



St. John's Sports & Entertainment Ltd.

50 New Gower Street, St. John's, NL A1C 1J3
info@mbcentre.ca | info@sjcc.ca
mbcentre.ca | sjcc.ca | 709.758.1111

REQUEST FOR PROPOSAL – TICKETING SERVICES

Overview:

St. John's Sports & Entertainment Ltd. (SJSEL) is an incorporated entity with a mandate to operate exceptional facilities that provide value to citizens, business and visitors by attracting events and activities that generate economic benefit and enhance community vibrancy through its world-class facilities—Mary Brown's Centre and St. John's Convention Centre.

The Mary Brown's Centre is home to the Newfoundland Regiment of the QMJHL and the Newfoundland Rogues of the TBL. It also hosts concerts, national and international sporting events, and community events. The St. John's Convention Centre (SJCC) is St. John's premier choice for events large and small with 47,000 square feet of divisible space. While it is largely home to meetings and conventions, there are several ticketed events at the SJCC each year that require SJSEL box office and ticketing support.

We are currently soliciting proposals from vendors who are qualified to provide ticketing services for both facilities. We ask that vendors responding to this request for proposal adhere to the guidelines and format outlined below.

SJSEL currently operates using the Paciolan ticketing system, under contract through June 30th, 2026. The initial term of a new agreement is five (5) years beginning July 1st, 2026. SJSEL reserves the right to extend the initial contract for one-year. A second one-year extension is possible subject to the agreement of the successful Proponent.

Contact:

For record keeping purposes—and so that information may be properly disseminated among the members of our evaluation team—we ask that communication relating to this request for proposal be limited to e-mail unless otherwise directed. Please include the

name of your company and the RFP title (i.e. RFP - Ticketing Services) in the subject line of any correspondence.

SJSEL staff may contact you by telephone for clarification if required, but correspondence by e-mail will be the priority.

The primary contact for this RFP is Kristian Piraino, Community & Corporate Partnerships Manager. Please direct your submission, inquiries or concerns directly to him at: kpiraino@sjsel.ca.

Timeline:

The dates presented below are subject to change and represent a targeted process and timeline only. The SJSEL team may adjust the timeline and process and will communicate any changes to all parties.

Wednesday, January 7 th , 2026	Request for Proposal issued to vendors
Friday, February 13 th , 2026	Submission Deadline – 5pm
Friday, February 27 th , 2026	Shortlist of Bidders selected and notified
Week of March 16 th , 2026	Presentations of shortlisted bidders (in person or virtual)
Friday, April 3 rd , 2026	Anticipated successful bidder selection date
Monday, April 6 th , 2026	Contract creation and Transition Plan Formulation begin

Proposal instructions:

Please send RFP responses in digital form to Kristian Piraino at kpiraino@sjsel.ca, either direct or as a link to download a larger file.

Evaluation:

The SJSEL team will evaluate proposals based on the vendor’s ability to provide comprehensive ticketing services for the facilities. Criteria will include competitive advantages of the vendor’s product and services, as well as product functionality, and the vendor’s ability to meet the operational, financial/fees, customer service, and marketing needs of the events hosted by the facilities. An in-house commitment to the facilities in the form of marketing support will be considered an asset and will comprise part of the evaluation process towards the final selection.

Negotiations:

The preparation and submission of the vendor’s RFP shall be made without obligation by SJSEL and will be the sole financial responsibility of the bidder.

The vendor will be required to agree to the inclusion of warranties in offers of commitments made in the RFP response or in subsequent information supplied. SJSEL expects that each statement of fact and of future performance will be incorporated within the contract as a warranty. Therefore, any statement of fact or of future performance not intended to be a warranty should be clearly identified. The vendor's response to the RFP will be included as an addendum to the final contract.

The vendor should include a draft contract as a section of its response; however, SJSEL will not be bound to accept any provision in any draft contract submitted by the vendor.

Confidentiality:

Any information disclosed to vendors and/or vendor employees by SJSEL will be considered confidential and proprietary when it pertains to past, present, and future ticketing activities and/or is not readily available to the public unless said information is part of an Access to Information and Protection of Privacy (ATIPP) request.

Projected Sales:

The capacity of Mary Brown's Centre is variable, depending on the event setup. Approximate capacity numbers are:

- Full Venue – 5,600 (6,200 for hockey, and other full venue sporting events)
- $\frac{3}{4}$ Venue – 4,900
- $\frac{1}{2}$ Venue – 3,500
- Club – 2,800

The Mary Brown's Centre hosts an average of 32 regular season hockey games (with potential for extra playoff games), 24 basketball games, and approximately 15 plus concerts and special events per year, with a total of over 359,233 tickets sold in 2025. Vendors can expect an historical average of approximately 77% of all single ticket sales being sold online.

Ticketing overview:

There are up to 15 personnel that will require the ability to maintain the system and process internal ticket sales. Reporting ability will be required for up to 30 people, in addition to the various promoters and shows that bring their events to the facilities.

The facilities will require up to 30 ticket scanners for access control, including internal scanning for events with a general admission floor. The scanners must have the ability to

be assigned to specific locations (e.g. gates), allowing reports to be run showing number of scans per location.

Response format and requirements:

The response from vendors should include details on the following topics.

1. General information:

Please provide a brief overview of your company and explain the scope of your proposal, highlighting the key features of your proposal including an overview of your ticketing solution. Please also provide the single main point of contact for further discussion and negotiations with your company.

2. Financial information:

Please explain the financial details of your proposal, including any details that you feel set you apart from the competition. The SJSEL team is specifically looking for details on the following points, but please include any information you feel is relevant, and information on the structure of your proposal if any of the points below are not relevant or are different than the way your proposal is structured.

- Annual license fee
- Set up fees (general or event-specific)
- Fees for tickets issued at the box office
- Fees for tickets issued online
- Fees as they relate to venue tenants (e.g. Newfoundland Regiment)
- Fees for charity or community events
- Fees for events with a very low-ticket price (\$25 or less)
- Fees for refunded tickets
- Fees for support services
- Ability to sell tickets through other channels (phones, outlets, etc.) and associated fees
- Ability to provide Tap technology for credit card and debit card, including technologies such as Google Wallet and Apple Pay, and associated fees

- Any differences in fees between general admission (i.e. standing room only) and reserved seat tickets.
- Ability and fees for tickets sold for events at other venues, should SJSEL be asked to provide ticketing services for a 3rd party
- Ability and cost to process non-ticketing charges or fees through the system, such as memberships, miscellaneous fees, ice rental fees, etc.
- Ability to regard online fees as a revenue source for the facility, and the ability to adjust the fees charged to customers accordingly
- Details of any pre-existing agreements with artists, promoters, or shows that your company is required to follow that may impact the agreement
- Financial incentives, including:
 - Signing bonus
 - Annual spending allowance for marketing purposes
 - Hardware or software bonuses
 - Yearly ticketing conference registration
 - Continued training for ticketing and marketing
 - In House marketing investment
- The ability to process settlement daily and method of remitting funds
- Monetary controls, including escrow details, auditing of sales and revenue, event settlements, and any other details on how the vendor will guarantee absolute control over event proceeds until the event has taken place.

3. Scope of Services

Ticketing Services

Please describe your ability to deliver the following services and any additional services offered that you believe are relevant. Please also indicate any associated fees for each service.

- Ability to handle major event on sales (please provide examples with volume)
- How your platform accommodates tenant and team needs. Specifically, provide a description of the following:

- How your platform accommodates season ticketing, including purchase, ticket transfer, exchange, and resale, automatic renewal of patron seats from previous season.
 - How your platform allows for early-renewal discounts, group rates, pick-your-own package rates, and other multi-tiered, flexible-priced renewal plans.
 - Allow for a season ticket order to be renewed as a single order (e.g. a season ticket holder can automatically be renewed for a play-off game or special show ticket).
 - Be able to maintain a complete audit trail for season ticket orders, including payment history, service charges, seat assignments and releases, and notes/comments.
 - Generate reminder mailing and phone lists of patrons whose renewals have yet to be received.
 - Be able to track the issuance of miscellaneous items such as parking passes, vouchers, premium items, and special coupons.
 - Maintain a record of any complimentary tickets or promotional discounts issued to a customer.
 - Ability to provide limited account access for the tenant, allowing them to receive real-time data.
 - Ability to provide limited account access, allowing the tenant to see purchase history, customer profile information (e.g. email, address, phone number, etc.)
 - CRM functionalities for tenants, allowing the tenant to communicate with fans and access and maintain data.
- Combo or multi-event sales, such as multi-game packages within a season, or promotions that may include non-related events
 - Ability to copy and paste ticketing builds
 - Items that are physically supplied (such as hardware and ticket stock – custom or generic) and any related costs
 - Overview of sales and support services provided (phone, Internet, customer service) and operating hours where applicable
 - Ability to provide services for outside events
 - Ticket resale services
 - Process for handling of cancelled or postponed shows, and associated costs
 - Platinum and VIP ability and cost

- Upsell opportunities such as parking or merch
- Access management and scanning
- Integration with all SJSEL websites (including future website builds), partner sites, and tenant team platforms
- Ability to process “placeholder events” for our premium seating customers, where the order is taken, but “real” tickets are not processed live.
- A detailed chronological transition plan, including scanning tickets for events sold on our existing ticketing system if the successful bidder’s system is different
- We require 24/7 technical support. Please explain your approach to technical support, including on-site options and how you would address the following:
 - Process for prioritizing encountered issues, path of escalation and timeline for resolution.
 - Management of high web traffic during peak on-sales.
 - Real-time reporting options.
 - Integration with secondary market solutions or third parties.
 - Addressing, maintaining and monitoring cyber security.
 - Training program and implementation process.
- Please describe your platform’s reporting capabilities and methods (app, website, automated reports, etc.), including built in analytical abilities that allow processing of sales data and ability to export.
- The ability to report on geographical sales for marketing purposes – especially the ability to categorize based on Canadian postal codes and areas
- The existence and creation of interactive seat maps for customers, including the time for them to be created for events with a non-standard setup
- Describe your digital/mobile ticketing solution
- Describe your platform’s capabilities regarding ticket sales for accessible seating
- We use Square as our primary point of sale system in all other aspects of our

operations. Can your platform be integrated with Square?

- Does your platform enable the venue to process payments from guests outside the country (e.g. US, France, etc.)? Are there additional steps that need to be taken?

Marketing Services

Please describe the following regarding marketing services, including any associated costs:

- Marketing services available, including email marketing and SMS notifications.
- Marketing services included in the proposal
- The ability to import existing 3rd party customer or other marketing-related databases
- Ability to create multiple branded purchase pages (one for each venue), including branded group-sales landing pages for large online purchases or ability to integrate with third-party platforms.

Financial Services

Please describe the following regarding your financial services and ability, including any associated costs:

- Chargeback protection and dispute resolution services
- Chargeback procedures and costs when chargebacks are lost
- The ability to process non-ticket charges, such as club seat memberships, sponsorship, or corporate sales transactions, etc.
- Financial procedures and fees for postponed or cancelled events

Sponsorship Opportunities

Please describe the following regarding the ability to include elements of the ticketing system in revenue generation, including any associated costs. This may include:

- advertising on ticket stock
- advertising on print at home or mobile tickets
- advertising as part of the online display of events, or ticketing pages

Proposals must be submitted in digital form to Kristian Piraino at kpiraino@sjsel.ca no later than 5:00 PM NST, February 13th.