket Sold	\$ -		\$0.00 Per Ticket Sold
Mail Order Sales Per Ticket Sold	\$ -		\$0.00 Per Ticket Sold
Remote Sales (off campus) Per Ticket Sold	\$ -		\$0.00 Per Ticket Sold
Subscription Accounts (if applicable)	\$ -		\$0
INTERNET TRANSACTIONS			
Internet Sales Per Ticket Sold	\$ -		\$2.00 Per Ticket Sold
What is your credit card percentage charged on value of ticket sold? (if applicable)	0%		2.65%
Per Transaction Costs	\$ -		\$0
COSTS TO PATRON			
	VENDOR PRICE		CURRENT COSTS TO PATRONS
Window Sales	\$ -		\$0
Phone Sales	\$ -		\$10.00
Mail-Order Sales	\$ -		\$10.00
Per Transaction Costs	\$ -		\$0
Internet Costs - handling fees per ticket (based on top-priced ticket):			
	VENDOR PRICE		
Ticket Priced \$ 1.00 - \$ 9.99	\$ -		\$4.00 Per Ticket
Tickets Priced \$10.00 - \$19.99	\$ -		\$6.00 per Ticket
Tickets Priced \$20.00 - \$29.99	\$ -		\$7.00 Per Ticket
Tickets priced \$30 or more	\$ -		\$8.00 Per Ticket
Per Transaction Costs	\$ -		\$0
Freight/On site Installation and training at time of installation. All Training Costs must be placed in this bid.	\$ -		
ADDITIONAL COST CRITERIA / CONSIDERATION			
Any other costs to MSU associated with sales of tickets?	\$ -		(Identify all other costs associated with the selling of tickets)
Any other patron costs associated with the purchase of tickets?	\$ -		(Identify all other costs associated with the patron's purchase of tickets)
Any costs to MSU for hardware, software, training, staff travel and yearly support?	\$ -		(Identify all other costs associated with purchase of the your ticketing system)
Any Rebates to Missouri State University?			(Detail all rebates)
For detailed explanation on Additional Costs please use additional page.			