

REQUEST FOR PROPOSAL – TICKETING SERVICES

Oak View Group (OVG) is seeking Proposals from vendors who are qualified to provide Ticketing Services at the Tribute Communities Centre.

Overview:

Tribute Communities Centre (TCC) is a sports and entertainment arena located in Oshawa, Ontario, Canada, operated by Oak View Group. The arena is home to the Oshawa Generals of the Ontario Hockey League, the Oshawa FireWolves of the National Lacrosse League and hosts concerts, national and international sporting events, and community events.

Location

The Tribute Communities Centre is located at 99 Athol Street East, Oshawa, ON L1H 1J8.

Information

Bidders are required to include all terms and conditions with their Proposal. Proposals are to remain firm for a period of 60 days from the date being received.

All communication relating to this proposal will be limited to e-mail unless otherwise specifically directed. Please include the name of your company in the subject line of any correspondence.

The preparation of the vendors RFP shall be made without obligation by Oak View Group and Tribute Communities Centre 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. Oak View Group 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 within its response; however, Oak View Group and Tribute Communities Centre will not be bound to accept any provision in any draft contract submitted.

Timeline:

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

Monday February 9 th , 2026	Request for Proposal issued to vendors
Thursday February 19 th , 2026	Site Visit Opportunity
Friday March 6 th , 2026	Bid Submission Due Date
March 18 th & March 19 th , 2026	Presentations (in person or virtual)
Friday April 10 th , 2026	Successful bidder selection date
Monday April 20 th , 2026	Contract creation and Transition Plan Formulation

Proposals can be submitted by email, couriered or hand delivered to:

Tribute Communities Centre
Oak View Group
Attention: Andrew Nash, General Manager
Email: Andrew.Nash@Oakviewgroup.com

Site Visit

An optional site visit is available on February 19th, 2026, at 1PM at the Tribute Communities Centre.

Meet at the Tribute Communities Centre Gate 1 located at 99 Athol Street East. Bidders will be required to "sign in".

Each bidder has the option to visit the site before submitting their Proposal and must satisfy themselves by personal examination as to the local conditions to be met with for the completion of the work. Bidders shall make their own estimate of the facility and difficulties to be encountered. Failure to conduct the necessary examinations or investigations shall not be accepted as an excuse for any default on the part of the vendor to fulfill every detail and all the requirements of the said contract or be accepted as a basis for any claims whatsoever for extra compensation.

Any questions in respect to this proposal should be submitted by email to Andrew Nash, General Manager at Andrew.Nash@Oakviewgroup.com.

Oak View Group's Rights

Oak View Group reserves the right to:

- Reject any and all Proposals
- Waive minor deviations from the specifications stated in the RFP when the acceptance or rejection is in Oak View Group's best interest
- Require the bidder to submit additional appropriate information

Oak View Group Global Partnerships

As an industry leader, Oak View Group administers best in class operations, sales, and marketing strategies in close collaboration with its corporate partners.

In every contractual relationship, Oak View Group partners with its national product and service providers to develop customized sponsorship packages from its valuable asset base. Oak View Group's vast experience in live sports and entertainment allows it to successfully develop, forecast, and customize direct to consumer and business to business brand awareness programs across all mediums that efficiently and effectively contribute to each of our partners sales and market growth strategies.

Throughout these programs, partners receive premium service in every regard when partnering with Oak View Group.

- Describe your top five existing partnerships / sponsorships where marketing, hospitality, and advertising arrangements are in place.
- Describe your approach in regard to an initial commitment percentage and/or dollar value for the facility. Any sponsorship / partnership commitments proposed will be taken into consideration during the bidding

Evaluation:

The Oak View Group team will evaluate proposals based on the vendor's ability to provide comprehensive ticketing services for the facility. 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 facility.

Confidentiality:

Any information disclosed to vendors and/or vendor employees by Oak View Group and Tribute Communities Centre 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.

Projected Sales:

The capacity of Tribute Communities Centre is variable, depending on the event setup.

- 360 Concert – 6,847
- 240 End stage concert – 5,363
- 180 End Stage Concert – 4,884
- Half House Concert – 3,484
- Quarter House Concert – 1,747
- Hockey/Lacrosse – 6,158
- Basketball – 6,418

The facility hosts 34 regular season hockey games with potential for playoff games, 9 regular season lacrosse games, with potential for playoff games and approximately 55 plus concerts and special events per year, with a total of over 411,000 tickets issued in 2024. Vendors can expect an historical average of approximately 75% of all single ticket sales being sold online.

Ticketing overview:

The facility currently has 6 box office windows that require the ability to process ticket sales and customer service in person. 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 arena.

The facility will require up to 30 ticket scanners for access control, including internal scanning for events with a general admission floor.

Proposal Content:

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

- **General information**
Please explain the scope of your proposal, and the single main point of contact for further discussion and negotiations with your company.
- **Financial information**
Please explain the financial details of your proposal, including any details that you feel set you apart from the competition. The Oak View Group 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 the Oshawa Generals (OHL) and the Oshawa FireWolves (NLL)

- Fees for charity or community events
- Fees for events at a low-ticket price (\$25 or less)
- Fees for refunded tickets
- Fees and/or ability to sell tickets through other channels (phones, outlets, etc.)
- Ability to provide Tap technology for credit cards and/or debit card
- Any differences between general admission and reserved seat tickets
- Ability and fees for tickets sold for events at other venues, should the TTC 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 show 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 departments
 - Suite lease and/or rentals
- Settlement, including frequency and method of remitting funds
- Detail which party is responsible for chargebacks, both for sporting and non-sporting events, and also if there are further delineations on ticket type (I.e., GA vs Club vs Suite Products)
- 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.
- 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

Scope of Services

- **Ticketing Services**

Please describe your ability to provide, and any fees associated with, the following specific items, as well as any additional items you would like to include:

- Ability to handle major events on sales (please provide examples with volume)
- Tenant team needs, notably season ticketing, and customer account management
- Season ticketing maintenance, including exchanges, post-season games, billing plans, season tickets and/or premium seat online renewals, etc.
- Combo or multi-event sales, such as multi-game packages within a season, or promotions that may include non-related events
- What is physically supplied (such as hardware and ticket stock – custom or generic) and any related costs
- What sales and support services are provided (phone, Internet, customer service) and operating hours where applicable
- Detail any existing third-party relationships or relevant platform integrations that will increase ticket sales

- Ability to provide services for outside events
- Ticket resale services
- How cancelled or postponed shows are handled, and associated costs
- Platinum and VIP ability and cost
- Upsells opportunities such as parking or merch
- Access management and scanning
- Ability to process “fake event” presales 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
- Technical support for hardware and software including availability and escalation process if required
- Reporting capabilities and methods (app, web site, automated reports, etc.)
- The ability to report on geographical sales for marketing purposes – particularly 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

• **Marketing Services**

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

- Marketing services available
- Marketing services included in the proposal
- The ability to import existing 3rd party customers or other marketing-related databases
- Explain your distribution network and how your system will be able to sell more tickets than your competitors through your sales and distribution channels
- Describe the size of your customer ticketing database
- Which affiliates do you work with to help sell tickets?
- Ability to support in arena “view from seat” when purchasing tickets
- Describe your CRM capabilities
- Detail and demonstrate reach of marketing resources, including but not limited to size of existing addressable databases in the Greater Toronto Area (GTA)
- Email marketing platform
 - Specify the platform(s) included, core capabilities (segmentation/automation/templates/reporting), and integration with ticketing/CRM.
 - Outline support + limits: onboarding/tech support & SLAs, plus any annual send thresholds, tiers, and overage costs.
- Marketing agency / managed services
 - Detail what services are available (search, social, programmatic, premium placements) and whether execution is self-serve or fully managed (incl. timelines/approvals).
 - Provide fee structure and reporting: management fees/minimums/creative costs (media spend paid by venue) and what performance reporting/attribution is included.
- Automatic / organic on-sale activations
 - List what triggers automatically at on-sale (site/app placement, recommended modules, email/push) and the eligibility/prioritization rules.
 - Confirm required assets/metadata and what performance visibility the venue receives (impressions/clicks/conversions) plus any paid upgrade options.
- Reporting & analytics access

- Define reporting tools included and user access levels (roles, number of logins), plus export options and data freshness.
- Confirm what the venue can pull: sales by price level/section, purchase pace & sales trends, heat maps, holds/comp tracking, buyer geo/demos (where available), channel performance, and post-event recaps.