



**NOTHING MORE
NEBRASKAN.**

NEBRASKA STATE FAIR
REQUEST FOR PROPOSAL

FOR

Ticketing System Provider
2026 - 2028

Issued by:
Nebraska State Fair
PO Box 1387
Grand Island, NE 68802

April 21, 2025

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Section 1. RFP Timeline

The Request for Proposal timeline is as follows:

	Date
Request for Proposal Posting Date:	April 21 st , 2025
Q&A Session for Potential Ticket System Providers:	May 5 th , 2025, at 3 PM Central Time
Request for Proposal Due Date:	May 19 th , 2025
Award:	June 20 th , 2025

Zoom Link for Q&A Session:

<https://us06web.zoom.us/j/86050892036?pwd=E3omL3WtO5E3bV7RD7aajY15Gytj7T.1>

Meeting ID: 860 5089 2036

Passcode: 206896

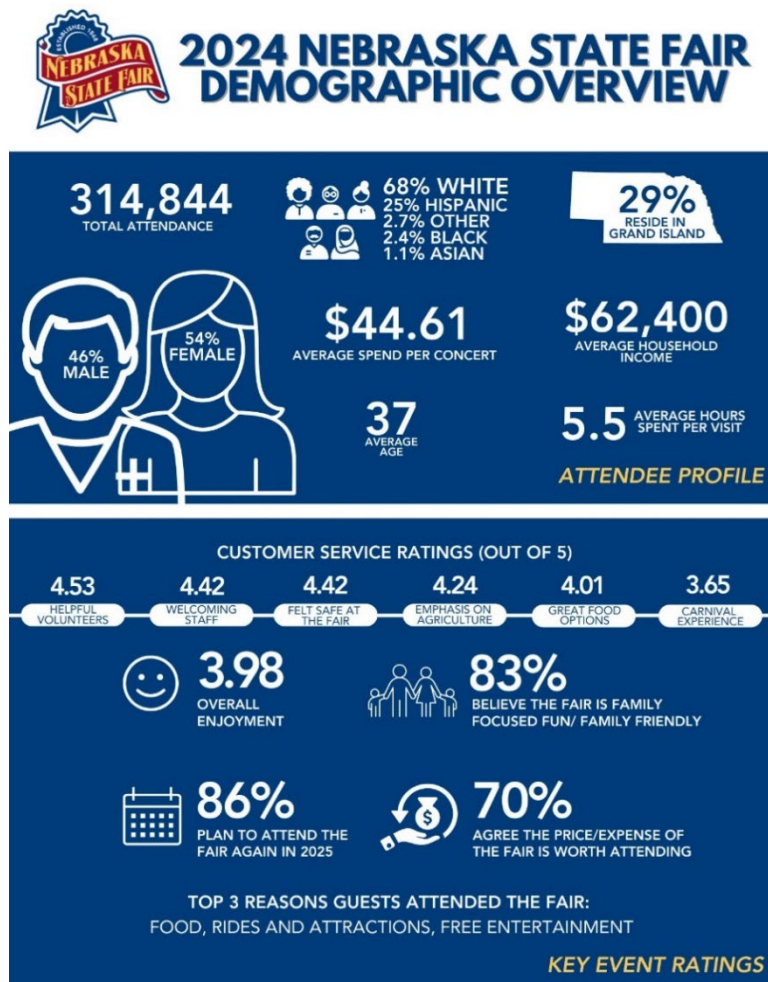
Section 2. Introduction and Background

The Nebraska State Fair (NSF) is seeking qualified ticket system providers to submit proposals to become the sole online and onsite computerized ticket company for the Nebraska State Fair. The selected ticketing system must be able to supply year-round service to Fair Staff, onsite support during the annual event, and provide all required equipment and hardware needed for ticket sales. A three-year contract will be given to the awardee starting October 1st, 2025 and ending after September 30th, 2028 Nebraska State Fair.

About The Nebraska State Fair

The Nebraska State Fair, entering its 156th year in 2025, is an event held at Fonner Park in Grand Island, Nebraska. The regional event is the largest in Nebraska, drawing an average of over 300,000 in attendance yearly since moving to its current location in 2010. The Nebraska State Fair attracts people from all over the State of Nebraska and beyond for an 11-day Fair filled with recognition and celebration of agriculture, entertainment, education, and exhibition.

Demographics



Ticketing History

The Nebraska State Fair typically begins its ticket selling season in February or March each year, with sales continuing through Labor Day, the last day of the State Fair. During the months leading up to the State Fair, advanced gate admission, carnival wristbands, concert tickets and season passes are sold online and in person at the NSF Box Office. During the 2025 State Fair, admission tickets continue to be sold online, as well as onsite at four (4) public entrances. A total of twenty-seven (27) points of sale are offered during the eleven-day event, plus twelve (12) self-service kiosks. At the Nebraska State Fair, gate admission is included with concert tickets.

Online Sales

YEAR	ADVANCED ONLINE	FAIR ONLINE	TOTAL ONLINE
2024	42,248	10,843	53,091
2023	43,998	11,493	55,491
2022	37,379	11,698	49,077

All Purchased Ticket Sales (Printed Hardcopy Tickets)

YEAR	ONLINE	ADVANCED BOX OFFICE	ONSITE	TOTALS
2024	53,091	60,564	92,844	206,499
2023	55,491	49,846	94,171	199,512
2022	49,077	68,165	94,090	211,336

Section 3. Instructions

1. Review the RFP carefully.
2. RFP questions should be directed by e-mail to Haley Roush at hroush@statefair.org.
3. Interpretations, corrections, revisions, and amendments to this request for proposal shall be issued to all RFP recipients in the form of a written addendum.
4. Proposals are due by hand delivery, mail, or e-mail no later than May 19th, 2025, at 5pm CST to:

Physical Address:

501 E Fonner Park Road, Suite #200
Grand Island, NE 68801
E-Mail: hroush@statefair.org

Mailing Address:

PO Box 1387
Grand Island, NE 68802

Section 4. Overall Scope

1. **Terms:** The contract will become effective October 1st, 2025, through September 30th, 2028, a three-year term.
2. **Agreements Made:** The Nebraska State Fair may accept a proposal as presented by issuing a written agreement with the selected ticket company. This agreement will be signed by both parties.
3. **Other Promoters:** Any other promoters facilitating business with NSF, including Fonner Park and its partners, shall not be bound by any agreement made as the result of this request for proposal.
4. **Exceptions:** Any exceptions to any piece of this RFP shall be noted on the Proposal Addendum - Attachment A, and submitted.

5. **Contracts:** To be executed between the Nebraska State Fair and the ticket provider. All contracts shall be carried out by the Nebraska State Fair Box Office Manager or the Executive Director and individuals named by selected ticket provider.
6. **Onsite Supports:** This contract requires the ticket company to provide onsite support for all equipment set up prior to the start of the Nebraska State Fair and continuous support beginning the Monday before the first day of Nebraska State Fair through the last day of Fair, Labor Day. A total of fifteen (15) days of onsite support is needed with a minimum of two ticketing provider employees on campus.

Section 5. Conditions

1. **Laws:** Terms and provisions of this solicitation and any agreement resulting from this shall follow any governing law applicable to this process. Any litigation or action in connection with this proposal and subsequent award shall be instituted in the appropriate Nebraska courts.
2. **Assignment:** Any contract resulting from this solicitation may not be assigned, transferred, or delegated as a whole or in part by the ticketing system provider, without the prior written consent of the Nebraska State Fair.
3. **Termination:** The Nebraska State Fair may terminate any agreement made as a result of this process at any time that the ticket provider fails to carry out the provisions under the agreed-upon terms including, but not limited to:
 - a. The actions of its employees while they are on the grounds at the Nebraska State Fair. The employees shall at all times comply with the applicable laws, ordinances, and regulations of local, state, and federal agencies, along with all regulations, policies, and procedures of the Nebraska State Fair.
 - b. The ticket provider certifies and agrees that, with respect to its staff and employees who will participate in the performance of this agreement, the ticket provider shall maintain a workplace free of drugs and alcohol during the term of this contract.
4. **Indemnification:** The Nebraska State Fair hereby agrees to indemnify and hold harmless the *Awardee* from and against any loss, damage, or expense associated with a claim arising out of the negligence of the Nebraska State Fair. The *Awardee* hereby agrees to indemnify and hold harmless the Nebraska State Fair from and against any loss, damage, or expense associated with a claim arising out of the negligence of the *Awardee*.
5. **Insurance:** The Nebraska State Fair shall maintain comprehensive general liability insurance in the amount of no less than One Million Dollars per occurrence from an A- or better-rated carrier. This policy shall name the *Awardee* and their agents, representatives, and directors as additional insured as it pertains to the negligence of the Nebraska State Fair. *Awardees* shall maintain comprehensive general liability insurance in the amount of no less than One Million Dollars per occurrence from an A- or better-rated carrier. This policy shall name the Nebraska State Fair, and their agents, representatives, and directors as stated in Addendum B, as additional insured as it pertains to the negligence of the *Awardee*.
6. **Retention of Rights:** The *Awardee* shall not have any rights to use the name, logos, trademarks, or copyrights of the Nebraska State Fair outside of the purposes of promotion related to the Nebraska State Fair, without written permission.
 - a. The Nebraska State Fair reserves the right not to award this offer to any vendor based on any reason.

Section 6. Proposal

1. General Information

- a. List the following:
 - Company Name
 - Contact Info for Ticketing Company
 - Physical Address
 - City, State, Zip
 - Phone
 - Email
 - Contact Name of Person/s Responsible for this RFP
 - Title
 - Phone
 - Email
- b. Provide a letter of interest
- c. Provide a complete profile of your company
- d. Provide three (3) references from clients from your CURRENT book of business. At least one (1) must be a fair with annual attendance at 350,000 or more.

2. Scope

- a. Please describe the full capabilities of your ticketing system, such as the company's ability to handle multiple on sales, extreme high-volume sales, presales with discount codes or passwords, minor or major system interruptions, etc.
- b. Provide a complete description of your system's reporting capabilities. (Example: Standardized reports, customizable reports, event specific reports, financial reports, etc.)
- c. Explain how tickets are scanned and authenticated.
- d. Describe your system's printing/reprinting/batch printing, hold/held seats, payments or quick sales and ticket delivery options.
- e. Provide details to your system's security, such as any anti-hacker and anti-virus programs used, and how purchasers' credit or debit card information is protected. Please also include how your company tackles "bots" who purchase large amounts of tickets. Also include any details about how you handle chargeback requests.
- f. List the hardware that is required to utilize your system. Include who is responsible for implementation and installation and any additional costs for this service, including equipment shipping. Include the following details about your system:
 - Ethernet or Wi-Fi based as well as the battery life of all required equipment.
 - Requirements for equipment to be outside (Ex. shade structure such as a tent or ticket hut)
- g. Please describe your training process for new users. Include details on any costs that will incur.
- h. Provide details about your year-round technical support and include your approach to on-site full-service support during the State Fair (setup/teardown, maintenance, repairs, etc.).
- i. List a breakdown of all charges the Nebraska State Fair will incur with the implementation of your ticket system. Please include the following within your proposal:
 - On-site support fees
 - Credit card fees
 - Handling or processing fees
 - Print at home fees
 - Mobile ticket fees
 - Ticket insurance

- Season or subscription fees
- Ticket stock
- Training
- Equipment rental/shipping/repair costs
- Chargeback Response
- Any other expenses

3. Bid

- a. List your complete bid, either flat rate or percentage structure. Provide any incentive considerations.
- b. All proposals submitted by bidders for this work shall become the property of the Nebraska State Fair. Neither the Nebraska State Fair nor the ticketing system provider shall disclose the contents of any proposal to the other parties before the announcement of the award.
- c. All proposals must remain valid for a period of ninety (90) calendar days. The Nebraska State Fair reserves the right to reject any or all submissions or to award the contract to a bidder other than the lowest.
- d. Please reflect on the opportunity of retaining the agreement for three (3) consecutive years or any opportunity to renew with commentary.

Section 7. Evaluation of Proposal

1. Evaluation of all proposals shall be performed by Nebraska State Fair officials. Evaluation shall be based on, but not limited to, the following criteria in no particular order or weight. Ticketing system providers with previous Fair experience will be scored accordingly.
 - i. Complete bid
 - ii. Overall price
 - iii. Onsite service
 - iv. Technical support
 - v. Year-round communication approach
 - vi. Reporting functions
 - vii. Ticketing system features
2. Evaluation committee shall consist of:
 - i. Jaime Parr, Executive Director
 - ii. Karli Schulz, Entertainment & Events Director
 - iii. Haley Roush, Box Office Manager

Section 8. Certification

Include this form with your proposal

Name of Company: _____

Physical Address: _____

City, State, Zip: _____

Phone: _____

Email: _____

Contact Name of Person Responsible for RFP: _____

Title: _____

Phone: _____

Email: _____

Manager Name (If different from above): _____

The ticket system representative hereby certifies by signing below that this proposal, submitted to the Nebraska State Fair, is deemed to be in accordance with all information contained and referred to in this request for proposal, is genuine, and is made under no false pretenses.

Print Name

Signature

Date

Proposal Addendum – Attachment A

EXCEPTIONS TO PROPOSAL AS NOTED.

The following exceptions to this request for proposal are listed as such:

RFP ITEM NUMBER	COMMENTS

Print Name

Signature

Date

Proposal Addendum - Attachment B

INSURANCE

Ticketing system providers submitting a proposal are required to make evident certificates of the following minimum coverage. Such certificates shall be included with the proposal:

- Worker's Compensation Insurance meeting the statutory requirements of the State of Nebraska.
- Employers' Liability Insurance providing limits of liability in the following amounts:
 - a. Bodily injury by accident: \$100,000 each accident
 - b. Bodily injury by disease: \$500,000 policy limit
 - c. Bodily injury by disease: \$100,000 each employee
- Commercial General Liability insurance providing limits of liability in the following amounts, with aggregates applying separately on a "per project" basis:
 - a. General aggregate: \$2,000,000
 - b. Product/completed operations aggregate \$2,000,000
 - c. Personal and advertising injury liability \$1,000,000
 - d. Per occurrence \$1,000,000
 - e. Fire legal liability \$50,000
 - f. Automobile \$1,000,000

If the Awardee does not carry its own required insurance coverage or fails to return proof of such by the due date, the Nebraska State Fair may at its option, obtain through an insurance carrier the necessary coverages noted by this agreement. The expense of this coverage will be billed to the Awardee.

The Nebraska State Fair Board, Fonner Park Exposition and Events Center, the Hall County Livestock Improvement Association, and the City of Grand Island shall be listed as additional insured at no cost to the Nebraska State Fair.

LIABILITY

The Awardee agrees to hold the Nebraska State Fair Board (legal entities, employees, board members, and thereof) harmless from any liability, cost, or expense in connection with or growing out of any claim whatsoever for injury, loss or damage to person and/or property at activities involved with this agreement in or upon the Fonner Park/the Nebraska State Fair premises, its facilities and appurtenances OR upon the hotel premises, facilities and appurtenances including any transportation of persons, property or items in any way related to the Nebraska State Fair.

I acknowledge that I have read the above insurance and liability requirements and acknowledge my organization's responsibility as such.

Print Name

Signature

Date