PROPOSAL

City of Clearwater Events Ticketing Services RFP#04-25

April 29, 2025

Websites & Ticketing
in a simple, integrated platform
www.saffire.com   512.430.1123   info@saffire.com

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TAB 1:

LETTER OF TRANSMITTAL

We are so excited you are interested in learning more about SaffireTix. We hope this information makes the decision to partner with us a no-brainer.

Dear City of Clearwater,

Saffire is pleased to submit this letter of transmittal response to the City of Clearwater's request for proposal released on March 28, 2025. We appreciate the opportunity to work with your team and are excited about the potential to support your community with a powerful, reliable, and user-friendly digital solution.

We want to affirm that Saffire fully understands the scope of work outlined in your request. Our team is well-equipped and prepared to deliver the requested services within the specified timeframe. With a proven track record of successful implementations for municipalities, fairgrounds, and destination organizations, we are confident in our ability to meet – and exceed – your expectations.

There are several reasons why Saffire is uniquely qualified to serve the City of Clearwater:

- **Simpler, Newer, More Intuitive Management** -- Our System has continuously evolved since its beginning. We have honed our approach to make it easier to use, train staff and volunteers, and see the reports you need. This continuous evolution has also allowed us to add newer and better hardware and connectivity, ensuring a streamlined operation.
- **Experience & Expertise:** We specialize in building websites and ticketing platforms for cities, venues, and events. Our team brings years of experience designing intuitive, mobile-friendly platforms that engage residents and visitors alike.
- **Customer Support**: We pride ourselves on our responsive, personalized support. You won't just have a vendor – you'll have a committed partner invested in your success.
- **Proven Results:** Our clients consistently see improvements in online engagement, revenue generation, and community satisfaction after partnering with us.

Saffire is ready and enthusiastic to begin work as soon as we receive notice to proceed. We are committed to delivering a high-quality product on time and with the care and attention to detail that the City of Clearwater deserves.

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Thank you for considering Saffire. We look forward to the opportunity to collaborate and serve your community.

Aaron Pederson

Partner/President
Office: 512.430.1123
Cell: 503.804.6303
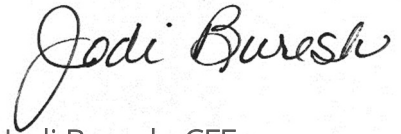email : *aaron@saffire.com*

Cassie Dispenza
PRIMARY CONTACT

VP of Strategic Partnerships
Office: 512.430.1123
Cell: 469.441.8801
email: *cassie@saffire.com*

Jodi Buresh, CFE

Director of Partnerships
Office: 512.430.1123
Cell: 701.388.9473
email: *jodi@saffire.com*

Partnering with Saffire

Saffire is super easy to work with. Plain and simple.
Driven by our core values, the Saffire team is your dedicated partner in every way. Your success is our success.

Saffire's Core Values

We are smart and creative innovators.	We make "nerdy" fun.	We are dedicated team players.	We treat our clients like family.

Saffire's Differentiators

SUPPORT
The best in the industry, a real, US-based person, in your time zone

TECHNOLOGY
Premium and constantly evolving platform that is super easy to use

INTEGRATED
Industry's only integrated web marketing and ticket selling platform

REPORTING
Slice and dice, however you want, from wherever you are

SPEED
Decades of e-commerce experience behind an efficient cart

INTERFACE
Award-winning website layouts, proven to increase revenue

DESIGN
Custom, professional design and branding increases engagement

CONTROL
You drive all your own website content and strategy

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TAB 2:

VENDOR QUALIFICATIONS & REFERENCES

At Saffire, our skilled staff and perfected processes make launching new systems a cinch. Read more about our company & happy clients here.

A. Company Background & History

Since our company's inception in 1998, we've **worked with many global companies, including KEEN Footwear, Jeep, Panasonic, Intel, Nike, Chrysler and Frito Lay**. We've built many successful marketing strategies, and have been fortunate to win numerous awards and change the lives of many clients.

We **introduced Saffire in 2009, added SaffireTix in 2012** and have over 500 clients on our platform, with a trajectory of continued growth. We've been told we have a "secret sauce" of a fantastic product paired with exceptional customer service, and we're thrilled to share it with industries we love.

Like most businesses, events must appeal to younger audiences in order to thrive. Saffire understands the pieces to this puzzle and includes everything your organization needs to be successful online.

We also have **almost zero client attrition**, which reflects the quality of our product and second to none customer service, as well as our financial stability. We have never had a cash flow problem, a loan, or any other financial issue, with almost 20 years in business (and can provide more detail if needed).

Saffire has been the recipient of **many industry awards**, including the prestigious Barham Award from Western Fairs Association, the top service provider award for this association, given for excellence in customer service, innovation and industry vision; and the Vendor of the Year from the Texas Festivals and Events Association. For more Saffire accolades, we invite you to please visit www.saffire.com/awards.

- **Organizational Structure**

Our company has been owned by the same three partners since 2000. We're a well-oiled machine with extensive experience getting websites out the door. Chances are, whatever challenge you are facing with your ticketing, we have seen it before and have the expertise to help.

- **Partners**

Name	Title	Contact Info
Aaron Pederson	Partner, President	*aaron@saffire.com*
Jeremy Emerson	Partner, Creative Director	*jeremy@saffire.com*
Kendra Wright	Partner/Founder	*kendra@saffire.com*

- **Product Strategy**

Saffire is unique in the fact that we are constantly upgrading our ticketing offering to reflect the latest trends in the industry. We take pride in the fact that our equipment & developments are always the "latest & greatest".

Many features added to the platform are decided based on client vote. We update automatically every 6-12 weeks, keeping in mind the dates of your events to ensure big releases won't interfere with your most important times. These standard enhancements are covered in your fees & are thoroughly planned & vetted by the leadership team in weekly & semi-annual meetings.

Have a great idea for the future of SaffireTix? Let us know—we'd love to hear about it & find a way to incorporate it in the software! Chances are you're not the only one who would benefit from the request! Our clients greatly benefit from this "group think" mindset—we even host webinars to keep you up to date on the latest happenings.

- **Project Management Process**

The following is an example production & implementation plan, based on a sample client project start date of June 2, 2025. Weekend days are excluded as production and implementation dates. The client is assumed in attendance at all relevant meetings & training sessions, which are conducted via phone and screen sharing software unless otherwise requested to be in person, for which special arrangements will be made.

Example Client – Start 6/2/2025	Proposed Onsale no later than 8/26/2025		
Task	Owner	Due Date	
Kickoff meeting	City of Clearwater & Saffire	Mon	6/2/2025
First Steps Meeting	City of Clearwater & Saffire	Wed	6/11/2025
Products Meeting	City of Clearwater & Saffire	Mon	6/23/2025
Tix Page Meeting	City of Clearwater & Saffire	Tue	7/1/2025
BXO/Dashboard/Devices Meeting	City of Clearwater & Saffire	Thu	7/10/2025
Reports Part 1 Meeting	City of Clearwater & Saffire	Tue	7/22/2025
Pre-prints Meeting	City of Clearwater & Saffire	Wed	7/30/2025
Devices/Stock/Onsite Meeting	City of Clearwater & Saffire	Fri	8/8/2025
Reports part 2 Meeting	City of Clearwater & Saffire	Tue	8/19/2025
Onsale/Go Live	City of Clearwater & Saffire	Tue	8/26/2025

Note: This timeline is based on a "perfect" and standard project. As with most projects of all natures, vacations, unforeseen illnesses/delays from all parties involved, plus unforeseen technology difficulties will affect the timeline. Additional time will also be added for customizations and integration

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B. Proposer's Ability to Fulfill

Saffire is fully equipped to meet and exceed the expectations outlined in the RFP. With a proven track record of successful partnership with live events across the country, out platform offers a robust, user-friendly, and fully integrated ticketing solution. From seamless online sales to reliable on-site operations, real-time reporting, and dedicated client support, we bring both the technology and the experience necessary to deliver a smooth, secure, and highly efficient ticketing process. Our team is committed to ensuring successful implementation and ongoing success through the duration of the agreement.

C. Key Development and Project Management Staff

Saffire employs over 60 full-time employees as of 2025 at our offices in Austin, TX and Portland, OR & remotely. These are the key staff members that would be assigned to your project. All have many years of experience both in web development & with Saffire specifically.

Name	Type Of Production	Years Of Service	Contact Info
Chris Lugar	Vice President of Engineering	18	chris@saffire.com
Daniel Bunn	Tech Lead	12	dan@saffire.com
Jessica Bybee-Dziedzic	Vice President of Operations	16	jessica@saffire.com
Phil Thompson	Director of Website Clientele & Platform Knowledge	9	phil@saffire.com
Kris Boehm	Ticketing Key Account Manager	3	kris@saffire.com

- **Bios of Primary Team Members**

Chris Lugar, *Vice President Engineer*

Chris Lugar has a Computer Science degree from Western Oregon University and has been architecting and building high-volume ecommerce platforms with the Saffire team since 2005. He has held the positions of Developer, Lead Software Engineer and most recently, Senior Technical Director where he serves as an integral

part of Saffire's Leadership Team. For over 10 years, Chris has been in charge of concepting and setting the architectural direction for all of Saffire's projects, including the management of all front end and back end web development, mobile and app development, QA and code reviews and ecommerce platform compliance for PCI and ADA on the Saffire platform.

Chris' passion for scalable and efficient technical solutions have shaped the Saffire ticketing and website platform from the very beginning. His leadership in creating Agile workflows and managing multiple internal teams have resulted in a successful ticketing platform including online and offline ticket scanning, ecommerce sales, mobile and web-based box office and a fully integrated RFID cashless solution. Chris is a dedicated technology champion for all of Saffire's clients.

Daniel Bunn, *Tech Lead*

Daniel has a background in Computer Information Systems and has been on the Saffire team since 2011. His career history has included analyzing code and creating custom modules for customers. At Saffire, Daniel focuses on resolving complex customer support requests. He is the primary support for many clients. He is the key team member to implement key infrastructure updates to improve performance and scalability to support the rapid growth of Spark.

Jessica Bybee-Dziedzic, *Vice President of Operations*

Jessica has a comprehensive background in online marketing, social media, websites and ticketing strategy. In 2007, she joined Wright Strategies, managing global e-commerce projects and strategy for clients including KEEN Footwear, Nike and Frito Lay. In 2009, Jessica helped Wright Strategies create Saffire, providing events, venues and destinations with ticketing and websites in a simple integrated platform. Jessica is actively involved in the latest trends and technology regarding the cashless operations related to Saffire's BlastPass product. She has created and lead the BlastPass team since its inception.

Jessica is a friend to every client who ever met her, and her experience in product and project management, coupled with her technology background has helped take BlastPass to new levels with Saffire. Jessica is detailed, thorough and foresees and handles challenges in the industry. She is a member of Saffire's Leadership Team and has been with Saffire for over 15 years. Her experiences working directly with carnival operators and food and beverage vendors has given her the reputation as the "Go To" for strategic execution of major events.

Phil Thompson, *Director of Website Clientele & Platform Knowledge*

Phil has a diverse background in media, marketing, web design and development. His path to Saffire has included newsroom experience, working in radio broadcasting (on-air and commercial/station production), managing online operations for a newspaper, and directing marketing for an arena/livestock/exhibition venue. For the last eight years Phil has been helping Saffire clients make their website dreams come alive, and he is now the Director of our Website Team, our Knowledge Base, and training. After 30 years of working with websites, Phil is always looking for ways that users can simplify their site management while maximizing the tools within the Saffire platform. He says that there's nothing more satisfying than teaching someone to use the software confidently and creatively.

Kris Boehm, *Ticketing Key Account Manager*

Kris has been helping ticketing clients succeed for over 14 years. He has experience on multiple ticketing platforms and has an extensive knowledge of the ticketing landscape. While not all client needs are exactly the same, Kris quickly came to understand that the common need from ticketing professionals to be heard and appreciated. He loves the live entertainment space in all its forms but especially loves being part of a ticketing company that still recognizes the need to develop and maintain relationships with clients that help foster growth and lead to success. He likes to tell the clients he works

with that he is on their proverbial team and will go the extra mile to help them achieve success.

In his personal life he values and enjoys family, good books, live events, family history research, travel, great food and lively conversation.

D. References

Here are clients you can call on to learn more about real-life experience with SaffireTix. To see a full listing of all festival clients, you can view them here - *https://www.saffire.com/businesses/events/festival*

Canterbury Park
Shakopee, MN
Kerry Larson
klarson@canterburypark.com
952.233.4878
https://tickets.canterburypark.com/p/tickets

info@saffire.com   www.saffire.com   512.430.1123

Sharp Seating
dba Pasadena Tournament of Roses, CA
Lisa Crosby
lisa@sharpseating.com
626.795.4171
https://tickets.sharpseating.com/tickets

SHARP SEATING COMPANY
OFFICIAL GRANDSTAND SEATING COMPANY

TICKETS   ROSE PARADE ROUTE   UPDATES   ABOUT   TRANSLATE ◐

GRANDSTAND SEATING   **EVENTS**   **SOUVENIRS**   **PARKING**   **RV PARKING**   **FAQ**

From Rose Parade tickets to Floatfest tickets, festivities are being held all week, and we can help you see it all!

Tickets for the 2026 Rose Parade & Its Events On Sale Now!

Please note seat assignments are subject to change. Sharp Seating will notify you of any changes if they become necessary. Tickets will be distributed Mid-November to early December. If you have any questions or concerns, please call 626-795-4171.

THE 137TH ROSE PARADE WILL BE HELD THURSDAY, JANUARY 1, 2026 AT 8AM.

AREA 1
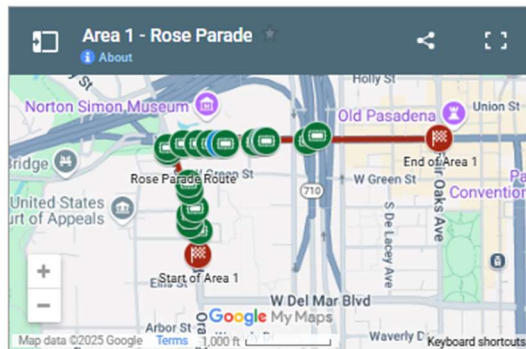
AREA 1 S. ORANGE GROVE BLVD.
📅 Jan 01, 2026 | 8:00 AM

$112.00 - $125.00

SELECT SEATS

AREA 1 W. COLORADO BLVD. A
📅 Jan 01, 2026 | 8:00 AM

$125.00

SELECT SEATS

AREA 1 W. COLORADO BLVD. B
📅 Jan 01, 2026 | 8:00 AM

$125.00

SELECT SEATS

All of the Grandstands listed in Area 1 are within walking distance of the Rose Bowl – approximately 1.5 miles.

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Festevents – City of Norfolk Events
Norfolk, VA
Jason Cantone, Box Office Manager
cantonej@festevents.org
(757) 441-2345
https://tickets.festevents.org/p/extra/spring-town-point-virginia-wine-festival
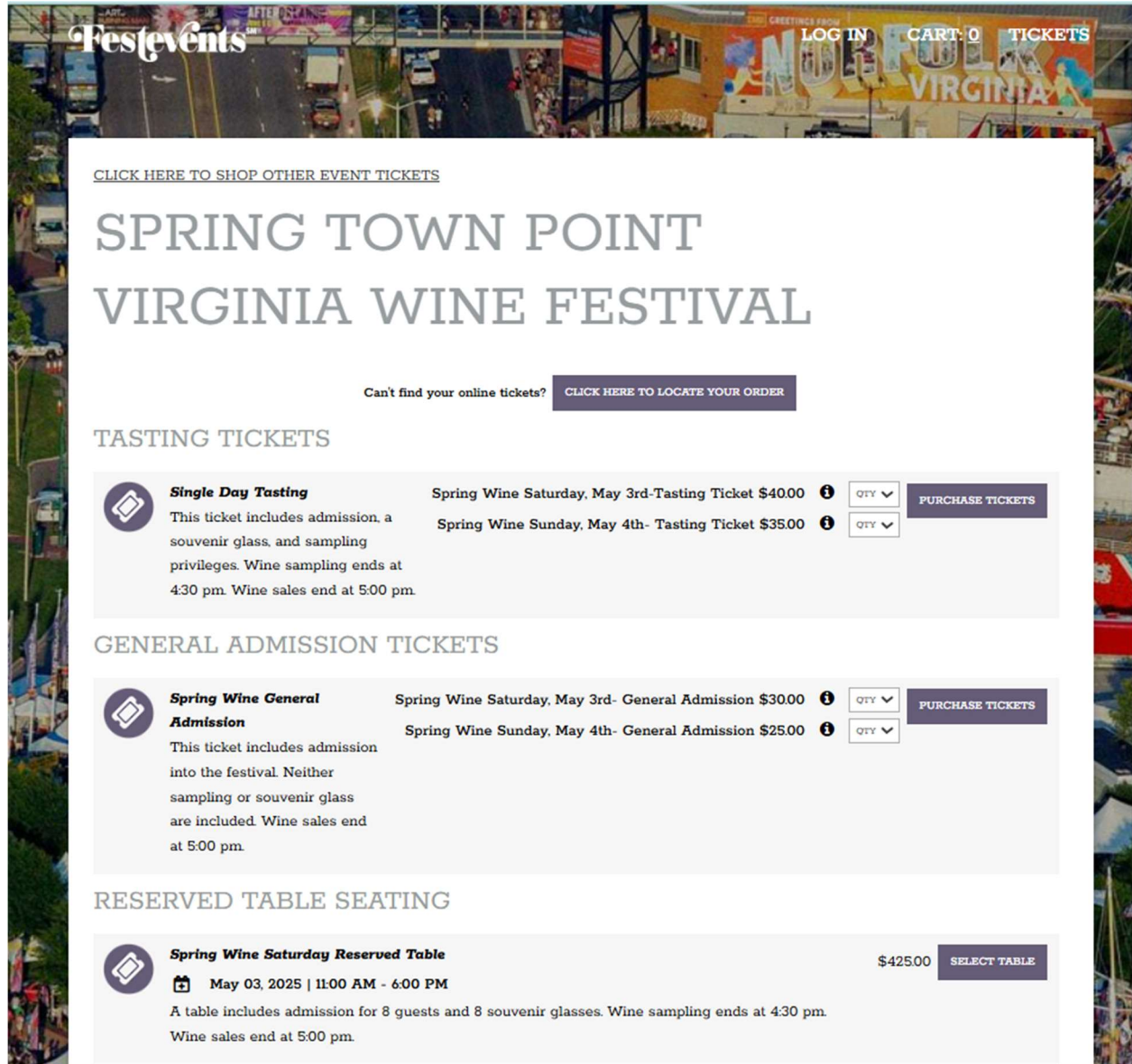
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TAB 3:

TICKETING SOLUTION

SaffireTix has a full suite of industry-specific features included, taking the guesswork out of what you need for your platform. We add to this list frequently and requests for new features come from existing clients!

SaffireTix Selling Platform

SaffireTix Combines three points of sale in one handy system:

1. **Online sales** with print-at-home and mobile tickets you can scan at the gate
2. **Pre-printed hard tickets** with QR codes provided by Saffire
3. **Box Office Sales**, via cash and credit cards through the SaffireTix app and Box Office sales, tracking and printing, via cash and credit cards

All comprehensive, up-to-the minute reporting integrated into your Spark dashboard and a daily transactional report emailed to you nightly.

Our goal is for you to make as much revenue as possible before your events. Our case studies show that **online sales increase the bottom line**. One of the great things about our scanning is that access control is managed through device by location and can be set up in a multitude of ways through your Spark dashboard. This means one code can be scanned for different redemption rules—bundle your tickets to earn more revenue!

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A.   Online Ticket Purchasing Process

The City of Clearwater can sell tickets and other products online with the SaffireTix system. We make it just as easy for customers to purchase on mobile as on desktop as well! We've incorporated recent changes in our mobile purchase process, **leading to an increase of over 50% in conversion rate for mobile purchases.** Patrons who purchase a ticket online are emailed a ticket and purchase receipt and are not required to create an account/password to complete their transaction.
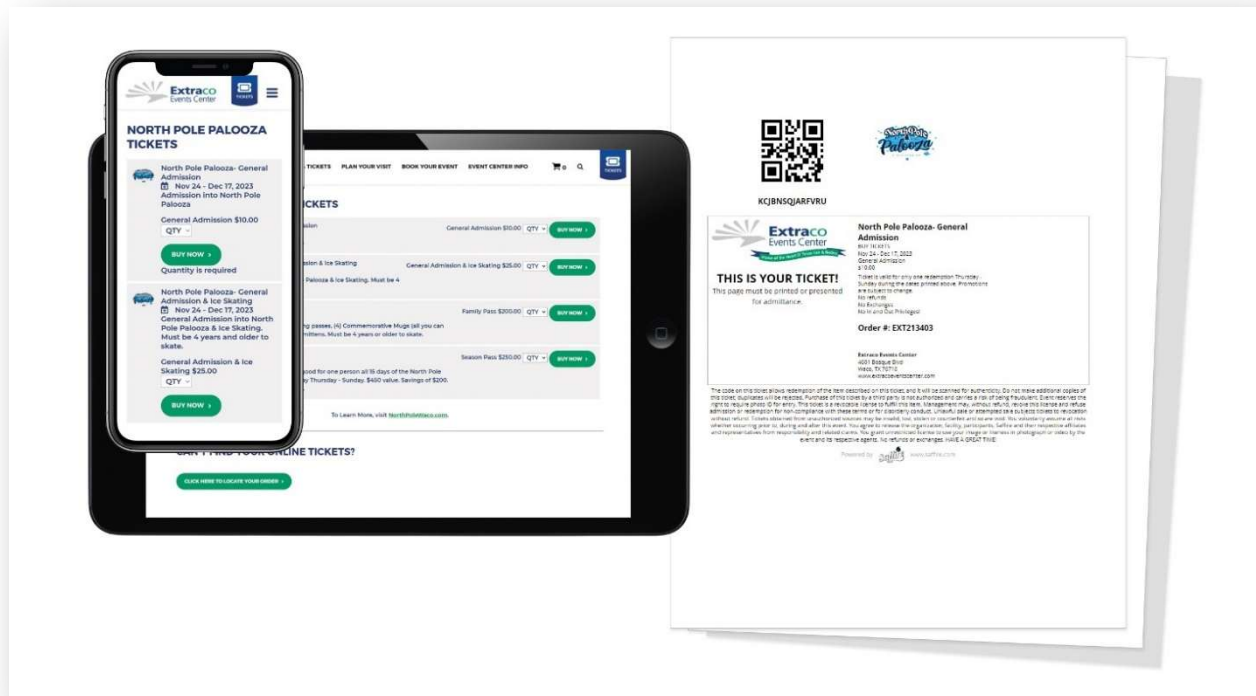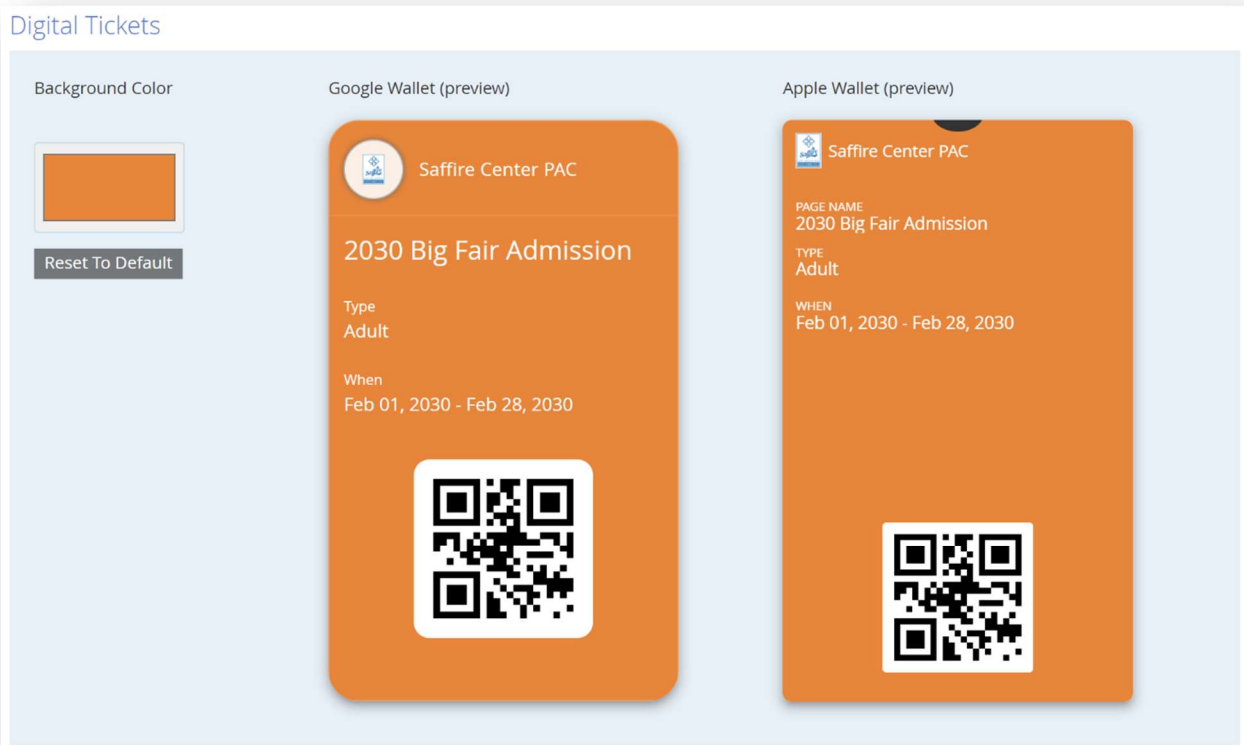
We also are able to change the background color of the ticket to match your event or ticket type. This is helpful for your scanning staff to be aware of the type of ticket purchased. Ex: Adult vs. Child or VIP vs General Admission.

- **Easy Ticket Purchase Process**

Choose wording that makes it clear to your customers that they will be able to select their seats for reserved events or choose different levels for general admission. You maintain control of how your events are displayed and arranged. The **city can create its own tickets and events on demand**, meaning there is no turnaround time from Saffire on how fast you can get new tickets online. Detailed training is included with SaffireTix setup & you'll be a pro in no time.

- **Reserved Seat Tickets**

Saffire offers the most user-friendly seat selection process for customers in the industry. Saffire even allows customers to see a **"view from seat"** option for reserved maps if you'd like! Patrons can select their own seat, view best available seats, scroll between sections and view different price levels. You can even sell both reserved and GA tickets from a single map, offering customers the most visibility to their options, with the fewest number of clicks.

- **Reserved Seating Configurations**

In addition to selling reserved seats in a traditional map form, you can also sell reserved tables, stalls, pit areas, box seats – you name it! Our flexible reserved seating maps can be designed for any configuration.

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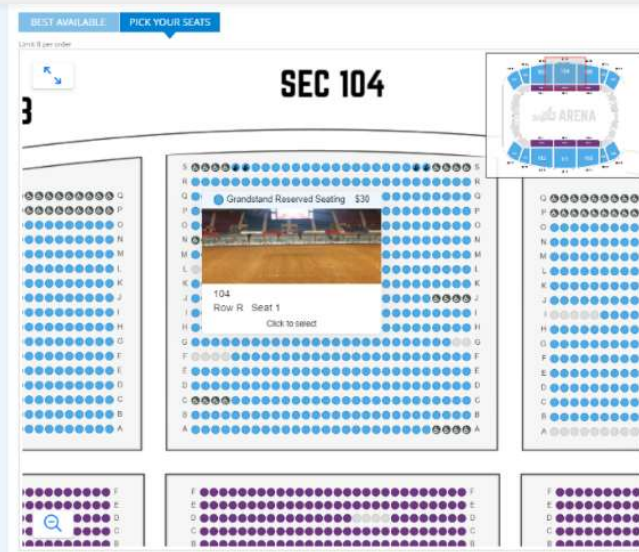
- **Timed entry can also be utilized throughout the system, to allow customers to choose a timed ticket event for any event:**

Discount codes are universal throughout the system, with all sales reporting through the Spark dashboard.

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B. In Person Ticket Purchasing Process

- **Box Office**

The SaffireTix App is a ticket sales cash register in the palm of your hand on an iPhone or Clover device! Simply select pre-determined general admission tickets for sale, and the app calculates the total and allows you to accept cash or credit card. You can even set up different types of products to sell at specific locations, or collect specific customer data, like a zip code, during purchases. You can print tickets using our portable Bluetooth hip printers or give customers pre-printed tickets at checkout.

Most customers find they like to use a combination of our three box office systems—and that is perfectly fine! They integrate seamlessly & based on your needs at all your events, you can pick & choose which equipment you'd like where.

Option 1: Gate Sales App for General Admission Tickets

SaffireTix allows for the most flexibility in point-of-sale systems on the market. Cashiers may use a laptop, printer & credit card reader, with tickets issued on standard ticket stock, or a mobile point of sale unit, consisting of a mobile device, Bluetooth printer and plug in reader, where tickets are issued on a receipt like paper. These two systems can be utilized interchangeably for what makes sense for each event location and instance.

All cash and credit card sales are logged to each cashier for complete reconciliation of funds & tickets sold.

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- **Option 2: Web-based Box Office Solution for both General Admission and Reserved Seats**

SaffireTix Box Office is a web-based solution and can be utilized to select seats and manage inventory through holds. You can sell and print tickets expediently in advance, or at your ticket office on the day of your event. This system uses a laptop & USB connected printer, meaning its equipment has a larger footprint, but it offers more powerful features than the gate app.

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- **Option 3: Kiosk Options**

SaffireTix Kiosk Box Office offers an option for clients wanting contact-free sales that are more portable than a full kiosk option. This option can help you increase safety and reduce operating costs with the following benefits:

- **Health and safety of your staff and customers -** Saffire's kiosk component solution dramatically reduces the need for person-to-person contact.
- **Reduced personnel costs -** Self-serve box office touchscreen device stands are the most cost-effective solution to eliminating the need for workers doing in-person ticket selling, scanning, and more!

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- **Simple to convert existing box office windows -** The plug-and-play setup of SaffireTix Box Office Kiosks is the easiest and most flexible way to convert existing selling windows into powerful, *self*-serve ticketing stations!

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- **Option 4: Parking Lot Ticket Management**

SaffireTix offers a uniquely suited solution to manage parking tickets, as one device can scan AND sell tickets on one handsfree mobile unit. With the click of one button, parking sellers can switch back and forth between scanning & selling, to process parking tickets sold in advance, or sell tickets on the spot.

Saffire even has ticketing clients who have utilized its system ONLY for this parking feature for its utility and ease of use, so we are well suited for this option.

C. Additional Ticket Purchase Options

The SaffireTix system can generate barcodes to accommodate any type of pre-printed tickets, including hang tags, badges, wristbands & more. Anything that you can pre-print can have a QR code and be tracked through the system! Badges can even be coded to show a photo upon scanning.
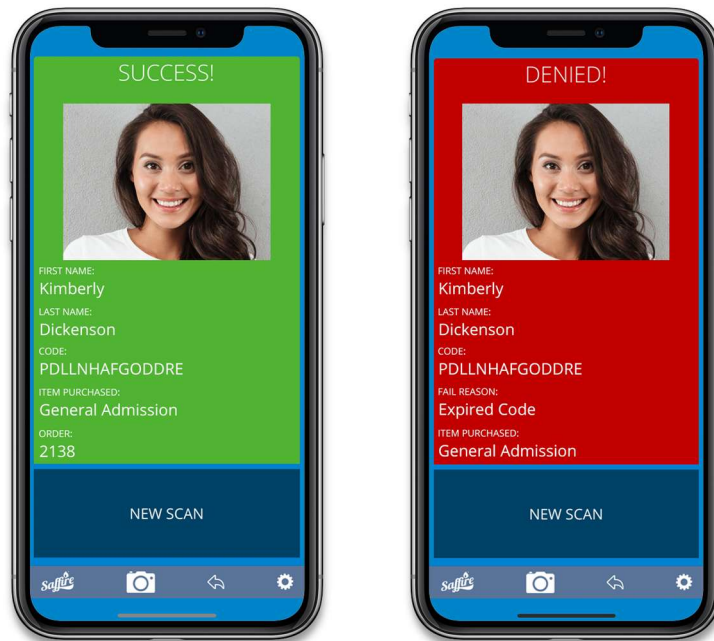
- **Message Buyers**

Currently Saffire integrates with several systems that allow for messaging buyers directly, including Activity Stream. These systems create email lists automatically based on ticket buyers' purchases. More information can be provided on these services upon request.

The system automatically sends an email for any transactional occurrence, including order confirmation/receipt, ticket delivery, revisions/exchanges and order additions. The System currently allows for one cart recovery email, though this portion of the system is being upgraded as we speak, to allow for more customizations.

In Q3 2025, Saffire will also launch an internal email marketing tool, allowing for clients

to email purchasers directly from our system, for "know before you go" type emails only. This system will not be a replacement for marketing emails.

During checkout, **you capture all customer data including name, mailing address & email address**. Canceling an order and issuing refunds is easy. Simply go into your purchases report and click cancel. The system is equipped with double-verification, prompting you to make sure you are sure before completing the cancellation.
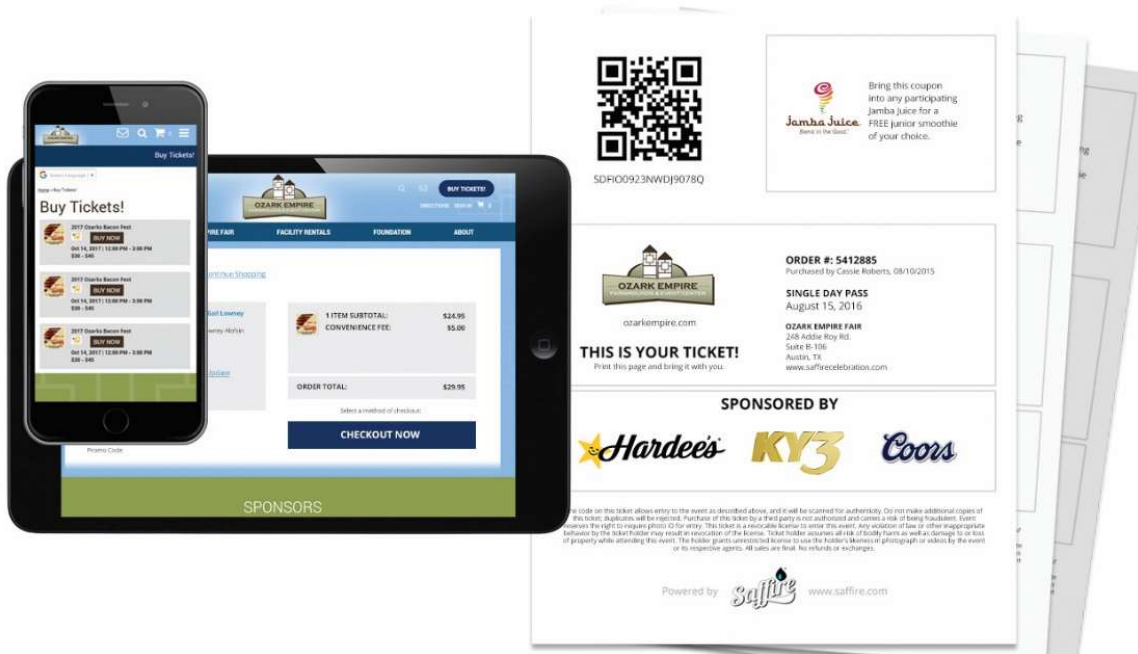
- **Promo Codes**

You can offer promo codes on any product you sell through Saffire. They are managed through your Saffire dashboard and appear to your customers in checkout. You may create **unlimited promo codes at no charge.** Here are some things you can do with promo codes:

- Create promo codes of either percent or dollar value discount on either a per-item or per-order basis.
- Display a promotion description/message in the shopping cart.
- Schedule promo codes ahead of time with a start date and either an end date or a number of uses (e.g., a promo for the first 10 people who enter the code).

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- After codes are no longer valid, automatically stop accepting codes and instead display a custom message telling customers the code is no longer valid (e.g. Sorry, we already picked our 10 winners! Watch Facebook for more promos like this one! etc.)
- Optionally offer free shipping for each promo code.
- Optionally designate a threshold for total order volume for each promo code.
- Optionally designate the number of things a customer can buy with each promo code.
- View detailed reports on how your promo codes performed, including number of uses, total revenue earned off a promo code & the total discount given.

- **Discounts**

Discounts provide numerous options for you to offer reduced prices, waived fees, and add-ons with your products, while also setting qualifiers and limitations. You can even create or add your own codes. You can offer discount codes on any product you sell through Saffire. They are managed through your Saffire dashboard and appear to your customers at checkout. You may create **unlimited discounts at no charge**. Here are some things you can do with discounts:

- Create a discount that will reduce a $ or % off the ORDER subtotal. *example: use this option to receive $5 off your order*
- Discount only specific products. This can limit to a particular product category, sub-category, product, seat category, and/or price type. e*xample: use this option to receive $5 off a VIP ticket*
- Tiered discounts: Discount with varying degrees ($ or %) dependent on the quantity of products people purchased. e*xample: use this option to get 5% off any 10-19 products or 10% off any 20+ products*

○ None ○ Off Subtotal ● Off Products ○ Tiered

Discount only specific product(s). This can limit to a particular product category, sub-category, product, seat category, and/or price type.
Ex. Use this option to receive $5 off a VIP Ticket.

2030 SaffireFest Concert 1   Edit   X

| P1: Floor |
| VIP |

Discount per unit

| $ | % | 5 | | 2 | Maximum Units per Order |

Add More Products

Add Discount

Discount Type
○ General   ● Buy X, Get Y Free (BOGO)
Note: You cannot change the discount type after the discount has been saved

Discount Name

100 left

Valid Dates and Times

mm/dd/yyyy 📅 — mm/dd/yyyy 📅

--:-- -- 🕐 — --:-- -- 🕐

Description in cart

255 left

| Discounts | Limits | Codes |

Buy X, Get Y Free Discount will allow you to provide free products with the purchase of other items in your customers cart. You will be able to set the quantity needed to purchase in the left column and determine what will be free in the right column.
Ex. (BOGO) Buy One, Get One Free or Buy Four (4), Get One Free

---

Customer Buys
Add Products
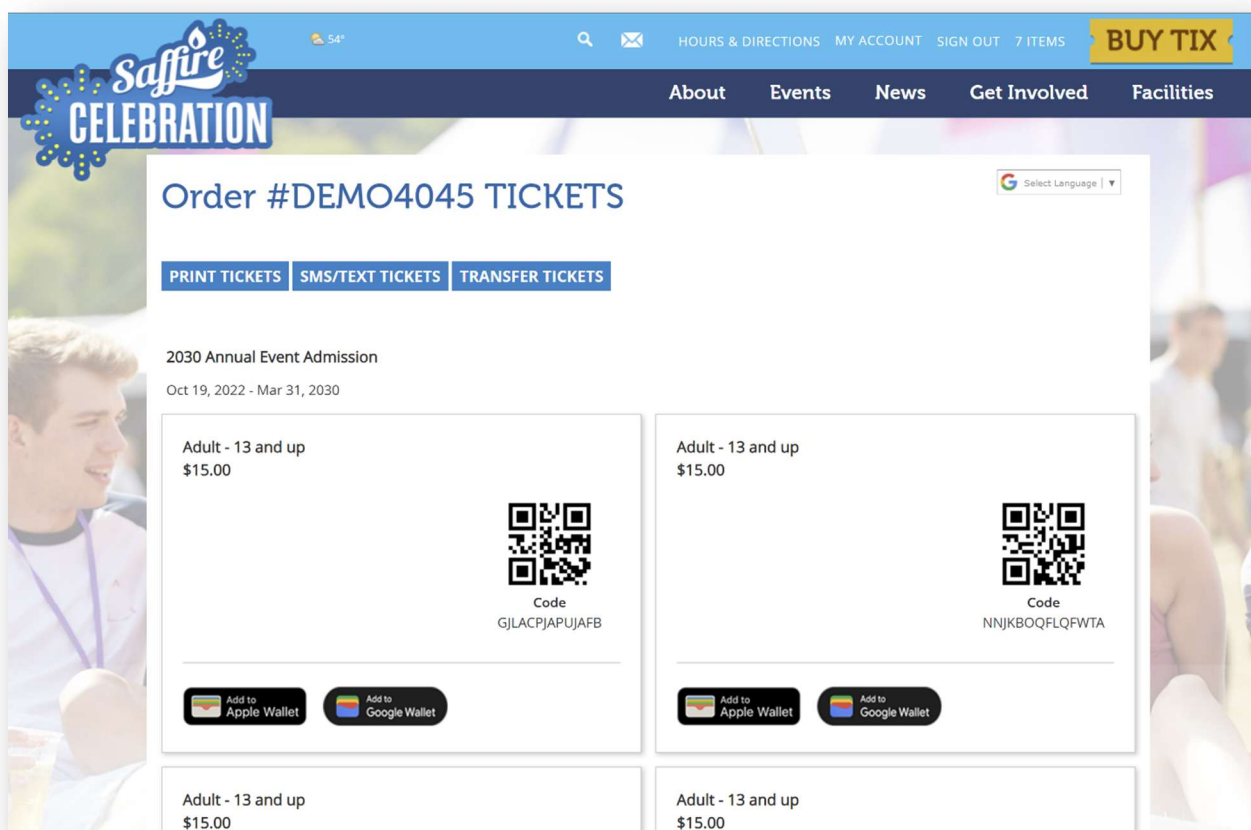
Customer Gets FREE
Add Products

- **Ticket Transfers**

Transferring tickets has never been easier or more secure. You will have the ability to purchase a group of tickets and safely transfer them to your friends and family. Tickets can only be transferred once. During the transfer the originally purchased code is deactivated and only the new "transferred" code is active. Ticket transfers cannot be undone. The original purchaser will not have access to the transferred tickets. The new transferred ticket will be assigned with the ticket holder's information. You can also run a report and filter all the orders that have at least one ticket transferred.

2 ticket(s) selected to transfer.

COMPLETE TRANSFER | **CANCEL**

COMPLETE TRANSFER   X

You have 2 ticket(s) that you've selected to transfer. Please enter a recipient name and email address and optionally add a note to complete the transfer.

Sender Name   Austin Castaneda

Recipient Name   Saffire Employee

Recipient Email   employee@saffire.com

Note To Customer

You rock! Thank you for all you do for the organization. Enjoy a day at the event on us!

☐ I understand that once I complete the transfer, a new ticket code will be issued to the recipient, and I will no longer have access to the original ticket.
Note: Transfering tickets will remove the ticket details.

TRANSFER TICKETS   **CANCEL**

Dear Saffire Employee,

Austin Castaneda has transferred the following ticket(s) to you:

2030 Annual Event Admission
Oct 19, 2022 - Mar 31, 2030

Adult - 13 and up x 1

2030 Annual Event Admission
Oct 19, 2022 - Mar 31, 2030

Adult - 13 and up x 1

Click Here to download the ticket(s).

Message from Austin Castaneda:
You rock! Thank you for all you do for the organization. Enjoy a day at the event on us!

Saffire LLC
12345 Sesame Street
Suite B-106
Austin, TX 78746
United States

info@saffire.com
https://event.saffire.com/

Adult - 13 and up
$15.00

TRANSFERRED
Saffire Employee
austin@saffire.com
11/21/2023 04:23 PM

Code
GJLACPJAPUJAFB

✉ info@saffire.com   ⊕ www.saffire.com   ☎ 512.430.1123

- **Ticket Scanning & Validity Verification**

With SaffireTix, any Apple device or Zebra device can instantly become a ticket scanner for all types of tickets. This validates tickets & protects against ticket duplicates using the QR code printed on each ticket.

info@saffire.com   www.saffire.com   512.430.1123
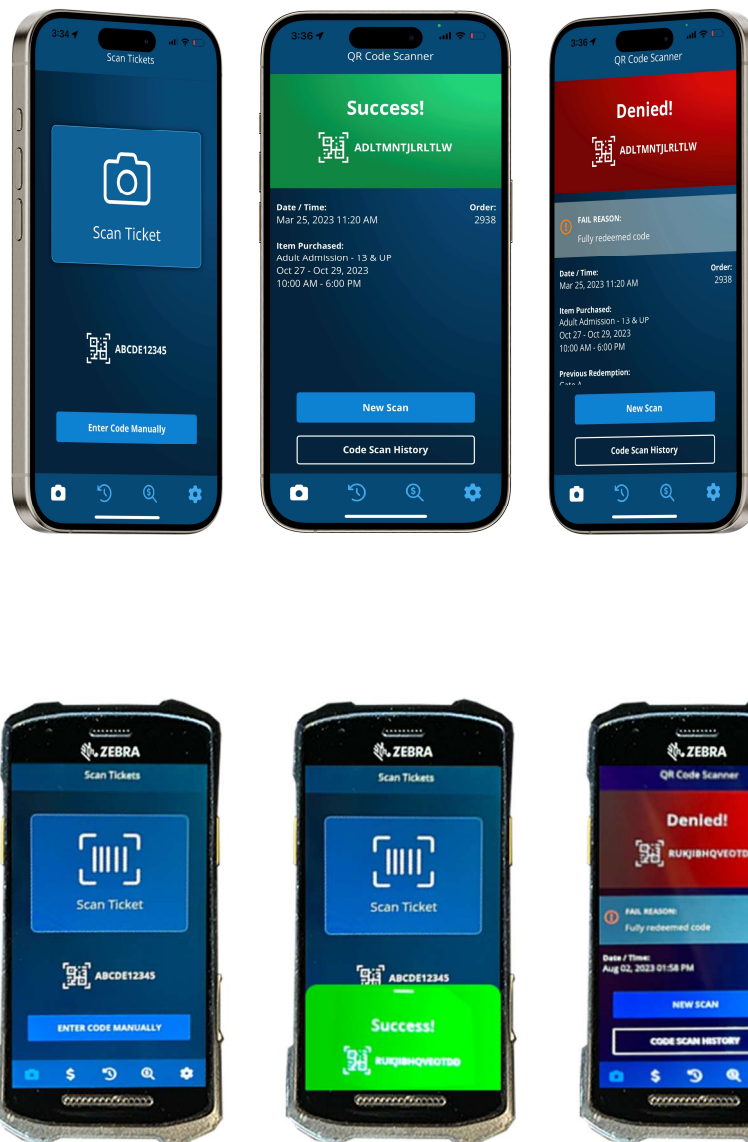
The SaffireTix app allows you to control access to your event through scanning and QR codes. Codes can be programmed to suit any situation.

All tickets use a QR code and are scanned at the appropriate entry point, allowing for complete control of your facility with real-time reporting. The scans are reported to the System, allowing you to instantly monitor both access and capacity from desktop and mobile devices.

QR codes in our System can be programmed in various ways, including multiple days, multiple scans, single scans, varying scan rules at different locations, and more, allowing you to set up your tickets precisely as needed.

D. Credit Card Processing

- **Easy and Safe Checkout – Using your processor or ours**

SaffireTix is unique in the fact that we allow you to use your own payment processor and receive your funds directly if you wish. Alternatively, Saffire can provide a payment processor and handle all transactions, paying you by convenient e-check or money transfer after your event is over. **Our cart is PCI-compliant**, accepting all forms of major credit cards.
Saffire's audit report can be displayed and printed for each event.

E. Landing Page Configuration

Saffire will create a dedicated landing page (Ticket Portal Page) specifically for the City of Clearwater that seamlessly aligns with the city's current website branding and visual identity. Our goal is to provide a cohesive, user-friendly experience that reflects the city's unique personality while enhancing accessibility and engagement.

The landing page will feature a customized URL that does not include "Saffire" in the web address. This ensures that patrons feel like they are staying with the City of Clearwater's website platform, providing a seamless and trustworthy browsing experience.

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The page will be built with performance and accessibility in mind, meeting modern web standards and ensuring ADA Compliance for all user.

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F. Event Creation

Saffire's custom Content Management System Spark™ places the power to manage your ticketing in your hands, in one centralized location! The Saffire team is here to support you as much or as little as you'd like. However, most clients find it even easier to manage their products through our system than to make a phone call to our team! This system allows you to manage your inventory, set & release holds on tickets, plan on sales, and more.

SaffireTix allows you to create events on the fly and edit as needed. All edits to the Saffire platform (including events) are instantaneously posted once saved.

- **Reserved Seat Maps**

Saffire allows for the creation of as many map configurations as you need, and then you can select which seat map applies to each on sale. Over time, you'll build a library of seat maps that you can utilize! We'll continue to add to your seat map library as often as you need. There are no additional charges for this map generation.

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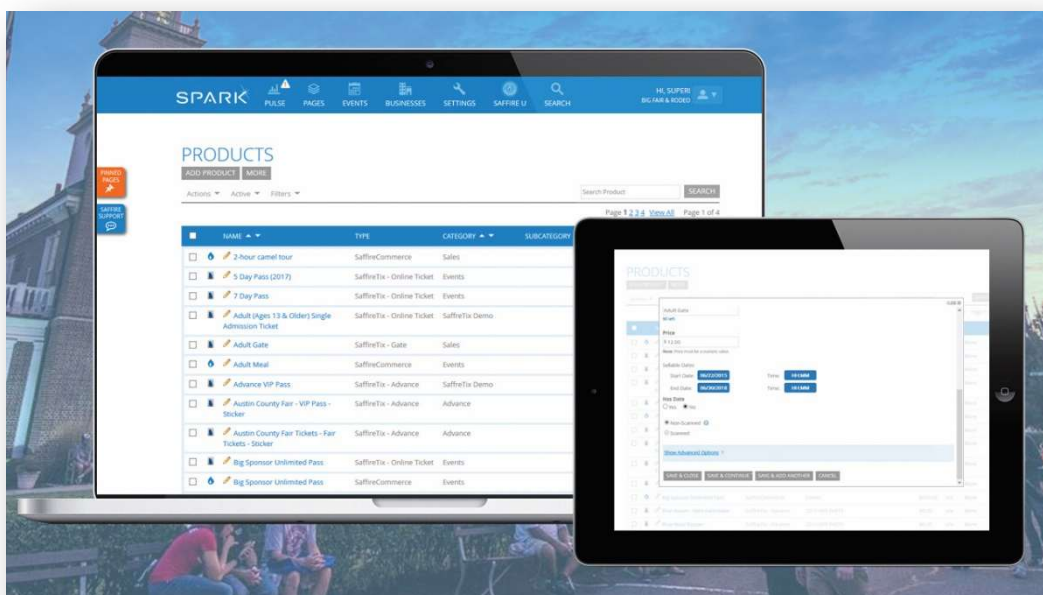
You can edit seat maps before during and after sales have occurred, though we try to work with you to finalize maps prior to going on sale, in an effort to reduce potential errors and avoid confusion for patrons.
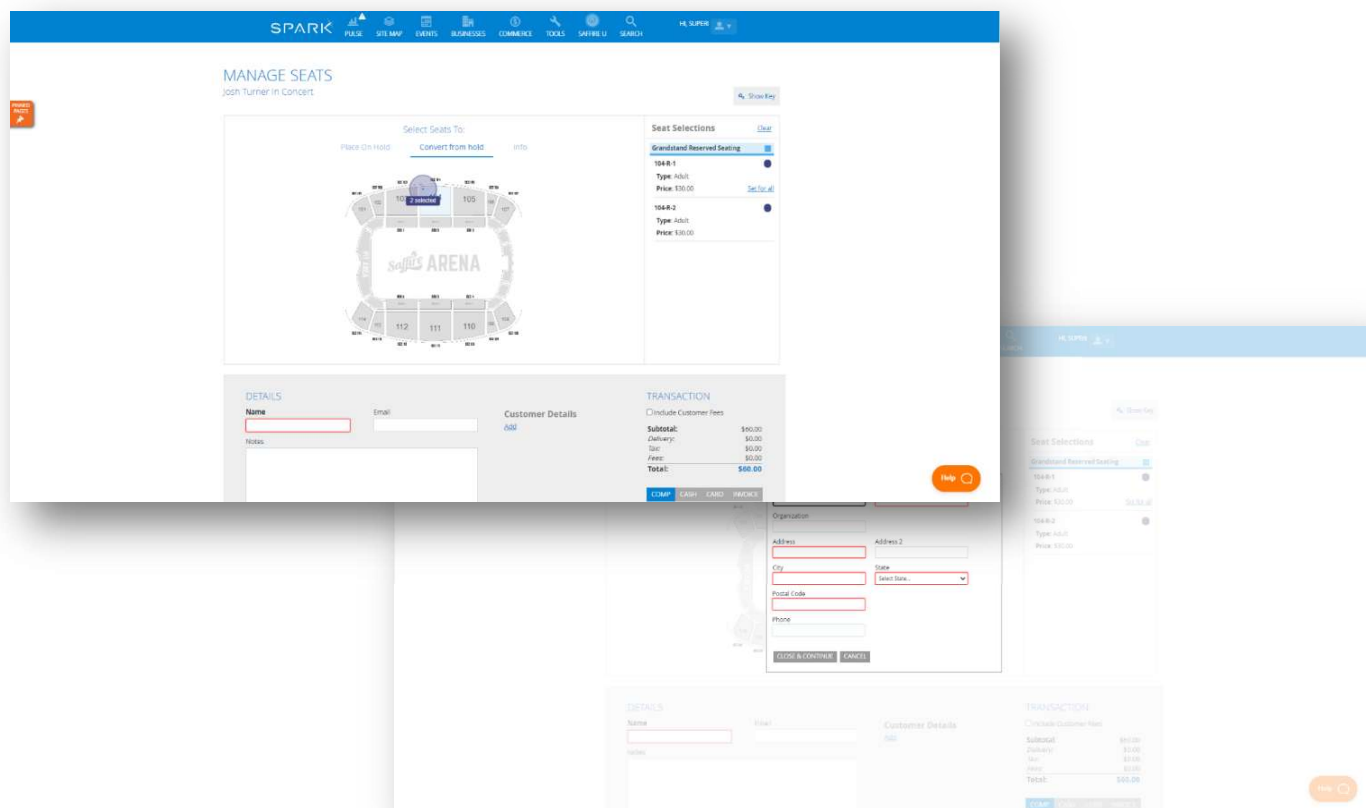
All SaffireTix tickets generate their own scannable bar code. Tickets can contain sponsor logos, advertisements, additional ticket notes & more with our customizable ticket layouts.

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City of Clearwater has full control over the online ticket layout for each event. With our easy ticket templates, we can preload multiple options into your system, allowing for unique custom designed digital tickets with each product. Simple editing tools allow for further customizations on the fly.

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Product Type
SaffireTix - General Admission

Product Name   **Category** Add Category

Free Fair Admission   2024 Admission ⌄

81 left

| General | Sales | Inventory & Codes | Redemption | Ticket Face |

Box Office / Pre-Printed

Template   Preview

Use Default - (Standard Full Page) ⌄

Ticket Note ⍰

255 left

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- **Access Control**

All access control data with SaffireTix is logged instantaneously and up to the minute, so that reports can be used in real time.

SaffireTix has the unique flexibility with its QR codes, to allow each individual code to store an unlimited amount of data & scan as many times as you'd like in different locations, without allowing for duplicate scanning where it is not allowed. These "redemption rules" are very unique to our system and allow for complete control over different access points, ticket types & packages.

Product Type
SaffireTix - General Admission

Product Name   **Category** Add Category
Fair Admission   2024 Admission
86 left

General	Sales	Inventory & Codes	Redemption	Ticket Face

Scannable Dates ?

Start Date: Time:
11/23/2021   HH:MM

End Date: Time:
11/23/2021   HH:MM

Add Date

Redemption Limit Rules

Location:	Scan Limit:		
Gate A	Single		X

Location:	Scan Limit:		
Arena: East	Single		X

Location:	Scan Limit:	# of Redemptions	
Parking - Onsite	Daily	1	X

Add Rule

- **Receipts**

Receipts are generated in SaffireTix for both online and in person purchases. Receipts can be printed or emailed to the customer.

- **Fees/Service Charges**

The City of Clearwater can assign fees as it sees fit for all ticket sales, both online & onsite. Fees are set on a per product basis and can be modified as you see fit. Multiple fees can be assigned per product, and fees can be combined to show to the customer in a lump sum or be included in the price of the ticket ("All in" pricing).

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G. Reporting Functionality

Saffire offers comprehensive, **real-time revenue reporting via Spark from your desktop and mobile device**. You can view reports by item sold, broken down by date and time, and by location (which gate) the items were redeemed. With SaffireTix, reconciliation is a cinch—each seller can have their unique PIN so you can track how many tickets each person has sold. You can also view reports on promotion codes, including total revenue for each promotion code, total discount given (useful to show value for sponsor codes, for example), and average $/order for each code.

You'll also get a **nightly email report** with that day's sales and redemption information.

And if you're not at your desk, you can also see **real-time reporting from your smartphone!** Almost any report you can dream up is available in your Spark dashboard.

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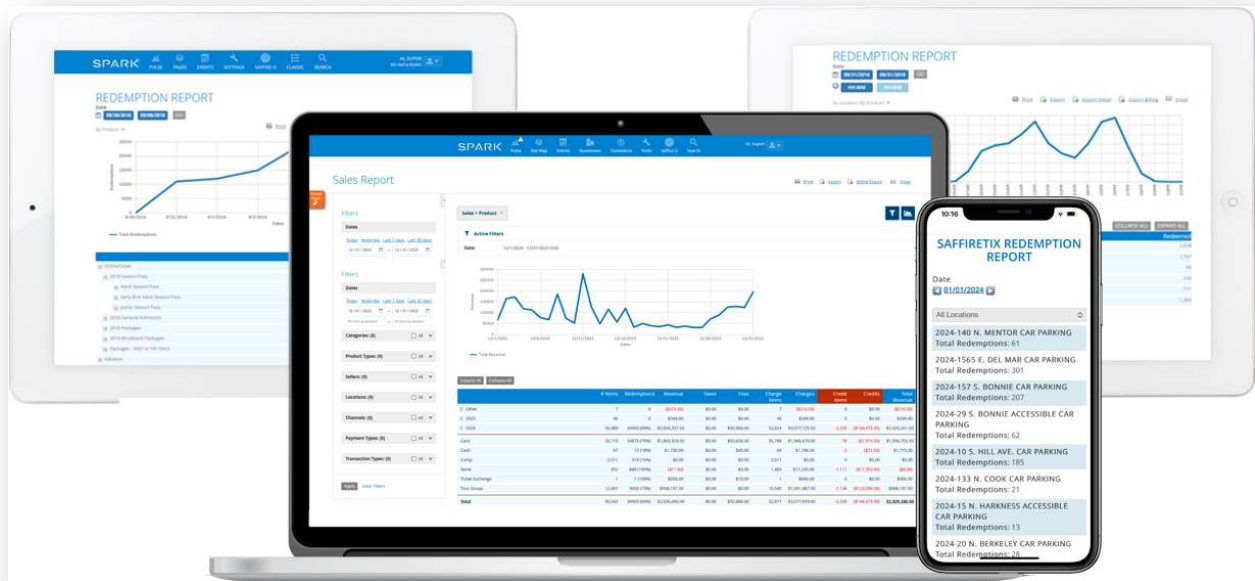
- **Redemption Report – By Product Type**

info@saffire.com   www.saffire.com   512.430.1123
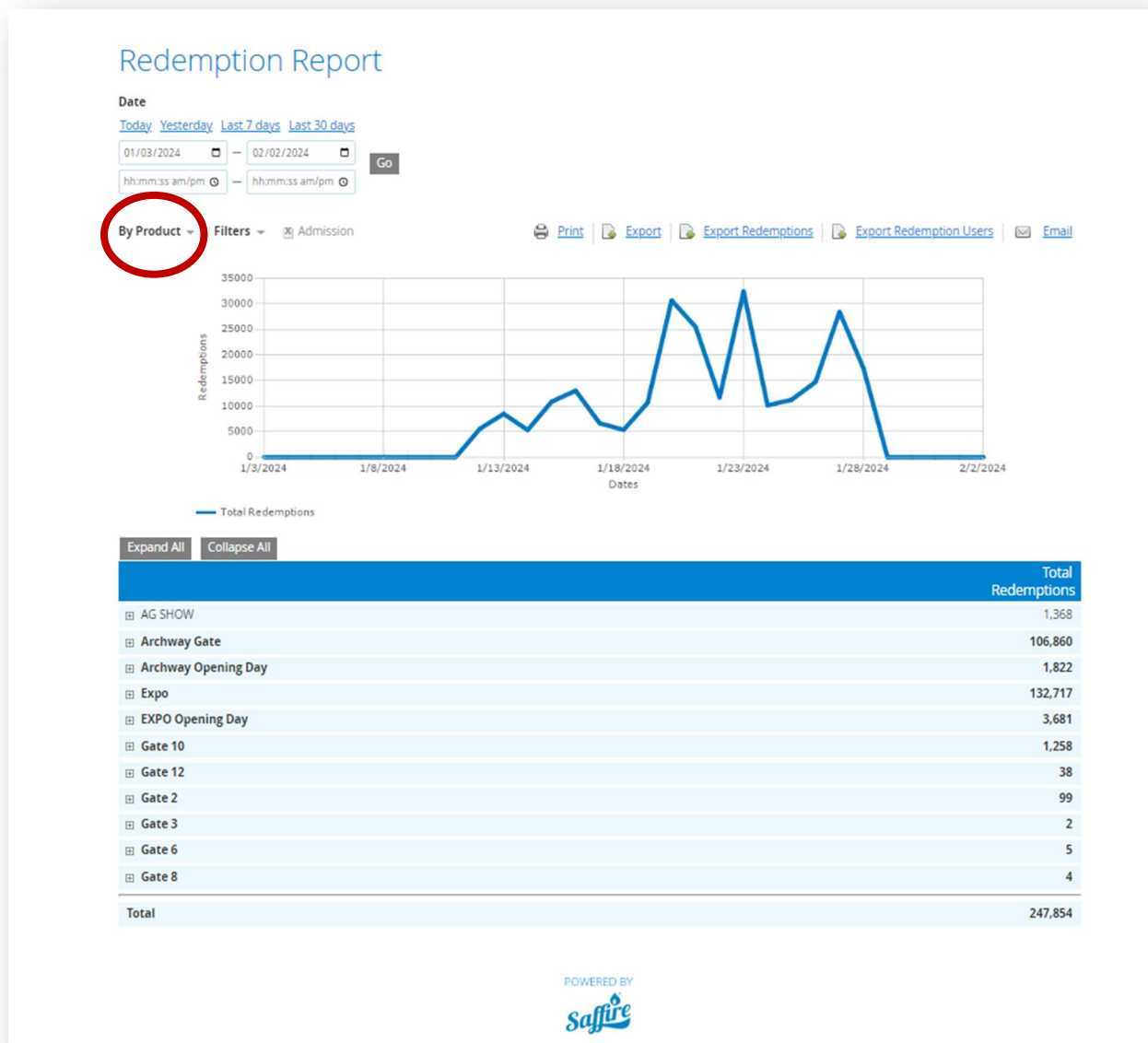
- **Redemption Report – By Scan Location**

Redemption Report

Date

Today   Yesterday   Last 7 days   Last 30 days

01/03/2024   —   02/02/2024   Go

hh:mm:ss am/pm   —   hh:mm:ss am/pm

By Location   **Filters**   Admission   Print | Export | Export Redemptions | Export Redemption Users | Email

— Total Redemptions

Expand All   Collapse All

	Total Redemptions
⊞ AG SHOW	1,368
⊞ **Archway Gate**	106,860
⊞ **Archway Opening Day**	1,822
⊞ **Expo**	132,717
⊞ **EXPO Opening Day**	3,681
⊞ **Gate 10**	1,258
⊞ **Gate 12**	38
⊞ **Gate 2**	99
⊞ **Gate 3**	2
⊞ **Gate 6**	5
⊞ **Gate 8**	4
Total	**247,854**

- **Redemption Report – By Date**

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- **Redemption Report – By Hour**

Redemption Report

Date

Today Yesterday Last 7 days Last 30 days

| 01/19/2024 | — | 01/19/2024 | Go |

| hh:mm:ss am/pm | — | hh:mm:ss am/pm |

By Product ▾   Filters ▾   ⊠ Admission   🖶 Print   📄 Export   📄 Export Redemptions   📄 Export Redemption Users   ✉ Email

— Total Redemptions

Expand All   Collapse All

	Total Redemptions
⊞ Archway Gate	3,408
⊞ Expo	7,167
⊞ Gate 10	67
⊞ Gate 12	1
⊞ Gate 2	2
Total	**10,645**

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Saffire

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- **Sales Report**

This report is made specifically for accounting and auditing purposes, allowing those tracking cash movement to see all current and canceled orders in one place for total money tracking.

- **Sales Report- Reconciliation by Seller**

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- **Sales Report – By Product Type**

Sales Report

Print | Export | Billing Export | Email

Filters

Dates

Today Yesterday Last 7 days Last 30 days

01/18/2024 — mm/dd/yyyy

hh:mm:ss am/pm — hh:mm:ss am/pm

Categories: (0) ☐ All

Product Types: (0) ☐ All
  ☐ SaffireTix
    ☐ General Admission
    ☐ Reserved Seating
  ☐ SaffireCommerce

Sellers: (0) ☐ All

Locations: (0) ☐ All

Channels: (0) ☐ All

Payment Types: (0) ☐ All

Transaction Types: (0) ☐ All

Apply Clear Filters

Sales > Product

▼ Active Filters

Date: 1/18/2024 - Current

Expand All Collapse All

	# Items	Redemptions	Revenue	Taxes	Fees	Charge Items	Charges	Credit Items	Credits	Total Revenue
⊞ TEST	750	0	$0.00	$0.00	$0.00	754	$0.00	-4	$0.00	$0.00
⊞ 2023 January Fair	22	0	$0.00	$0.00	$0.00	22	$0.00	0	$0.00	$0.00
⊞ 2024 January Fair	199,104	147825 (74%)	$3,015,462.00	$0.00	$36,004.50	202,840	$3,059,115.50	-3,736	($7,649.00)	$3,051,466.50
⊞ 2024 Expo	1,413	0	$23,604.00	$0.00	$0.00	1,415	$23,628.00	-2	($24.00)	$23,604.00
⊞ 2024 YYV	2	0	$70.00	$0.00	$2.00	2	$72.00	0	$0.00	$72.00
Card	115,650	91273 (79%)	$1,873,738.00	$0.00	$33,526.50	115,993	$1,911,638.50	-343	($4,374.00)	$1,907,264.50
Cash	81,014	53953 (67%)	$1,163,398.00	$0.00	$2,480.00	81,330	$1,169,177.00	-316	($3,299.00)	$1,165,878.00
Comp	2,767	1521 (55%)	$0.00	$0.00	$0.00	5,850	$0.00	-3,083	$0.00	$0.00
None	130	0	$0.00	$0.00	$0.00	130	$0.00	0	$0.00	$0.00

- **Sales Report – By Payment Type**

Sales Report

Print | Export | Export Transactions | Email

Filters

Dates

Today Yesterday Last 7 days Last 30 days

01/18/2024 — mm/dd/yyyy

hh:mm:ss am/pm — hh:mm:ss am/pm

Sellers: (0) ☐ All

Locations: (0) ☐ All

Channels: (0) ☐ All

Payment Types: (0) ☐ All
  ☐ Card
  ☐ Cash
  ☐ Check
  ☐ Pre-Printed

Transaction Types: (0) ☐ All

Apply Clear Filters

Sales > Payment Type

▼ Active Filters

Date: 1/18/2024 - Current

Expand All Collapse All

	# Charges	Charges	# Credits	Credits	Total Revenue
⊟ Card	64,882	$1,911,638.50	303	($4,374.00)	$1,907,264.50
0	2	$100.00	0	$0.00	$100.00
Amex	3,950	$128,520.50	15	($444.00)	$128,076.50
Discover	1,308	$37,252.00	4	($40.00)	$37,212.00
MasterCard	13,898	$414,757.50	47	($806.00)	$413,951.50
Visa	45,724	$1,331,008.50	237	($3,084.00)	$1,327,924.50
Cash	52,002	$1,169,177.00	311	($3,299.00)	$1,165,878.00
Pre-Printed	7	$2,000.00	0	$0.00	$2,000.00
Total	116,891	$3,082,815.50	614	($7,673.00)	$3,075,142.50

- **Sales Report - Marketing By State/City**

Sales Report   Print | Export | Email

Marketing > State/City ▾

Active Filters

Date: 1/18/2024 - Current

Expand All   Collapse All

	Revenue	Revenue %	Taxes	Product Fees	Orders	Orders %	Units Sold	Units Sold %	Total Revenue
Not captured	$2,493,543.00	82.04%	$0.00	$5,644.00	102,502	87.58%	170,976	84.93%	$2,499,187.00
FL / West palm Beach	$77,400.00	2.55%	$0.00	$4,407.75	2,185	1.87%	4,404	2.19%	$81,807.75
FL / Lake Worth	$50,539.00	1.66%	$0.00	$2,832.00	1,313	1.12%	2,829	1.41%	$53,371.00
FL / Boynton beach	$40,194.00	1.32%	$0.00	$2,215.75	1,109	0.95%	2,215	1.10%	$42,409.75
FL / Boca raton	$38,828.00	1.28%	$0.00	$2,114.50	1,023	0.87%	2,113	1.05%	$40,942.50
FL / Wellington	$28,022.00	0.92%	$0.00	$1,572.00	792	0.68%	1,572	0.78%	$29,594.00
FL / JUPITER	$22,413.00	0.74%	$0.00	$1,226.00	597	0.51%	1,223	0.61%	$23,639.00
FL / Delray Beach	$19,636.00	0.65%	$0.00	$1,082.00	521	0.45%	1,082	0.54%	$20,718.00
FL / palm beach gardens	$17,985.00	0.59%	$0.00	$992.75	488	0.42%	989	0.49%	$18,977.75

- **Sales Report - Marketing By Postal Code**

Sales Report   Print | Export | Email

Marketing > Postal Code ▾

Active Filters

Date: 1/18/2024 - Current

Expand All   Collapse All

	Revenue	Revenue %	Taxes	Product Fees	Orders	Orders %	Units Sold	Units Sold %	Total Revenue
Not captured	$2,493,543.00	82.04%	$0.00	$5,644.00	102,502	87.58%	170,976	84.93%	$2,499,187.00
33414	$25,834.00	0.85%	$0.00	$1,450.75	739	0.63%	1,450	0.72%	$27,284.75
33411	$25,215.00	0.83%	$0.00	$1,437.00	733	0.63%	1,434	0.71%	$26,652.00
33467	$21,866.00	0.72%	$0.00	$1,197.25	561	0.48%	1,195	0.59%	$23,063.25
33463	$21,095.00	0.69%	$0.00	$1,208.00	553	0.47%	1,208	0.60%	$22,303.00
33470	$19,126.00	0.63%	$0.00	$1,085.25	534	0.46%	1,083	0.54%	$20,211.25
33458	$15,303.00	0.50%	$0.00	$825.50	405	0.35%	824	0.41%	$16,128.50

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- **Audit Report**

This report shows more details and allows the option to share with a promoter, either by link or email access.

Audit Report

Show: ☑ Sold | ☑ Unsold   [2024 January Fair ▾]   [Select Subcategory ▾]   [Go]

View Unsold Holds By: **Hold Type ▾**

🖶 Print | 📄 Export | 📄 Export Detail | ✉ Email | 📤 Share

Friday February 2, 05:08 PM

SOLD

[Expand All] [Collapse All]

	ONLINE	$ ONLINE	BOX	$ BOX	# SOLD	# COMP	SOLD + COMP	TOTAL REV
⊞ Other	24,057	$605,205.00	6,815	$243,620.00	30,872	2,651	33,523	$848,825.00
⊞ COMP ADMISSION	0	$0.00	0	$0.00	0	46,184	46,184	$0.00
⊞ Badges	0	$0.00	0	$0.00	0	9,265	9,265	$0.00
⊞ OUTLETS	0	$0.00	0	$0.00	0	85,000	85,000	$0.00
⊞ Adv. Admission	31,940	$319,400.00	0	$0.00	31,940	6,376	38,316	$319,400.00
⊞ Working Passes	0	$0.00	0	$0.00				
⊞ Admission	36,576	$648,131.00	151,635	$2,126,268.00				
⊞ Parking	0	$0.00	62,687	$796,370.00				
⊞ Parking Pass	0	$0.00	0	$0.00				
Total	92,573	$1,572,736.00	221,137	$3,166,258.00				

UNSOLD

[Expand All] [Collapse All]

⊞ Other
Total

Share

Name

[Aaron Pederson]

241 left

Expiration Date

[02/16/2024]

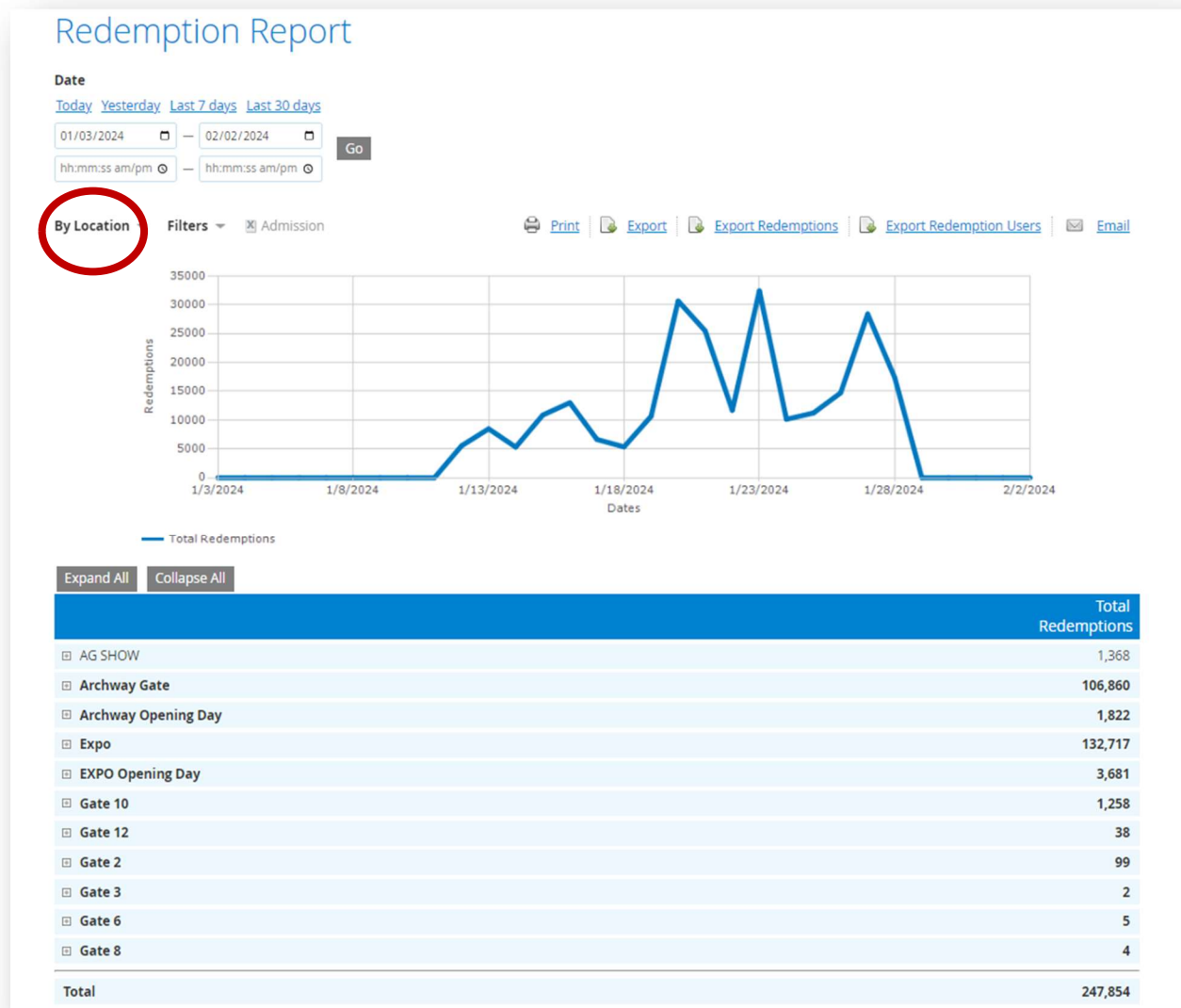☐ Password Protected

☐ Send Daily Email

[Save] [Cancel]

And if you're not at your desk, you can also see **real-time reporting from your smart phone!** Almost any report you can dream up is available in your Spark dashboard. Here are a few examples:
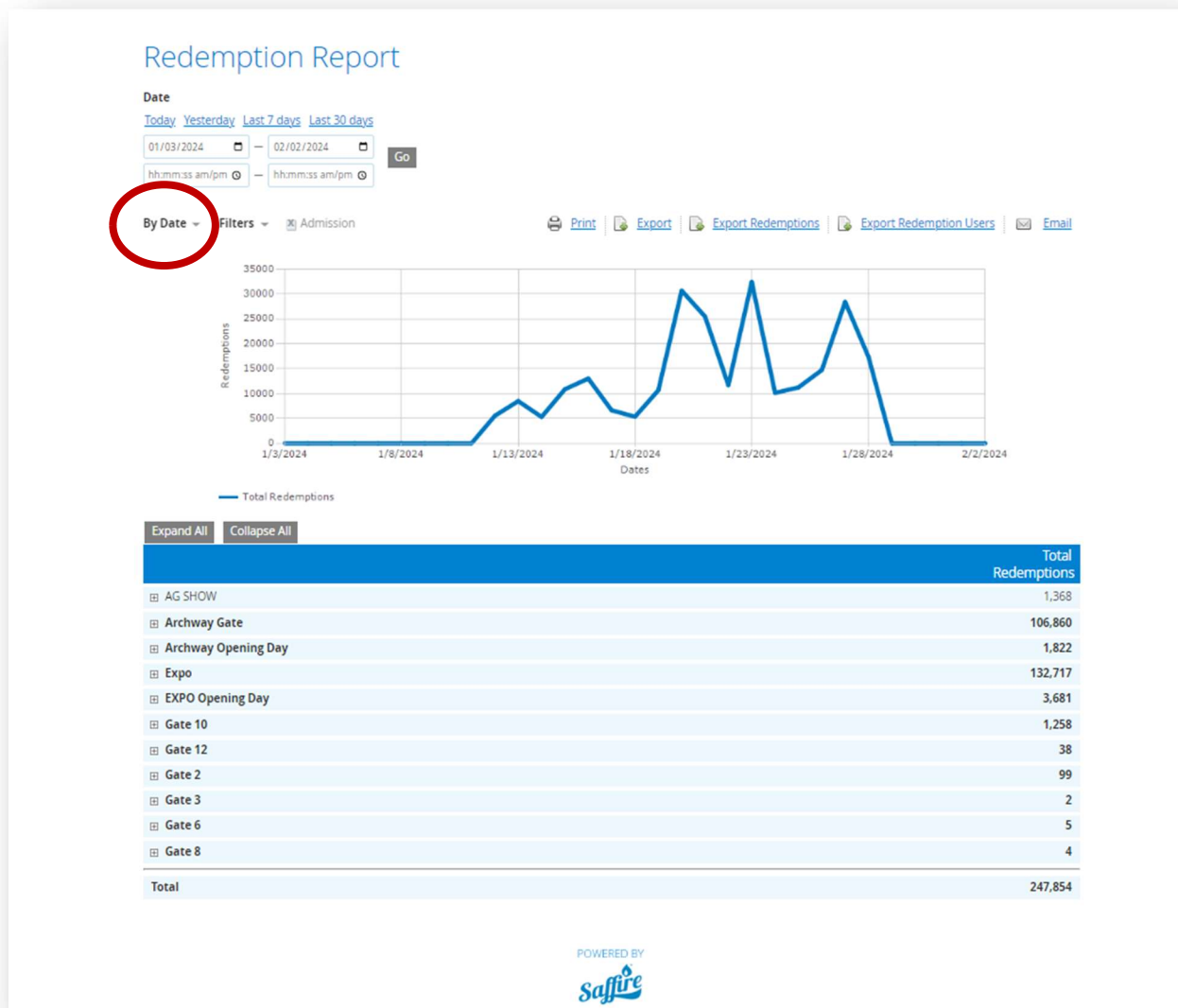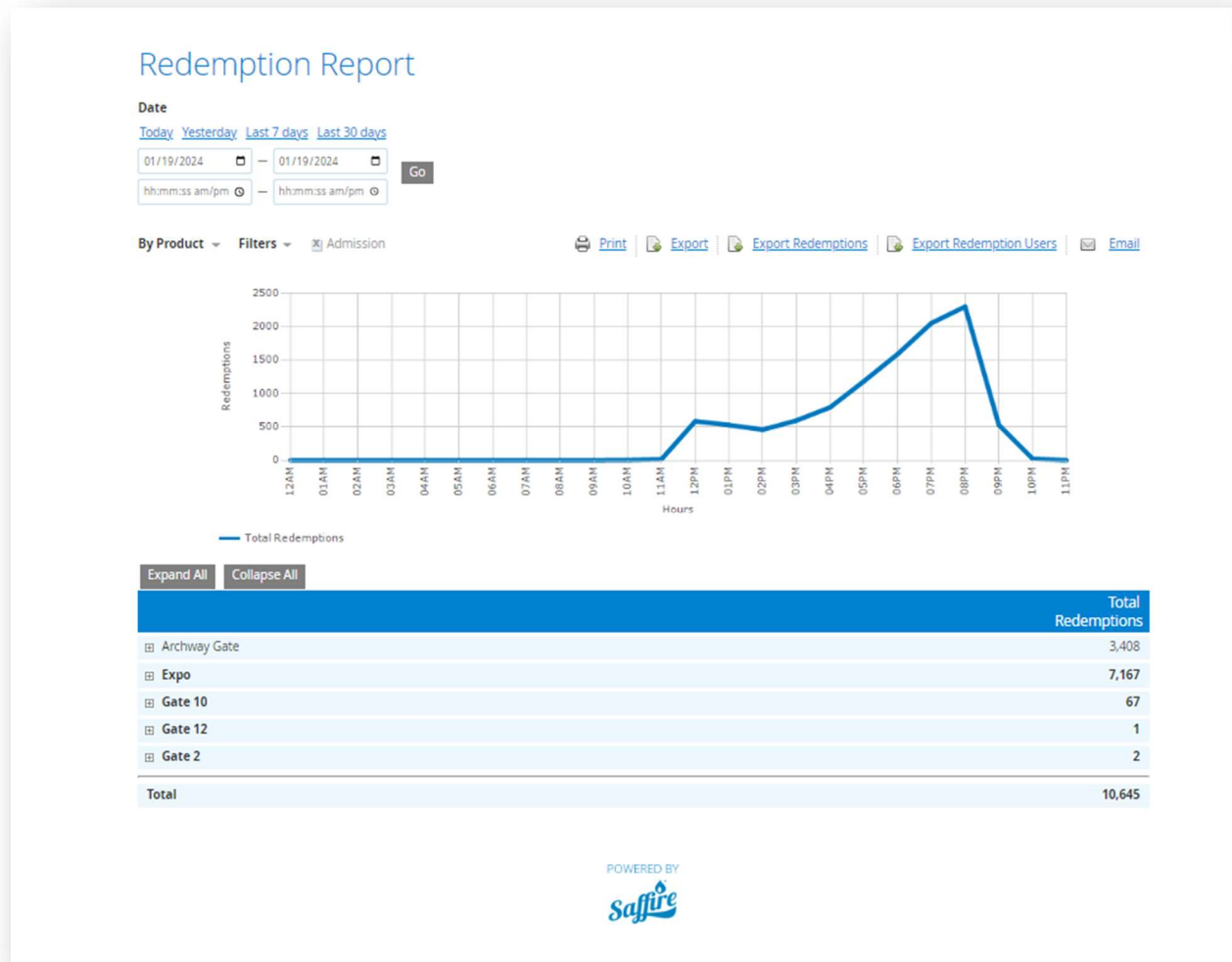
info@saffire.com   www.saffire.com   512.430.1123
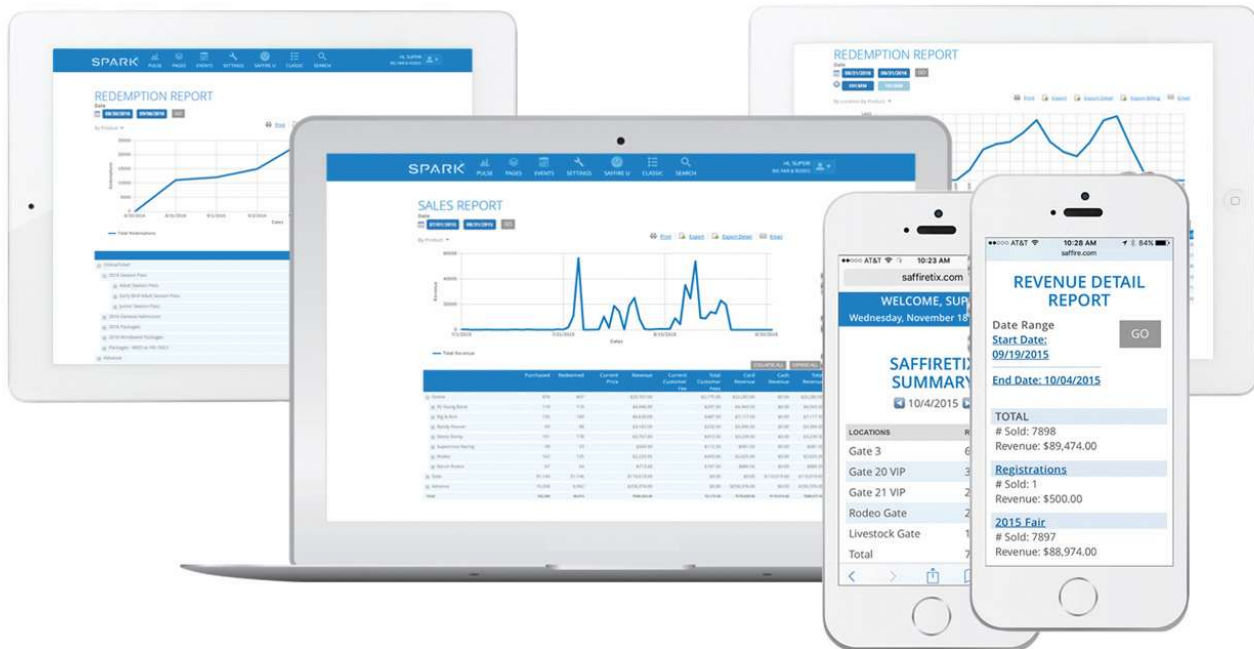
- **Saffire's advanced accounting reporting system includes the following features:**
  - Date & Time coding in a real time environment
  - Ability to track all monies in & out of the system, including comp tickets.
  - Custom reporting, with the ability to create & save custom reports on the fly based on how the City of Clearwater would like to see the data.
  - Real time minute by minute accounting data on tickets, wristbands & any other product sales for promoters & managers. There is even a promoter's report, where promoters can subscribe to a link for minute-by-minute updates on sales.
  - System can record cash vs. credit card payments and then drill down the types of credit cards used.
  - All transactions through the system recorded for minute-by-minute data, with instantaneous access to the information reported

SALES		
Cash	(132)	$3,035.00
Card	(140)	$3,578.00
Other	(0)	$0.00
TOTAL	**(272)**	**$6,613.00**
CANCELS		
Cash	(0)	$0.00
Card	(0)	$0.00
Other	(0)	$0.00
TOTAL	**(0)**	**$0.00**
DEPOSIT		
Cash		$3,035.00
Card		$3,578.00
Other		$0.00
TOTAL		**$6,613.00**

  - Location based reporting filter that can be drilled down to the individual operator, to know exactly who sold how many tickets and where, along with the total dollar amount of tickets sold by location & person
  - Daily sales figures provided per seller via the cashier's report, that separates cash vs. credit card sales, with a balancing report. This report combines in to one exportable document as well to combine all data. (Photo provides example of one seller's reconciliation data.)
  - Reports can show one day or a combination of any days.
  - Within the SaffireTix Discounts system, reports can be exported for each discount code issued, to track the success of each code, including the number of times it was used, the total discount given and the total revenue earned per code.

H. Refund Policy

The option of offering refunds is completely up to you. We have example refund policies used by other clients if you need assistance with this. It is extremely easy to issue refunds through SaffireTix should you choose to do so. You have plenty of custom field spaces on every ticket layout to clearly state your refund policy for your customers.

Saffire has the ability to cancel an entire order or give a partial refund to the purchaser depending on the situation. You can even limit access to this tool to specific users. The partial refund tool allows for seamless ticket exchanges for your customers, without the need to issue a full refund and begin a new transaction.

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I. Supported Operating Systems

Saffire is compatible with multiple different systems.

- **Compatible Payment Gateways**

Online + Box Office/Kiosk/Mobile App Sales
These vendors provide the most complete integrations with Saffire:
- Magensa - *Tap, Chip, Swipe - Apple Pay & Google Pay currently for in-person sales only*
- CardConnect - *Chip & Swipe*
- Authorize.net - *Swipe only*
- PayPal Payflow Pro - *Swipe only - this requires an existing Payflow Pro account*
- Point & Pay - *Swipe only*
- Secure Submit - *Swipe only (aka Heartland)*

Online + Mobile App Sales
- Magensa - *Tap, Chip, Swipe - Apple Pay & Google Pay currently for in-person sales only*
- Clover - *Tap, Chip, Swipe, Apple Pay & Google Pay on Clover devices*
- CardConnect - *Chip & Swipe*
- Authorize.net - *Swipe only*
- PayPal Payflow Pro - *Swipe only - this requires an existing Payflow Pro account*
- Point & Pay - *Swipe only*
- Secure Submit - *Swipe only (aka Heartland)*

Box Office Sales
- Magensa - *Tap, Chip, Swipe, Apple Pay & Google Pay*
- CardConnect - *Chip & Swipe*
- *Authorize.net* - *Swipe only*
- PayPal Payflow Pro - *Swipe only - this requires an existing Payflow Pro account*
- Point & Pay - *Swipe only*
- Secure Submit - *Swipe only*
- NIC - *egov.com* - *Swipe only*

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Online Sales only
- Magensa
- CardConnect
- Authorize.net
- Secure Submit
- Square
- Point & Pay
- Stripe
- PayPal Payflow Pro - *if you have an existing Payflow account*
- NIC (TPE)

- **Saffire's Compatible Email Marketing Platforms**

Our websites and ticketing come with built-in email sign-ups that can automatically be added to a list of yours in an email marketing platform.

Here are the platforms Saffire is compatible with:
- Mailchimp
- Hive
- Constant Contact
- MyEmma

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J. Software Access and Maintenance

Most of the SaffireTix software is a web-based software as a service (SAAS) that can be accessed from any internet browser. You do not have to download or update software on your local system.

The App used to sell & scan tickets at your gate can be downloaded on any mobile device. If you use SaffireTix rented devices, the app comes pre-installed.

Software updates are released approximately every 6-8 weeks, though all updates do not affect both the app & web-based software. We understand how events "live or die" based on software working correctly at the time of your event, and we do everything in our power to not have updates affect performance during your most crucial times. We keep a tightly managed event date manifest and always know your event dates to ensure we're managing our updates with your schedule.

K. Pricing and Promotions Management

SaffireTix can manage tickets with multiple price levels very cleanly, both for GA tickets and for reserved. Here's an example of a GA SaffireTix ticket with three different price types for Adult, Child & Senior:
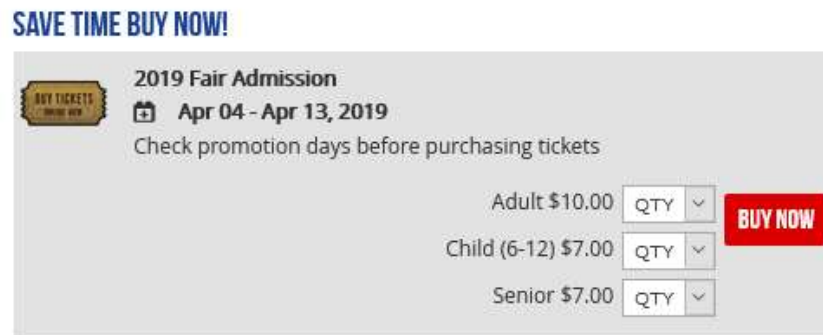
Here's an example of reserved seats with different price types:

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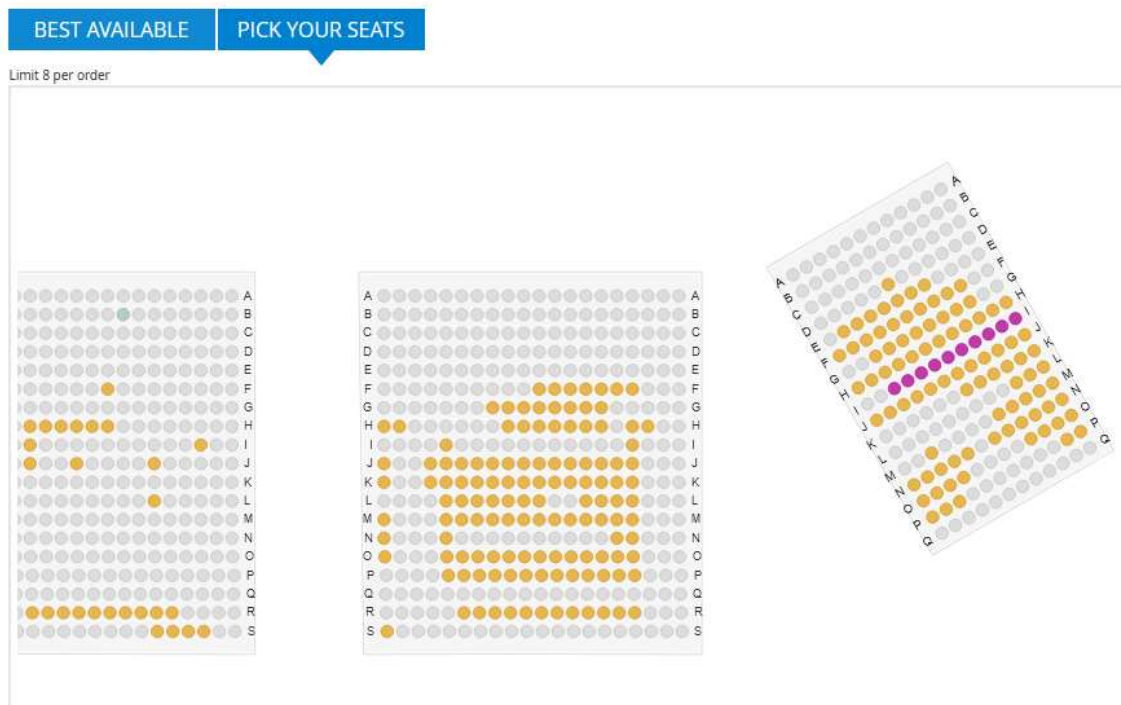
Seats at a different price level can be color coordinated to make it easier for customers to distinguish price levels when selecting their seats.

- **Group Sales**

Group sales can be managed in a few different ways, but the easiest is typically by promo code. You can also allow groups early access if purchasing reserved seats to ensure availability.

- **Multiple Promo Codes**

The SaffireTix **system can manage as many promo codes live at one time as you wish.** We have clients who will give each of their board members their own code to limit the number of reduced-price tickets they can purchase. We have clients who give promo codes out to community groups who help them sell tickets. The sky is the limit!

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L. Capacity Management

- **Holds**

Similar to the way customers can buy tickets and use colors to distinguish price types, event admins can place tickets on hold. You can use as many holds as you wish, in as many different categories as you wish.
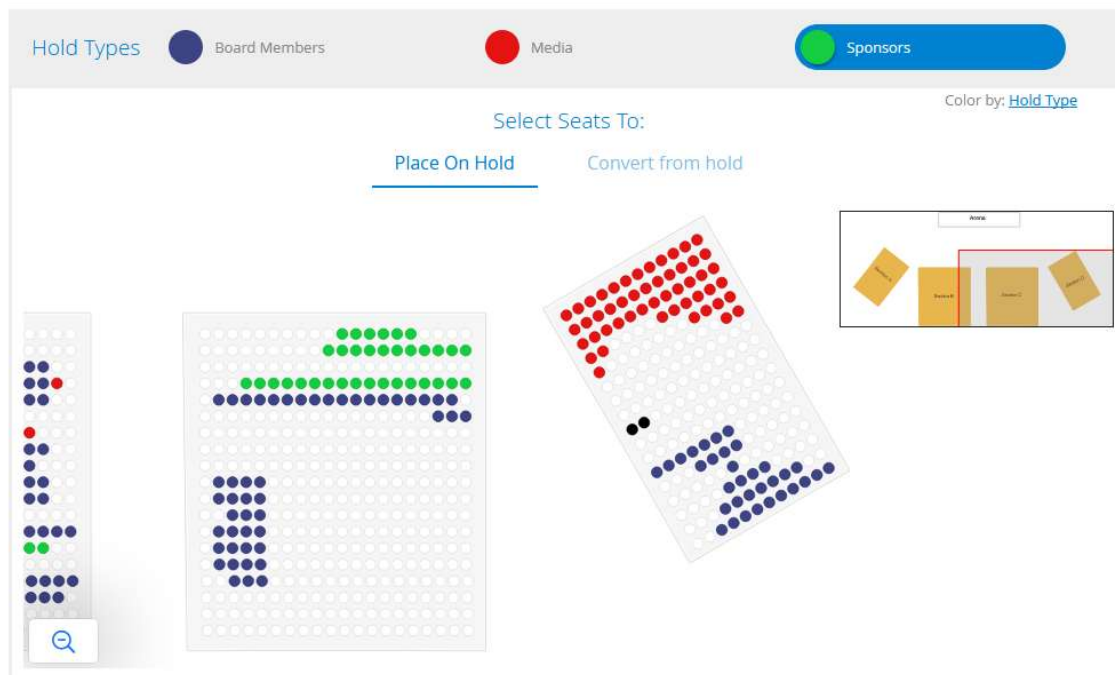
Holds can be released at any time either to specific individuals or back to the general public. In this way, event managers can make sure that customers purchase tickets in a specific section or area of their seating first, prior to releasing more tickets.

M.   Data Security

Saffire is committed to maintaining the confidentiality, integrity, and availability of all data processed through our ticketing platform. We adhere to comprehensive security protocols aligned with industry stands, including full PCI-DSS compliance for all payment transactions. All customer data is encrypted in transit and our systems are hosted in secure, SOC2 Type 2 certified data centers. We enforce role-based access controls, multi-factor authentication, and continuous system monitoring to detect and respond to potential threats in real time. Our Information Security Policy also includes regular vulnerability assessments, patch management procedures, and incident response plans to ensure the highest level of protection for client and patron information. With Saffire, you can trust that your data is secure, compliant, and responsibility managed.

SOC 2 Type 2 compliance refers to the Service Organization Control Type 2, which is a cybersecurity compliance framework developed by the American Institute of Certified Public Accountants. The primary purpose is to ensure that third-party service providers store and process client data in a secure manner.

N. Charge Back Policy/Procedure

Should you choose to use our Payment Processor, we will pay 90% of funds less ticketing fees within 10 days of close of event and the remainder after 30 days of the close of the event

- **Fraud Protection**

To prevent/reduce purchase fraud, Saffire will allow you to define rules such as speed and/or amount. If you detect cases of potential fraud, you can add rules to the deny to block them. An allow will also be created that allows purchases to be made without going through the defined filters.

- Reduce fraud by matching orders against defined patterns
- Provide a whitelist to allow transactions from specific emails and/or IP addresses, to control large amounts of purchases from individuals or bots.
- Provide a blacklist to block transactions based on data patterns within the transaction
- Allow an Admin to set velocity/value thresholds for when transactions get blocked
- Allow an Admin to see transaction data for orders rejected due to the fraud filter
- Provide reports showing detected transactions

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Fraud Protection

FILTERS WHITELIST BLACKLIST

Velocity

Set thresholds for transactions and/or sales **per 24hrs**.

☑ Per Email   ☑ Per IP Address   ☑ Per Credit Card ⓘ

Up to: [3] transactions   Up to: [3] transactions   Up to: [3] transactions

Up to: [$ 400] amount   Up to: [$ 400] amount   Up to: [$100] amount

Note: At least one value must be specified for each filter. Leaving a field empty will result in no limit being set.

[Save]

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Failed Transaction

Filters ▾

Date

Today Yesterday Last 7 days Last 30 days

| 04-01-2024 📅 | — | dd-mm-yyyy 📅 | Go |

| hh:mm:ss am/pm ⊙ | — | hh:mm:ss am/pm |

Search keyword [Search]

Export Export

Order ID	Date/Time	First Name	Last Name	Email	IP	Total	Credit Card Name	Credit Card Last 4	Credit Card Type	Failure reason
21972	1/10/2024 4:52:30 AM	a	a	sam@saffire.com	50.39.234.49					test whilelist
22025	1/9/2024 4:13:49 AM				127.0.0.1	6.50				accertify reason
20891	1/9/2024 4:13:49 AM	TEST CARD 02	UAT USA		67.189.117.97	2.37	TEST CARD 02 UAT USA	0119	Visa	denied

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O. Settlement Reporting and Process

The ability to reconcile your purchases at the end of your event is one of the most important aspects of event management. With our detailed sales reports, you can easily see how much each ticket seller sold, in terms of card revenue and cash revenue. Reports like this one can be filtered by day or even by hour if a seller works two separate shifts in one day.

SALES REPORT

Date
03/29/2019 - MM/DD/YY GO

By User ▼   All ▼   Filters ▼   🖶 Print | Export | Export Detail | Export Billing | ✉ Email

COLLAPSE ALL   EXPAND ALL

	Purchased	Card Revenue	Cash Revenue	Total Revenue
⊟ ▬▬▬▬▬▬	1,506	$4,497.00	$9,501.00	$13,998.00
⊟ General Admission	1,506	$4,497.00	$9,501.00	$13,998.00
⊟ Box Office	1,506	$4,497.00	$9,501.00	$13,998.00
⊟ 2019 Fair Admission	1,506	$4,497.00	$9,501.00	$13,998.00
⊟ Online and Gate	1,506	$4,497.00	$9,501.00	$13,998.00
⊟ 2019 Fair Admission	1,506	$4,497.00	$9,501.00	$13,998.00
⊞ Adult	1,152	$3,650.00	$7,870.00	$11,520.00
⊞ Child (6-12)	290	$721.00	$1,309.00	$2,030.00
⊞ Senior	64	$126.00	$322.00	$448.00
⊞ ▬▬▬▬▬▬	110	$287.00	$699.00	$986.00
⊞ ▬▬▬▬▬▬	1,135	$3,603.00	$6,970.00	$10,573.00

These reports can be easily printed from any computer and are up to the minute in accuracy. Once a seller finishes their shift, an event manager simply can bring up this report to compare the data to the seller's till.

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P. Innovative Features

Saffire's platform is designed with flexibility and innovation at its core, offering a suite of powerful tools that elevate the customer experience – particularly for events with multiple ticketing options. Our dynamic ticketing system supports timed entry, bundled packages, promo codes and discounts, all within a seamless, mobile-friendly interface. Customers can easily select from a variety of ticket types with intuitive navigation that reduces friction and increases conversion.

For organizers, real-time reporting and customizable dashboards provide clear insights into sales and attendee behavior. Our integrated ticket wallet and print-at-home/mobile scanning features also streamline the event entry process, ensuring guests spend less time waiting and more time enjoying the event. These tools work together to create smooth, engaging, and efficient experience for both ticket buyers and event staff.

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TAB 4:

PROPOSED COSTS, CHARGES & FEES

Saffire includes so much bang for the buck! We try really hard not to nickel & dime with all-inclusive pricing.

Ticketing Services

A. Service Implementation

ITEM	FEE
Initial setup of SaffireTix Site & Spark Platform to manage tickets, including sales process, configuration, product customization & training	~~$1500 one-time fee~~ Waived for City of Clearwater
Ongoing Support, Maintenance & Training	Included with Ticketing Contract
Hosting of SaffireTix Portal	Included with Ticketing Contract
Network Requirements	A WiFi connection with a minimum speed of 5mbps is required. We recommend a speed of 25mbps if possible, especially if you're printing on demand. We offer MiFi rentals if you do not have this level of internet available—see Equipment & Hardware Costs for more details.

B. Training Costs

Management staff

The Saffire team will thoroughly train all staff on the SaffireTix platform. Our detailed training program is called SaffireU, paired with at least weekly meetings with a member of our coaching and ticketing support team while onboarding, you'll be a pro in no time! SaffireU has easy to digest lessons, broken down with text articles and videos that show all details of the SaffireTix software.

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- **IT Staff** – IT Staff may also find SaffireU valuable, but typically IT is more interested in the SaffireTix User guide, presented to end users/ticket sellers & the infrastructure related to "day of" operations. This guide can be provided to IT in advance to allow for any Q&A necessary in weekly 1x1 meetings.
- **End user/ticket seller** – Sellers are trained in many different ways, based on your requested timing for training.
    - Sometimes sellers gather for a Zoom in advance of the fair. (Typically executed 2-3 weeks before the event.)
    - Sometimes, sellers are trained in person immediately before the event (usually takes place the day before)

In either case, Saffire utilizes a SaffireTix User guide, which contains start to finish processes and steps for how to sell tickets using the event platform. A copy of this guide can be furnished upon request.

- **Day of event staff** – This may vary based on the role of "day of" event staff vs. end user/ticket sellers. If these individuals are in charge of scanning tickets, the SaffireTix User guide has a section that addresses using the scanning software.

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- **Accounting/Reporting** – As a part of your launch process, a full lesson is covered on reports. The accounting staff would want to be a part of this lesson to learn:
    - Which reports show what data
    - How to refund/cancel/issue partial refunds for orders
    - Setting reports to dates & times that correspond with your merchant account
    - Saving reports to revisit important data

  Our reports are easy to learn and use, once you spend a bit of time in the system, so we'd want to go over these basic steps with the accounting team to get them up to speed.
- **Parking/gates** – Training for parking employees will be the same as that of ticket sellers, though they may utilize different equipment. One of the nice parts of SaffireTix is often the selling screens use the same interface regardless of where you are selling tickets, just the hardware changes to be more accommodating of your position. For example, an iPad may be used to sell tickets at a gate, whereas a handheld all in one point of sale device may be used at the parking lot. Each of these devices can display the same screens, just on a different device. This also means it is easy to cross train employees for different positions.
- **Box office/administrative** – Typically Box Office/Administrative staff have a bit more responsibility than standard ticket sellers, so this training would include information on managing SaffireTix Box Office & Reserved Seat software in addition to the Standard SaffireTix User Guide Training.
- **Onsite Support** – This may vary based on the exact role of the Onsite Support.

C. Support and Maintenance

Saffire will wiave 2 days of onsite support fees for each of your first 3 events on the Saffire platform. The city will be responsible for flights, hotel & rental cars for the team member for these onsite visits. If you would like additional onsite support, **we will provide it for $500/day, plus flight, hotel & car rental.** On-site support fees plus travel related expenses will be invoiced with your post-event summary charges.

If using your own payment provider, ticketing fee invoices will be sent quarterly with payment due within 30 days. Should you choose to use our Payment Processor, we will pay 90% of funds less ticketing fees above within 10 days of close of event and the remainder after 30 days of the close of the event.

Notes: All fees (support, travel, shipping etc.) are to be paid within 30 days after visit. Device and printing fees are to be paid 30 days prior to event. Saffire Stock Tickets are free of charge, but shipping will be added to invoice.

D. Connectivity and Hosting

- **Internet Connectivity**

Most of the SaffireTix system can be run through a data/cellular network, making us more flexible than other systems. However, you are responsible for setting up and maintaining a **dedicated internet connection via wireless (WiFi) network or using MiFi portable internet devices** if you are printing at your gates or as a backup if you wish. We will work with you in advance of your event to ensure that you can provide the necessary bandwidth to successfully run the SaffireTix applications. We recommend you have a local networking person available in case of network issues during your event. Saffire needs about 5 mbps down and 2 mbsp up for credit card transactions.

- **Onsite Internet Connection**

Once onsite, the Saffire members will assist with install and testing of all equipment prior to opening. They will continuously monitor all access points and troubleshoot when needed.
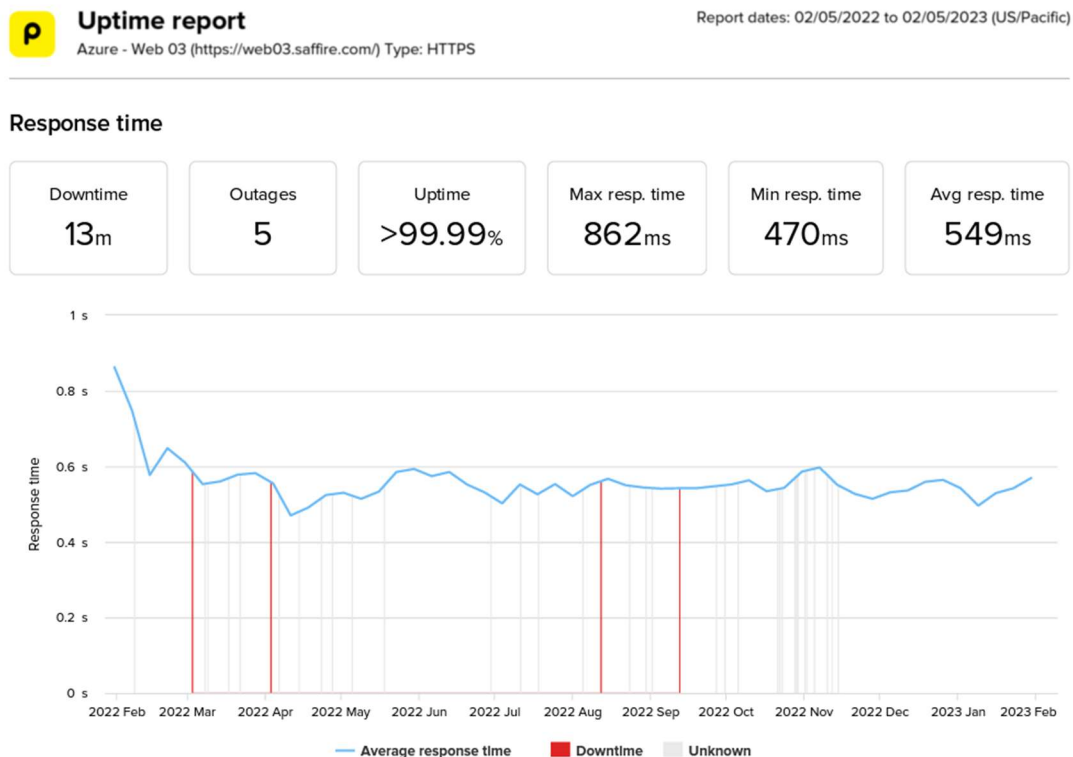
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Saffire will require a 'base' for operations for the team in order to be successful.

- **System Redundancy & Security**

Our system is entirely cloud-based and hosted in **Microsoft's Azure environment**. We guarantee a 99.99% uptime. Application hosting features include:

- o Serverless system architecture with CDN and attached WAF (Web Application Firewall)
- o Fully redundant service structure with instant cutover capability
- o Data is backed up daily and stored in a separate secured environment for up to three months (longer upon request/requirement)
- o Enhanced security monitoring designed to predict and prevent attacks
- o Scheduled and on-demand security scans to ensure environment and software meet or exceed current PCI security requirements
- o DDoS monitoring and prevention
- o No credit card numbers are stored in the Saffire environment
- o Encrypted data storage for sensitive data
- o Physical access is limited to Microsoft data engineering personnel only

Uptime report
Azure - Web 03 (https://web03.saffire.com/) Type: HTTPS

Report dates: 02/05/2022 to 02/05/2023 (US/Pacific)

Response time

Downtime	Outages	Uptime	Max resp. time	Min resp. time	Avg resp. time
13m	5	>99.99%	862ms	470ms	549ms

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Pingdom report for the last year of service, including outages due to maintenance.

E. Technical Requirements

To ensure optimal performance of the Saffire ticketing platform across all operational locations – whether for box office sales, gate entry, or mobile ticketing – certain telecommunications and networking infrastructure must be in place. Below is a comprehensive outline of the required connectivity elements:

- **Internet Connectivity**

A stable, high-speed internet connection is essential for both initial system setup and ongoing daily operations. Recommend specifications include:

   o   Minimum bandwith: 5 Mbps download/2 MBPs upload
   o   Preferred connection: Wired ethernet for reliability
   o   Acceptable alternatives: Secure and stable Wi-Fi may be used where wired connections are not feasible
   o   Failover support: Locations with critical operations should consider a backup internet source (e.g., hotspot) to ensure continuity during outages.

- **Wireless Access Points**

   o   If Wi-Fi is being used, a profession-grade access points should be installed to ensure strong, consistent signal strength across all areas where ticketing equipment or scanning devices will operate.

- **Mobile Connectivity (Optional for Remote Locations)**

   o   For mobile box offices or satellite entry points without hardwired access – Mobile hotspots or routers with data plans are supported.

- **Power Requirements**

   o   Each ticketing state should be equipped with a grounded power outlet or access to recharge devices when necessary.

F. Equipment & Hardware Costs

Saffire will include at no extra cost up to four (4) complete POS systems that include scanning devices, laptops or ipads, credit card readers and printers.

Saffire will also provide up to 50,000 stock tickets per year of the agreement at no additional cost.

In the event you shall need additional scanning devices, for a specific event, Saffire will be able to rent each device on a weekly basis for $90 per device. Shipping fees are the responsibility of the city of Clearwater.

G. Equipment Requests

Equipment that needs replaced will be handled on a case-by-case basis. If rental equipment arrives broken or malfunctions and it is needed immediately for an event, Saffire can overnight the items to replace it. If a piece of equipment needs replaced that is used by The City on a year-round basis, Saffire can help determine the best option to replace that equipment—it is possible after a few years, Saffire would have a newer/upgraded option. The City may want to replace it with rather than get an exact replacement.. You may contact your ticketing support lead at any time to request additional equipment or report equipment that needs replaced.

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H. Financial Fees and Incentives

- **SaffireCommerce Sales (vendor applications, souvenirs etc.)**

SaffireCommerce is the built-in shopping cart that comes with SaffireTix. You can sell anything on your website, for 50 cents per item sold **for items that don't need to be scanned.** When your customers buy online, they are purchasing from a shopping cart page that is branded to look like your existing website, which can increase sales. Our shopping cart makes buying simple, with minimal clicks to make a purchase and lots of buying options all over your Saffire website.

- **Revenue Share**

Saffire will provide an annual revenue share of 25% on ticketing fees once the total annual ticketing fees exceed $25,000. This means for any amount collected above this threshold, the City of Clearwater will receive a quarter of those fees back each year. This structure is designed to reward growth and high-volume sales, offering a valuable return as your ticketing success increases.

- **Online Ticket Sales – Print at Home & Mobile Delivery**

Online fees are based on the cost of your ticket(s)* and **most commonly passed on to the consumer**. You do have flexibility to charge whatever fee you'd like to the consumer, meaning you can add additional fees if you'd like for your revenue.

Price	Fee/Ticket Sold
$0.01 +	10% of ticket price up to $2.99

* Saffire charges a per ticket fee and encourages the City of Clearwater to offset those ticket fees to their customers with fees or with sponsorship. You will also have online merchant fee, with either your payment processor or ours. If using ours, the processing fee is 3.5%. Most clients charge a convenience fee that covers these costs, though you have complete control of fees charged to the customer.

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- **Call Center (Tickets Sold Via Phone)**

Optionally, you can allow your customers to call a 1-800 number to get help with their ticket purchases. **This option has no cost to The City of Clearwater**. Customers only pay a fee if they complete a ticket purchase process over the phone with an agent. Otherwise, asking questions and getting help is completely free to The City and Customers!

Price	Fee/Transaction
Customer fee only applies if they wish to complete a transaction over the phone	$2.50 (added to customer order)

- **Pre-Printed Tickets**

With most ticketing systems, you pay for all QR codes you create, regardless of how many are redeemed. This leads to a lengthy "check in" process after your event for all unused tickets. With Saffire, we only charge you for redeemed pre-printed hard tickets, making it quicker and easier for you to distribute advance tickets and creating more accurate data analytics of actual attendance. These tickets are usually printed by a third-party provider. Saffire will help get codes to the printer and review ticket comps to make sure everything works prior to printing.

Pre-printed fees are in two categories. Paid tickets and comp ticket pricing is as follows:

Ticket type	Fee/Ticket Sold
Paid pre-printed	$0.25
Comp pre-printed	$0.00

- **Box Office**

The pricing is as follows for tickets sold onsite at your event or directly from your Box Office prior to your event.

Ticket type	Fee
General Admission – Paid	$0.25
General Admission – Comp	$0.00
Reserved Seat – Paid	$0.25
Reserved Seat – Comp	$0.00

Note: The fee schedule is valid for 90 days from proposal date and all reasonable negotiations will be considered. As part of our partner relationship, we'd like to ask your help to get the word out about Saffire. If you love Saffire (and we know you will), we'd love to get a testimonial and any other assistance you might be able to provide as deemed acceptable by The City! Saffire will receive promotional consideration in the form of a small "Powered by Saffire" tout at the bottom of your SaffireTix portal.

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OTHER FORMS

Here you'll find the mandatory included forms for the RFP.

Compliance with Anti-Human Trafficking Laws

Pursuant to Section 787.06 (13), Florida Statutes, this form must be completed by an officer or representative of a non-governmental entity when a contract is executed, renewed, or extended between the non-governmental entity and the City of Clearwater.

The undersigned, on behalf of the entity listed below ("Entity"), hereby attests under penalty of perjury that:

Entity does not use coercion for labor or services as defined in Section 787.06, Florida Statutes.

The undersigned is authorized to execute this form on behalf of Entity.

Date: __April 23,_____, 20 _25_   Signed: ___*Jodi Buresh*_____

Entity: __Saffire, LLC_____   Name: _____Jodi Buresh_____

Title: _____Director of Partnerships_____

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SCRUTINIZED COMPANIES AND BUSINESS OPERATIONS WITH
CUBA AND SYRIA CERTIFICATION FORM
*IF YOUR BID/PROPOSAL IS $1,000,000 OR MORE, THIS FORM MUST BE COMPLETED AND
SUBMITTED WITH THE BID/PROPOSAL. FAILURE TO SUBMIT THIS FORM AS REQUIRED MAY
DEEM YOUR SUBMITTAL NONRESPONSIVE.*

The affiant, by virtue of the signature below, certifies that:

1.   The vendor, company, individual, principal, subsidiary, affiliate, or owner is aware of the requirements of section 287.135, Florida Statutes, regarding companies on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Energy Sector List, or engaging in business operations in Cuba and Syria; and

2.   The vendor, company, individual, principal, subsidiary, affiliate, or owner is eligible to participate in this solicitation and is not listed on either the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Sector List, or engaged in business operations in Cuba and Syria; and

3.   Business Operations means, for purposes specifically related to Cuba or Syria, engaging in commerce in any form in Cuba or Syria, including, but not limited to, acquiring, developing, maintaining, owning, selling, possessing, leasing or operating equipment, facilities, personnel, products, services, personal property, real property, military equipment, or any other apparatus of business or commerce; and

4.   If awarded the Contract (or Agreement), the vendor, company, individual, principal, subsidiary, affiliate, or owner will immediately notify the City of Clearwater in writing, no later than five (5) calendar days after any of its principals are placed on the Scrutinized Companies with Activities in Sudan List, the Scrutinized Companies with Activities in the Iran Petroleum Sector List, or engaged in business operations in Cuba and Syria.

_____
Authorized Signature

Jodi Baresh
_____
Printed Name

Director of Partnerships
_____
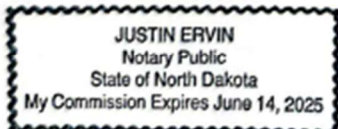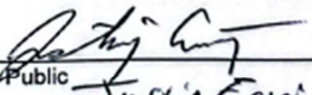**Title**

Saffire, LLC
_____
Name of Entity/Corporation

STATE OF ___North Dakota___

COUNTY OF ___Cass___

The foregoing instrument was acknowledged before me by means of ☑ physical presence or ☐ online notarization on, this 24th day of ___April___, 20_25_, by _____ (name of person whose signature is being notarized) as the ___Director of Partnerships___ (title) of ___Saffire___ (name of corporation/entity), personally known _____, or produced ___ND Drivers License___ (type of identification) as identification, and who did/did not take an oath.

```
JUSTIN ERVIN
Notary Public
State of North Dakota
My Commission Expires June 14, 2025
```

Notary Public _____
Justin Ervin

_____
Printed Name

My Commission Expires: ___June 14, 2025___
NOTARY SEAL ABOVE

SCRUTINIZED COMPANIES THAT BOYCOTT ISRAEL LIST CERTIFICATION FORM

THIS FORM MUST BE COMPLETED AND SUBMITTED WITH THE BID/PROPOSAL. FAILURE TO SUBMIT THIS FORM AS REQUIRED MAY DEEM YOUR SUBMITTAL NONRESPONSIVE.

The affiant, by virtue of the signature below, certifies that:

1. The vendor, company, individual, principal, subsidiary, affiliate, or owner is aware of the requirements of section 287.135, Florida Statutes, regarding companies on the Scrutinized Companies that Boycott Israel List, or engaged in a boycott of Israel; and

2. The vendor, company, individual, principal, subsidiary, affiliate, or owner is eligible to participate in this solicitation and is not listed on the Scrutinized Companies that Boycott Israel List, or engaged in a boycott of Israel; and

3. "Boycott Israel" or "boycott of Israel" means refusing to deal, terminating business activities, or taking other actions to limit commercial relations with Israel, or persons or entities doing business in Israel or in Israeli-controlled territories, in a discriminatory manner. A statement by a company that it is participating in a boycott of Israel, or that it has initiated a boycott in response to a request for a boycott of Israel or in compliance with, or in furtherance of, calls for a boycott of Israel, may be considered as evidence that a company is participating in a boycott of Israel; and

4. If awarded the Contract (or Agreement), the vendor, company, individual, principal, subsidiary, affiliate, or owner will immediately notify the City of Clearwater in writing, no later than five (5) calendar days after any of its principals are placed on the Scrutinized Companies that Boycott Israel List, or engaged in a boycott of Israel.

Jodi Buresh
Authorized Signature

Jodi Buresh
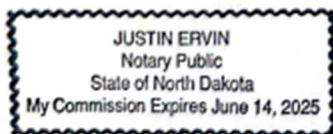**Printed Name**

Director of Partnerships
Title

Saffire, LLC
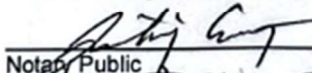**Name of Entity/Corporation**

STATE OF _North Dakota_

COUNTY OF _Cass_

The foregoing instrument was acknowledged before me by means of ☑ physical presence or ☐ online notarization on, this _24th_ day of _April_____, 20 _25_, by _Jodi Buresh_____ (name of person whose signature is being notarized) as the _Director of Sales_ (title) of _Saffire_____ (name of corporation/entity), personally known _____, or produced _ND Drivers License_ (type of identification) as identification, and who did/did not take an oath.

Justin Ervin
Notary Public

Justin Ervin
Printed Name

My Commission Expires: _June 14, 2025_
NOTARY SEAL ABOVE

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Form W-9
(Rev. October 2018)
Department of the Treasury
Internal Revenue Service

Request for Taxpayer
Identification Number and Certification

▶ Go to *www.irs.gov/FormW9* for instructions and the latest information.

Give Form to the requester. Do not send to the IRS.

1 Name (as shown on your income tax return). Name is required on this line; do not leave this line blank.

Saffire LLC

2 Business name/disregarded entity name, if different from above

3 Check appropriate box for federal tax classification of the person whose name is entered on line 1. Check only **one** of the following seven boxes.

☐ Individual/sole proprietor or single-member LLC   ☐ C Corporation   ☐ S Corporation   ☑ Partnership   ☐ Trust/estate

☐ Limited liability company. Enter the tax classification (C=C corporation, S=S corporation, P=Partnership) ▶ _____

Note: Check the appropriate box in the line above for the tax classification of the single-member owner. Do not check LLC if the LLC is classified as a single-member LLC that is disregarded from the owner unless the owner of the LLC is another LLC that is **not** disregarded from the owner for U.S. federal tax purposes. Otherwise, a single-member LLC that is disregarded from the owner should check the appropriate box for the tax classification of its owner.

☐ Other (see instructions) ▶

4 Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):

Exempt payee code (if any) _____

Exemption from FATCA reporting code (if any) _____

(Applies to accounts maintained outside the U.S.)

5 Address (number, street, and apt. or suite no.) See instructions.

11138 SE Main St

6 City, state, and ZIP code

Milwaukie, OR 97222

Requester's name and address (optional)

7 List account number(s) here (optional)

Print or type.
See Specific Instructions on page 3.

Part I   Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

Note: If the account is in more than one name, see the instructions for line 1. Also see *What Name and Number To Give the Requester* for guidelines on whose number to enter.

Social security number

☐☐☐ – ☐☐ – ☐☐☐☐

or

Employer identification number

4 7 – 4 0 4 1 0 9 1

Part II   Certification

Under penalties of perjury, I certify that:

1. The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and

2. I am not subject to backup withholding because: (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and

3. I am a U.S. citizen or other U.S. person (defined below); and

4. The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

Certification instructions. You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

Sign Here   Signature of U.S. person ▶ *Sari*   Date ▶ 02/23/2023

General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

Future developments. For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to *www.irs.gov/FormW9*.

Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS must obtain your correct taxpayer identification number (TIN) which may be your social security number (SSN), individual taxpayer identification number (ITIN), adoption taxpayer identification number (ATIN), or employer identification number (EIN), to report on an information return the amount paid to you, or other amount reportable on an information return. Examples of information returns include, but are not limited to, the following.

• Form 1099-INT (interest earned or paid)

• Form 1099-DIV (dividends, including those from stocks or mutual funds)

• Form 1099-MISC (various types of income, prizes, awards, or gross proceeds)

• Form 1099-B (stock or mutual fund sales and certain other transactions by brokers)

• Form 1099-S (proceeds from real estate transactions)

• Form 1099-K (merchant card and third party network transactions)

• Form 1098 (home mortgage interest), 1098-E (student loan interest), 1098-T (tuition)

• Form 1099-C (canceled debt)

• Form 1099-A (acquisition or abandonment of secured property)

Use Form W-9 only if you are a U.S. person (including a resident alien), to provide your correct TIN.

If you do not return Form W-9 to the requester with a TIN, you might be subject to backup withholding. See What is backup withholding, later.

APPENDIX

Here are more documents to support what we do.
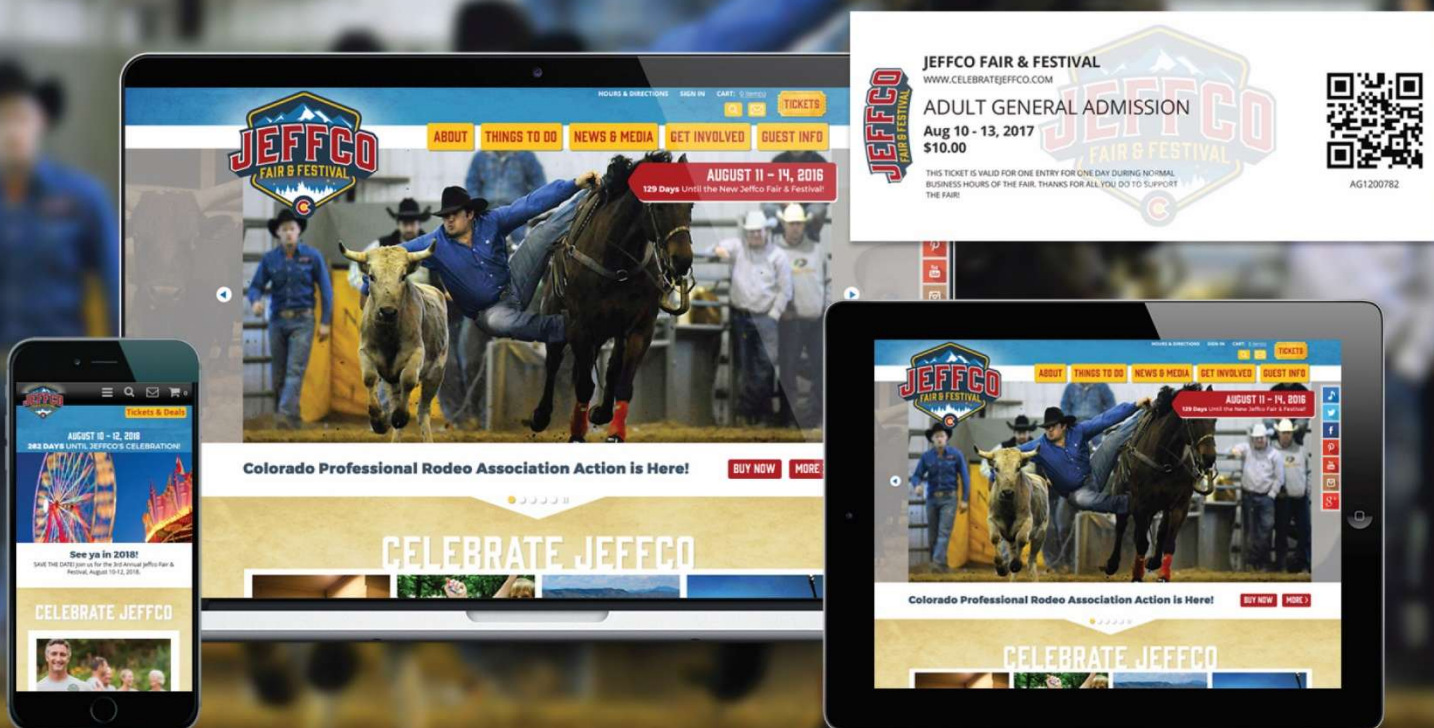
25% Increase in ONLINE TICKET SALES

40% Annual ATTENDANCE GROWTH

Jeffco Fair & Festival Blows the Doors off with SaffireTix!

Starting a new event can be an exciting, yet stressful time. That's why when the Jeffco Fair & Festival in Golden, CO trusted Saffire to launch a website for its inaugural event in 2016, we were thrilled! After a successful first year was in the books, The Jeffco Fair & Festival partnered with Saffire for their ticketing as well, launching a new ticketing system through SaffireTix.

Jeffco Fair & Festival was born as a re-imagined event that was built off previous fairs and festivals held throughout Jefferson County history. Based on this history, they saw an impressive 15,000 people walk through their front gates in 2016. **After adding SaffireTix for the 2017 Jeffco Fair & Festival**, the event saw **attendance jump 40%, from 14,000 to 21,000**! Additionally, **online ticket sales increased 25%**, a tribute to the integrated nature of their website & ticketing platforms.

According to the Director of the Jeffco Fair & Festival, Dexter Foxworth, "The on-demand ticket and receipt printing from **SaffireTix's Box Office is simple to use with a straightforward interface**. Great service is a priority for us and Saffire's ticketing and box office platform allows our team to facilitate smooth transactions and quick gate entry to our event attendees on the spot!"

We love hearing how Saffire helps our clients increase their revenue. Is your event next? What are you waiting for?

Saffire

512.430.1123
info@saffire.com

> We love our websites and now we love our ticketing, too! Online sales have greatly improved year over year with a 25% increase the first year and a 96% increase in 2017! Our customers found it much easier to purchase directly from our website with no issues. It was so easy...from setup for our employees to use by our customers, we couldn't be more pleased.

Carlene Moore, Chief Executive Officer
Napa County Fair Association

96% Increase in ONLINE TICKET SALES

6% Annual ATTENDANCE GROWTH

Napa County Fair & Fireworks Sees Explosive Ticketing Growth

Saffire works with many different events, venues and destinations of varying sizes. One of the best things about Saffire is that regardless of the size of your event, our **integrated website & ticketing software can make a big difference!**

The Napa Valley is known for its world-class wine and as the main wine-growing region in the United States. Our client **Celebrate Napa Valley** also hosts several events a year, including **Napa County Fair and Fireworks**. With attendance of around 6,000, this is one of the smaller fairs we have partner with. However, they continue to see growth in attendance year after year.

Since Celebrate Napa Valley started working with Saffire in 2012, the yearly attendance for their fair has **grown at a rate of 6% per year**. They have utilized Saffire's integrated ticketing platform to sell their tickets online as well.

From 2015 to 2016, their online sales increased by over 25%; then, in 2017, their online sales increased again, **this time by 96%!**

We love hearing how Saffire helps our clients increase their revenue. Is your event next? What are you waiting for?

Saffire

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info@saffire.com