

Addendum #1
 AA12-RH-4466
 Promotional Advertising for UMass Football
 Vendor Questions & University Responses
 December 28, 2011

Important: Vendors must incorporate all questions and University responses listed below as part of their bid response. Failure to do so can disqualify the vendor at the University's sole discretion.

Q1. Page 5, under the heading "Format & Contents of Proposal," #14 reads "Statement of Qualifications, to be completed in its entirety". Is the "Statement of Qualifications" a separate form as I don't seem to find a page or form with that exact title or heading? If so, can you tell me where I can locate that?

A1. There is not a separate form. Please include qualifications that you feel make your company the best fit with regards to the scope of the RFP.

Q2. Please provide the number of season ticket holders you have had in each of the last 3 years.

A2. See below:

	<u>2009</u>	<u>2010</u>	<u>2011</u>
Number of accounts	601	583	795
Number of Tickets	1592	1509	2222

Q3. Please provide the number of individual game ticket purchasers you have had in each of the last 3 years

A3. See below:

	<u>2009</u>	<u>2010</u>	<u>2011</u>
Number of Games	6	5	4
Number of Paid Ind. Tickets	16,390	16,655	15,891

Q4. Please provide insight into purchasing timelines for tickets. For example, 20% of the tickets are season tickets and are sold months in advance; 30% of the tickets are historically sold the week of the game; 20% of the tickets are sold during day of game walk up sales, etc.

A4. See below:

	<u>2009</u>	<u>2010</u>	<u>2011</u>
Season tickets	42%	33%	39%
Day of game	33%	40%	27%
Pre-Sold	25%	27%	34%

Q5. Please provide information on the % of tickets sold online for season tickets vs. individual tickets.

A5. See below:

	<u>On line</u>	<u>Other</u>
Season Tickets	17%	83%
Individual games	10%	90%

Q6. Of the online ticket sales purchases, can you provide insight into how these purchasers are being driven to the ticket site (Google search, ads, etc)

A6. Tickets purchased online are being driven by traditional advertising mediums in the local Western MA markets such as radio (KIX 100.9, MIX 93.1, WVEI 105.5, Lazer 99.3, Bear Country 95.3, WHAI 98.3 and HITS 94.3) cable TV (sports related programming such as college football and basketball as well as Sports news/talk shows), and print ads (Daily Hampshire Gazette and Greenfield Recorder). In addition, our website currently receives approximately 1 million visitors per month which we attempt to drive ticket purchases through that avenue. In game elements such as PA announcements and video board reads are utilized during games.

Q7. Please provide historical perspective on the timing of Season Ticket and Individual game marketing efforts

A7. Season ticket renewal invoices have typically been issued in April with a renewal deadline in July. New season tickets have been promoted throughout the summer months on a grass roots level throughout the area as well as some website, direct mail and email campaigns in the summer. Individual tickets have traditionally been put on sale approximately 30 days prior to the first home game with advertising efforts listed above starting about 3 weeks prior to the start of the season.

END OF ADDENDUM