

REQUEST FOR PROPOSALS # 2025-051
Ticket Sales Professional Services
RESPONSE ADDENDUM #3
January 22, 2025

QUESTIONS

1. Can you please provide total ticket revenue for each ticketed sport for each of the past three athletic seasons as well as projected revenue for the 2024-25 athletics season?

ANSWER:

We will provide a summary attachment here.

2. May the deadline please be extended by one week through January 24th so we may have adequate time to review responses to questions and incorporate them into our full presentation?

ANSWER:

Fine.

3. Typically our contracts include revenue sharing;
 - Is that permissible?
 - How would you like us to include that in Exhibit 1?

ANSWER:

This is permissible. We are open to whatever format you think is best.

4. We do not charge an hourly rate for our services; typically, contracts are a set annual fee to cover all staffing costs, with some type of revenue sharing or bonus structure to be earned if goals are attained. We could also have you reimburse expenses, and then structure a consulting fee, revenue sharing, and/or bonuses in addition. What type of structure would you prefer?

ANSWER:

We are open to all models.

5. What CRM are you currently using, and do you have any plans to change that in the near future?

ANSWER:

We currently use Paciolan as our ticketing software and have access to Salesforce, but don't fully utilize the CRM. We are under contract with Pac through FY30.

6. How will renovations to existing facilities and construction of new facilities impact seating (positively or negatively) through the duration of the Contract's Term?

ANSWER:

We will have about 100 additional seats in ice hockey. In football, we will have space for about 150 in a club area that overlooks the field. There may be more there. In basketball, we will have about 2500 seats (currently around 1400). This will include probably 250-300 premium seats (club and courtside and possibly suite). Right now, we only have about 50 courtside.

7. What is your ideal staffing structure (titles, roles, quantities of each, etc)?
- Are you looking for us to oversee all ticket operations AND sales, or just support ticket operations when needed with sales staff?

ANSWER:

We do not have an ideal. You tell us what model works. That said, we do have an operations person who we plan to retain on staff. That can be as an employee of the outsourced company or through the University, but he must be retained and fully integrated into the operation.

8. Please provide your total ticket revenue by sport for each of the past three athletic seasons as well as your 2024-25 ticket sales projection (not budget).

ANSWER:

Please see answer 1. For this year, projections are below based, based on actuals to date with some slight, conservative projections added for the remainder of the year.

FB = \$225k

MIH = \$1.8M

WIH = 45k

MBB = 45k

WBB = 80k

9. Please provide your total annual fund revenue for each of the past three giving years as well as your 2024-25 annual fund projection (not budget); please differentiate between required seat donations and philanthropic gifts.

ANSWER:

We are probably around 500k in our annual fund each year, but we do not currently make asks for this other than annual fund appeals (no calls). This excludes all required contributions for suites and seats.

10. Please provide the number of group tickets, individual tickets and season tickets sold by sport for the 2023-24 and current 2024-25 athletics seasons

ANSWER:

	FY24			FY25		
	Season	Single	Group	Season	Single	Group
FB	690	5079	2832	748	5097	2862
MIH	2057	19892	4361	2768	17327	3361
WIH	0	300	0	89	2169	786
MBB	108	1421	498	138	986	557
WBB	390	2073	955	523	1373	513

11. How many season tickets were or are still available for the 2024-25 season, broken down by sport (football, men's basketball, women's basketball, ice hockey)?

ANSWER:

FB – 3000

MIH – 0

WIH – 2679

MBB – 650

WBB - 250

12. What CRM system are you currently using to track ticket sales?

ANSWER:

We use Paciolan with access to Salesforce.

13. Do you expect any of the three current staff members in Ticket Sales & Operations to be absorbed or eliminated due to this partnership?

ANSWER:

We actually have two of those posts open right now. We will absorb or keep the other post on staff with the University. Either way, that position must be retained. We are open to all models for the two vacancies.

14. Will the University provide office space, at no cost, to any staff we have working on campus?

ANSWER:

Yes.

15. What hospitality areas (suites, premium space, club areas, etc) currently exist and will this be a part of the ticket sales team's inventory to sell?

- a. Is the University considering adding any hospitality/premium areas in the near future?

ANSWER:

We have club space at hockey, along with suites, and suites at football. We will add a club space at basketball and some of that space can also be used for football (overlooking the field). Any space that has a ticket, you can be responsible for selling should you so choose.

We are also open to the creation of additional premium spaces as allowable by appropriate authorities.

16. Are there any non-ticketed sports and/or special events that could become ticketed in the near future?

ANSWER:

We are open to this...the primary special event for us is our annual golf outing, but we had not planned on integrating that...however we are open to it.

17. Please provide a breakdown of current ticket pricing for individual, season and group tickets, by sport.

ANSWER:

See attached documents for season and single game ticket information.

Groups

FB - \$10, \$15

MIH - \$17

WIH - \$6

MBB - \$6

WBB - \$6

18. Relevant to Section 1.1.3 and 1.2.6, may the Contractor decline to provide services covered by this RFP to other institutions in the University of Maine System that are NOT the University of Maine?

ANSWER:

Yes.

19. How will you evaluate this partnership as a success?

ANSWER:

The revenue will be an important measure. So will our collaboration and communication, as well as the aggressiveness of the partnership and how the group represents the University and department.

20. What were the main reasons and motivating factors that led the University to decide to outsource ticket sales & service to a vendor?

ANSWER:

We have not decided on anything at this point other than to evaluate the opportunity. The timing is good with a few staff departures, and, we also need some expertise in a few areas that could be helpful (pricing, strategy).

21. What is the preferred financial structure of the partnership?

ANSWER:

We are open to all models but prefer something that rewards additional growth as the base as opposed to taking what we have already established – which is more than a \$2M per year unit now.

22. How much money do you believe the service provider should make in this partnership if the service provider is producing exemplary results for the University?

ANSWER:

It depends on what all is included in the services offered (just tickets, expansion of seating concepts, if donations are taken, etc.)

23. In Reference to the staffing model. How did the University determine that 3-4 full-time staff are the desired staffing structure?

ANSWER:

We already have one person on staff and previously had 2 others, for a total of 3. We believe we can do more with more folks selling and dedicating some time to operations, logistics, data, etc.

24. What is the current compensation for the ticket sales and operations team?

ANSWER:

Everyone is currently on a base salary that ranges from 45-60k, plus benefits.

25. What are your projected renewal deadlines and projected new season ticket on-sale dates for 2025 through 2026 seasons?

ANSWER:

FB – Feb. 4 invoice to May 1.

MIH and WIH – March 18 to June 1.

WBB and MBB – April 1 to September 1.

26. Ticketing Technology:

a. What is the CRM solution?

b. What other ticket technology tools are you utilizing? (text, email, web chat)

ANSWER:

Ticketing software – Paciolan

CRM – Salesforce

Reporting – eQuery

Email marketing – Eloqua

27. Is there an opportunity to sell tickets for University events (concerts, festivals, etc.) that are not tied to Athletics? If so, could you please provide historical revenue data for these events?

ANSWER:

We are open to this concept for discussion but this is intended to be for athletics.

28. How much ticket inventory is available for new season ticket sales for University's ticketed sports?

ANSWER:

There is limited inventory for MIH. Most of the venue is open for WIH and MBB (80 percent), and probably 50 percent for WBB. See #11.

29. Please provide complete historical ticket sales data for all ticketed sports from the past five (5) fiscal years?
- Excel format is preferred.
 - Please list total revenue collected each year.

ANSWER:

See question 1.

30. Premium Seating:
- Are there plans for any new premium seating options at any of the athletic venues?
 - Please provide details and projected sales timelines.
 - What under-utilized space or open space in and around athletic venues could be potential new premium or fan experience areas (cabanas, tailgates, clubs, etc.)?
 - Could you please provide gameday maps of what has been done in the past for fan fests, hospitality, fan tailgating, etc. so we can better understand the current landscape too

ANSWER:

Please see previous answers.

31. Athletic & Annual Fund Donations: Would the University allow the Service Provider to solicit new stand-alone donations (not tied to a ticket purchase) and receive a revenue share only on the new & incremental revenue generated?

ANSWER:

We are open to all models.

32. Has the University conducted any customer service training internally or for external units? Would you be interested in the Service Provider conducting a yearly customer service training for all internal/external units?

ANSWER:

No. We are open to all considerations.

33. When was the last time Athletics conducted any fan research studies? Please provide an overview on the scope of any research that has been previously conducted and interest in any potential research.

ANSWER:

We typically do fan surveys at the end of the season. We are unaware of when the last time was, if ever, data was collected on fans for demographic purposes, etc.

34. Is there currently a third party provided mobile app and/or website agreement (Sidearm, WMT, Fan360, etc.), and if so, can you provide copies of the agreements or a summary of term lengths and who each agreement is with?

ANSWER:

We use Sidearm through our multi-media rights holder. It is their contract.

35. What is your current ticket pricing and secondary marketing strategy? Do you work with any third-party providers to assist with these efforts? If so, what is the term of that agreement and who is that agreement with?

ANSWER:

This is one of the reasons we are looking at potentially outsourcing – to craft and unify these strategies.

36. Is there anything else you would like us to know?

ANSWER:

We want to be a Top 5 Division 1 athletic program in greater New England. In doing so, we must match our sales efforts, strategies and service – and garner impactful results. The partner that is best will share and buy into this vision.

37. We are a ticketing software company, not a service provider for onsite operations. Are we a fit? As we see this in the RFP: “Three (3) to Four (4) resources to support the ticket and parking sales operation. Each resource will be needed at 40 hours per week and will include nights and weekend responsibilities. We will require a minimum of Two (2) resources operate on-site and will consider remote work for the remaining resources if it is in the best interest of the University.”

ANSWER:

That is up to you. We are open to all models

FOOTBALL			
YEAR	SEASON	SINGLE GAME	TOTAL
2020	\$58,990.00	\$111,926.00	\$170,916.00
2021	\$0.00	\$0.00	\$0.00
2022	\$65,887.00	\$94,344.00	\$160,231.00
2023	\$70,692.00	\$135,026.00	\$205,718.00
2024	\$71,225.00	\$134,461.00	\$205,686.00
2025	\$82,503.00	\$143,468.00	\$225,971.00

MEN'S BASKETBALL			
YEAR	SEASON	SINGLE GAME	TOTAL
2020	\$12,111.00	\$24,778.50	\$36,889.50
2021	\$0.00	\$0.00	\$0.00
2022	\$8,404.00	\$2,934.75	\$11,338.75
2023	\$5,203.00	\$15,954.00	\$21,157.00
2024	\$12,564.00	\$26,969.00	\$39,533.00
2025	\$17,000.00	\$28,000.00	\$45,000.00

Women's Ice Hockey			
YEAR	SEASON	SINGLE GAME	TOTAL
2024	\$0.00	\$5,080.00	\$5,080.00
2025	\$14,000.00	\$31,000.00	\$45,000.00

MEN'S ICE HOCKEY			
YEAR	SEASON	SINGLE GAME	TOTAL
2020	\$466,167.50	\$352,355.39	\$818,522.89
2021	\$0.00	\$0.00	\$0.00
2022	\$474,308.89	\$230,965.90	\$705,274.79
2023	\$495,656.00	\$394,617.00	\$890,273.00
2024	\$803,612.00	\$617,878.00	\$1,421,490.00
2025	\$1,100,000.00	\$700,000.00	\$1,800,000.00

WOMEN'S BASKETBALL			
YEAR	SEASON	SINGLE GAME	TOTAL
2020	\$42,774.00	\$43,188.36	\$85,962.36
2021	\$0.00	\$0.00	\$0.00
2022	\$29,175.06	\$6,236.31	\$35,411.37
2023	\$35,685.00	\$29,623.00	\$65,308.00
2024	\$41,796.00	\$108,621.00	\$150,417.00
2025	\$60,000.00	\$20,000.00	\$80,000.00

YEAR TOTALS			
YEAR	SEASON	SINGLE GAME	TOTAL
2020	\$525,157.50	\$464,281.39	\$989,438.89
2021	\$0.00	\$0.00	\$0.00
2022	\$577,774.95	\$334,480.96	\$912,255.91
2023	\$607,236.00	\$575,220.00	\$1,182,456.00
2024	\$929,197.00	\$893,009.00	\$1,822,206.00
2025	\$1,273,503.00	\$922,468.00	\$2,195,971.00

MEN'S AND WOMEN'S BASKETBALL SEATING CHART

SINGLE GAME TICKETS

COURTSIDE: \$30

100: \$18

200: \$10

**\$5 ADDITIONAL FEE
PER TICKET ON GAMEDAY
PURCHASES**

SEASON MEMBERSHIP

COURTSIDE: \$255

100: \$160

200: \$100

HOOPS PACK

100: \$240

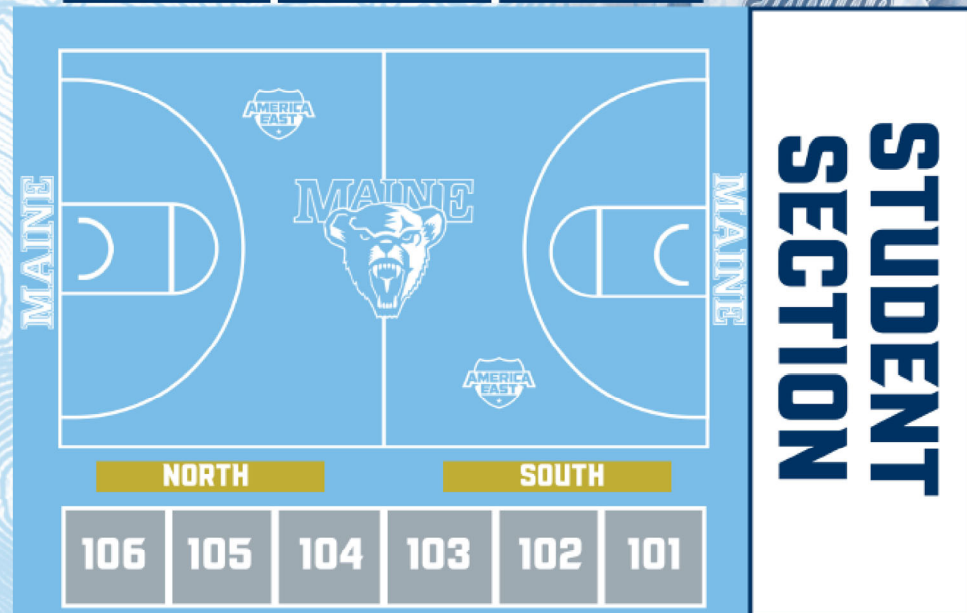
200: \$150

**MEN'S AND WOMEN'S
SEASON TICKETS**

201

202

203



209

208

207



**207-581-BEAR
GOBLACKBEARS.COM/TICKETS**

MEN'S HOCKEY PRICING

FULL SEASON MEMBERSHIP

GOLD: \$725

SILVER: \$392

BLUE: \$355

RED: \$313

WHITE: \$261

HALF-SEASON MEMBERSHIP

GOLD: \$368

SILVER: \$236

BLUE: \$209

RED: \$180

WHITE: \$150

SINGLE NON-CONF. GAME

GOLD: \$40

SILVER: \$35

BLUE: \$30

RED: \$25

WHITE: \$20

SINGLE CONFERENCE GAME

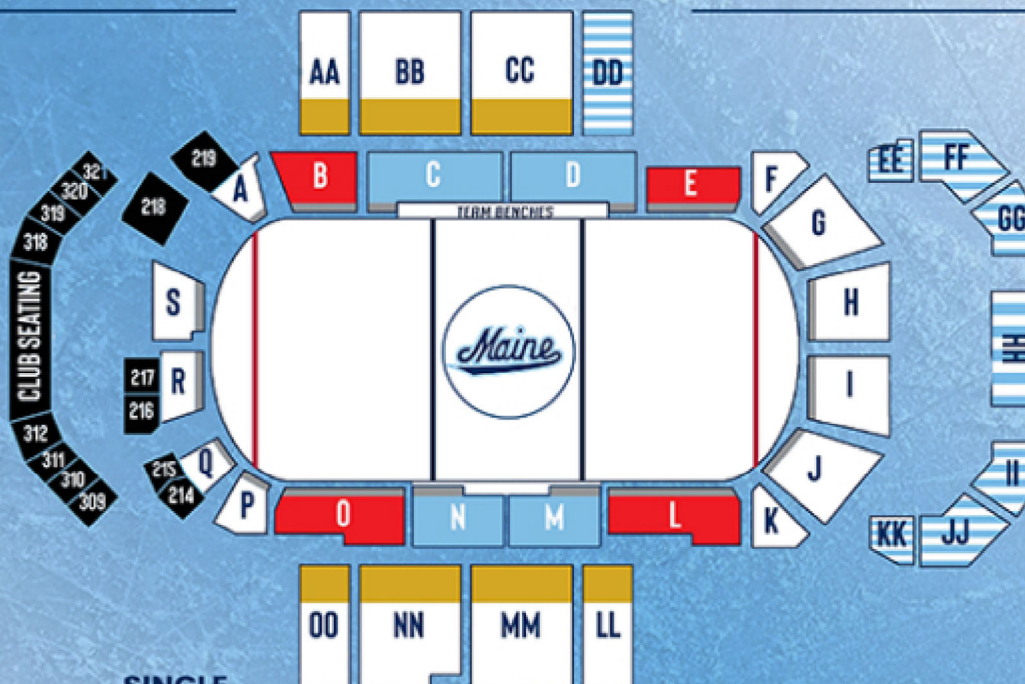
GOLD: \$42

SILVER: \$37

BLUE: \$32

RED: \$27

WHITE: \$22



WOMEN'S HOCKEY PRICING

FULL SEASON MEMBERSHIP

CLUB: \$313

GA SEATING: \$122

HALF-SEASON MEMBERSHIP

CLUB: \$237

GA SEATING: \$70

SINGLE GAME

CLUB: \$27

GA SEATING: \$10

GOLD, SILVER, BLUE, RED, AND WHITE SECTIONS ARE CONSIDERED GA SEATING AT WOMEN'S HOCKEY GAMES

-\$5 UP CHARGE PER TICKET ON MEN'S HOCKEY GAME DAY PURCHASES

-A THREE INSTALLMENT PAYMENT PLAN IS AVAILABLE FOR ALL MEN'S HOCKEY SEASON TICKET PACKAGES



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		SKYBOX								
AA	BB	LL	MM	NN	CC	DD				
A	B	C	D	E	F	G	H	J	K	L



SEASON MEMBERSHIP

GOLD: \$115

BLUE: \$75

WHITE: \$65

SINGLE GAME

GOLD: \$35

BLUE: \$20

WHITE: \$15

\$5 ADDITIONAL FEE
PER TICKET ON GAMEDAY
PURCHASES

GROUPS (10+)

BLUE: \$15

WHITE: \$10

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