

Inside Out



Request for Proposals – 2019 Ticketing Services

Inside Out

2019 Toronto LGBT Film Festival (May 23 to June 2, 2019)

Charitable #871515995RR0001

Project Overview:

The purpose of this Request for Proposals (RFP) is to select a vendor that can provide a comprehensive, turnkey ticketing solution for the 2019 Inside Out Toronto LGBT Film Festival. The event includes up to 75 film screenings at 3 cinemas in the TIFF Bell Lightbox, as well as programming in the Festival Lounge operated at the Artscape Sandbox and a variety of offsite special events over 11 days. As the third largest film festival in Toronto, Inside Out requires a fulsome ticketing solution that delivers a top-quality customer service experience and meets our needs for online, telephone and on-site sales. This includes fulfilling the ticketing packages included as a benefit of membership to Inside Out's 600 members and processing registration for approximately 500 delegates including film and industry guests, sponsors, funders and donors. The total audience capacity is approximately 40,000 seats.

Inside Out invites vendors to provide a proposal and information on their systems and products for evaluation and consideration. Evaluation will be based on the value and suitability of the vendor's products and services, and the vendor's overall business viability and fit with Inside Out's methodology.

About Inside Out:

Annually, Inside Out presents the annual Toronto LGBT Film Festival, with support from Lead Sponsor, RBC Royal Bank and Premier Sponsor, Bell Media. It is the largest event of its kind in Canada, bringing the LGBTQ+ community together with unforgettable cinematic experiences. For 11 days, the Festival draws crowds of 30,000+ to screenings, industry events, and parties showcasing up to 150 films from Canada and around the world.

In 2017, Inside Out launched its inaugural industry program, which included the world's first LGBTQ+ film financing forum and a series of professional development initiatives and awards that seek to support the work of LGBTQ+ filmmakers in Canada and around the world.

The 2019 Inside Out Toronto LGBT Film Festival will be held from May 23 - June 2, 2019, and in 2020, Inside Out will celebrate our 30th anniversary.

416 977 6847
inside@insideout.ca
insideout.ca

401 Richmond St West
Suite 219
Toronto, Ontario
M5V 3A8



The Project:

Inside Out is seeking proposals for a comprehensive ticketing solution for the 2019 Toronto LGBT Film Festival.

For reference for project scope, please review the 2018 festival website:

<https://www.insideout.ca/torontofestival/>

Timeline:

November 29, 2018: Proposal Submission Deadline

December 2018: Interviews, Selection of Ticketing Provider

March 2019: Ticket Packages on sale online, via phone

April 2019: Guest accreditation open, registrations processed online, film schedule complete

May 3, 2019: Full Program Announced, Member ticket on sale and package redemption

May 7, 2019: Full public ticket on sale and package redemption opens

May 23 to June 2, 2019: Toronto LGBT Film Festival



Summary of Service Requirements:

The supplier will be expected to provide all elements of a full ticketing system and service solution. This includes:

Ticketing and Distribution

- The design, delivery and management of the ticketing technology platform and supporting hardware, software and communications devices to enable the sale of tickets.
- The provision and management of an integrated online real time transactional website that will have a responsive function on mobile devices.
- Easy, intuitive online purchasing process.
- The financial management of ticketing transactions including debit and credit card processing.
- A customer portal to create accounts, which can allow customers and back-end users to see and track purchases.
- The administration of ticket allocation and inventory management across a number of stakeholder groups.
- Print-at-home and mobile ticketing capabilities, including smartphone tickets.
- Ability to program multiple price options for various levels of stakeholders, available through their customer accounts.
- Ability to have multiple types of passes and packages that vary by dates, times, locations of venues, and number of tickets.
- Ability to import film and event data from Inside Out database exports.
- Support and printing for accreditation (photo and non-photo credentials).



Reporting

- Multiple user access to real-time, comprehensive reports for all sales transactions and ticket package redemption through all periods of the on-sale and festival.
- Ability to customize reports or request customization of reports to meet the unique needs of the festival and its audiences.
- Ability to access reports on the following key stakeholder groups and their purchases/redemptions: members, sponsors, donors, accredited film and industry guests

Security Compliance

- The Contractor shall comply with the Payment Card Industry Data Security Standards (PCI DSS) throughout the term of the Contract. The PCI Data Security Standards apply to all payment card network members, merchants and service providers that store, process or transmit cardholder data. The standards apply to all methods of credit card processing, the most comprehensive and demanding of which apply to e-commerce websites, and retail POS systems that process credit cards over the Internet.
- Built in methods to capture contact info and obtain opt-in permissions for the client (and removal of any automatic permission for the provider contact our patrons)

Service, Installation, and Training:

- Training support and manuals for all levels of users
- Support in installation of software on any Inside Out equipment
- Ability to create and manage multiple unique user accounts
- Live support during all on-sales
- Ample time and access for testing of all elements prior to on-sales
- Dedicated account representative
- Professional services availability for urgent issues
- A call-centre for advance ticket sales, with opening hours appropriate for the Eastern time zone
- Availability of tech support during key times, including on-sales, venue installations, and high volume sales periods
- Reliable tech support contact throughout all opening hours of the on-site festival box office and registration centre, approximately 8:00 AM - 12:00 AM during the 11 days of the festival.
- The set up and installation of technology hardware for ticket sales at box offices where required.

Access Control:

- A robust and user-friendly scanning and reporting system for single tickets, passes, and accreditations
- Training support and manuals for all users of the scanning system
- On-site support for scanning and access control throughout the festival



- Connectivity between sales inventory controls (holds) and scanning system to ensure capacity is well-managed for all events

Marketing and Promotion:

- Ability to create promotional codes or other easy methods for discounted and or complimentary tickets for community partners.
- Ability to customize messaging within the online platform to incentivize additional purchases
- Ability to add and change discount opportunities after on-sale
- Social media integration
- Flexible user interface that can integrate with key Inside Out branding
- Ability to control fonts, backgrounds, headers and footers
- Ability for inclusion of logos on ticket design

Merchandise and Donations:

- Ability to sell additional items at time of purchase, including merchandise, donations, memberships, etc.
- Ability to customize messaging and prompts related to donations and suggestions for purchase upgrades, and to apply a prospecting strategy
- Comprehensive reporting for purchases of all non-ticket items

Proposal Submission Process:

Proposals will be accepted by email in PDF documents only.

All proposals must include the following:

- Executive Summary
- Financial Proposal (*Include a fee breakdown of all expenses and proposed costs for all phases of the project*)
- Approach to Outlined Service Requirements
- Company Background, Qualifications and References
- Additional benefits you wish to highlight

Sponsorship

Notwithstanding the “cash basis” of this RFP and subsequent Contract, one criteria of the RFP selection process will be whether a potential Supplier wishes to reduce the price of supply further in exchange for marketing or sponsorship rights or donation. In the event that a Respondent is interested in becoming a sponsor or making a charitable donation this should be noted in the response.

The issuer of the RFP reserves the right to vary this process at any time, including the required submission materials and timeline, and to reject any or all proposals.



All proposals must be submitted to Andria Wilson, Executive Director, at andria@insideout.ca by **Thursday, November 29 at 6:00 PM ET**. All submissions must be made by email and late submissions will not be considered.

Please direct any inquiries to Jayne Schneider, Office Manager at jayne@insideout.ca or 416-977-6847 ext 0.

Inside Out is committed to access and equity, which includes a commitment to achieve diversity among its staff, board, other volunteers and external contractors. We encourage applicants who reflect the broad diversity of the LGBTQ+ communities that we work with, in particular those who are members of Indigenous, ethnoracial and trans communities.

