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# Proposal Williamson County Expo Center

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# Welcome!

We're so excited you're interested in learning more about Saffire, and we're thrilled to submit this information for the Williamson County Expo Center website project. We create beautiful, interactive online destinations, specifically for venues, that our clients can easily manage themselves. We partner with hundreds of venues and events, and we offer the best website at the best value to this industry. But, don't take our word for it. These are the top reasons why our clients say they chose Saffire:

## Have the Online Presence You Deserve

If you want your online presence to reflect your uniqueness, but you also want to have **online functionality beyond what you could expect** from a general agency, Saffire is here to help. We give you an awesome platform to promote yourself to your visitors, wherever they are, be it your website, social media or mobile site. Does it work? Our clients routinely assure us it does; whether page views, visitors or revenue, Saffire has a dramatic effect on the most important success metrics.

## Edit Your Own Site Content, Without Waiting for Anyone Else

You can drive yourself crazy waiting for someone else to update your website. But **with Saffire, you have control of your own website - content, navigation, images, forms and more - quickly and easily.** You can make changes from anywhere you have a browser, even from your phone. This brings happiness and peace to our clients, because nobody knows their venues like they do.

## Work with a Team that Clients Love

What about working with someone locally? Is someone in Austin, TX or Portland, OR really as "there for you" as someone down the street? We don't like to toot our own horn too much, so ask our clients. **Our customer service is second to none.**

Comparing Saffire to a general agency down the street is truly apples to oranges – you will not find another solution like Saffire. Our team loves our clients, and we're happy to say the feeling is mutual, because our clients know we're here for them and have their back no matter what. (See customer quotes and watch testimonial videos on our website at [www.saffire.com/clients](http://www.saffire.com/clients).)



## Work with a Team that is Committed to the Industry

When we're not helping our customers switch to Saffire, we're often on the road, **speaking to industry organizations about online marketing.** When we're not on the road, we do webinars on a wide range of topics that help our clients be more successful online. We also partner with many event, venue & destination associations to support their work. We're in it for the long haul. What you get with Saffire isn't just what you get the day you partner with us. We're constantly updating Saffire with the latest technology and features, which are driven from customer surveys. We're committed to you always loving your Saffire website.

Please do not hesitate to contact us for any questions, clarifications and contractual agreements. Thanks for your interest, and we look forward to partnering with you!

A handwritten signature in black ink that reads "Kendra Wright". The signature is fluid and cursive.

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# Saffire vs. General Agencies

## Saffire has Venue Functionality

### **We know the bread & butter for venues is EVENTS!**

- Saffire has an interactive event calendar, great event pages, and easy event promotion, including ticket sales on the homepage and more.

### **Venue managers are BUSY!**

- Saffire includes scheduling of homepage features, events and tickets on-sale.

### **Venues have additional revenue opportunities.**

- Saffire makes it easy to promote partners and sponsors throughout the site, and better promotion means more revenue opportunities.

"We have tried to use local website designers, however, they don't have the expertise and knowledge about all the different aspects of an event. Saffire really understands how to drive your customers to the website and sell tickets to events. The team is very positive, upbeat and encouraging!"

**Laura Boldt**

*Boulder County Fair Coordinator*

## General Agencies are Reinventing the Wheel

### **Saffire functionality has been fine-tuned over six years for events & venues!**

- Other agencies test ideas on your site, and then charge you to change them if they don't work.

### **Saffire releases functionality across hundreds of industry sites.**

- Saffire releases new features every quarter to keep up with digital trends, so that our clients always have the latest & greatest.



## Saffire Functionality is Integrated, not Modular

**Modular functionality (like WordPress) means you manage events in multiple places.**

- For example, to feature an event on the homepage, you have to double-enter everything, and things don't always "just work" together.

**Saffire sites are faster.**

- Saffire sites are compiled, so they load faster than sites where each part was developed separately and has to load separately.

**Security on Saffire is addressed in all development phases.**

- WordPress security breaches are dealt with once issues are discovered (which is really too late).

"Working with the Saffire Team was amazing! Even though we are miles apart from the team in Austin and Portland it was like talking with friends during this experience and we know they are there to continue to help us."

**Rochell Planty**

*Director of Public Relations*

**All Saffire features are included, both initially and ongoing.**

- Other agencies nickel and dime you every time you need an additional feature, which is almost a disincentive to you having a great website.

## Saffire Functionality is Crowdsourced

Saffire's features come from our clients, who tend to be like-minded and want to maximize the value of their digital marketing to take their venue to the next level.

Saffire facilitates info sharing through webinars, an email newsletter and forum (upcoming) for our clients.

## Saffire's Support is Second to None

Support is available via phone, email & online chat.

Support requests are emailed and texted to 7 people.

**Our goal is to get you an answer within 10 minutes!**



# Full Feature List for Williamson County Expo Center

## General Site Features

- **Attractive, contemporary design**
  - Design trends online are changing so fast, and Saffire constantly updates our default layouts to reflect these trends; they can then be customized to your specifications based on your preferences and what information you want to share.
- **A responsive (device independent), easy-to-navigate website layout that incorporates the latest digital trends and best practices**
  - Saffire sites are built from the ground up to be responsive on all devices, no matter how customers want to get information. All functionality is exactly the same on mobile devices as on desktop, but laid out for smaller screens and designed for touch navigation. Mobile site includes the following items prominently displayed on all pages of the site:
    - Site search
    - Directions to your location
    - Email sign-up
    - Link to one-stop, on-sale page



- Social media links
- Mobile ecommerce

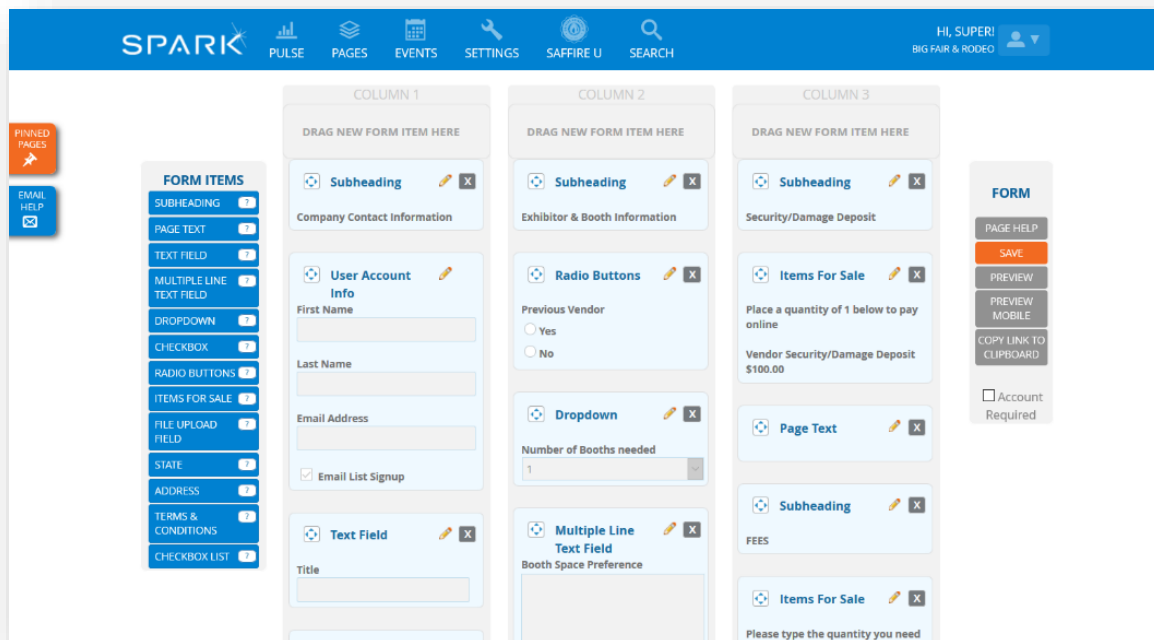
- **Unlimited custom pages**

Unlimited custom pages, which you can easily create by dragging and dropping elements including text with WYSIWYG, photos, videos, PDFs, links, sponsors, items for sale, FAQs, web forms, maps, etc.

"Building your own custom pages is so cool and they can look exactly the way you want them to, easily. Uploading pictures is very simple as well and takes a lot less time than our previous website. Thanks so much, Saffire!"

**Mandy Linquist**

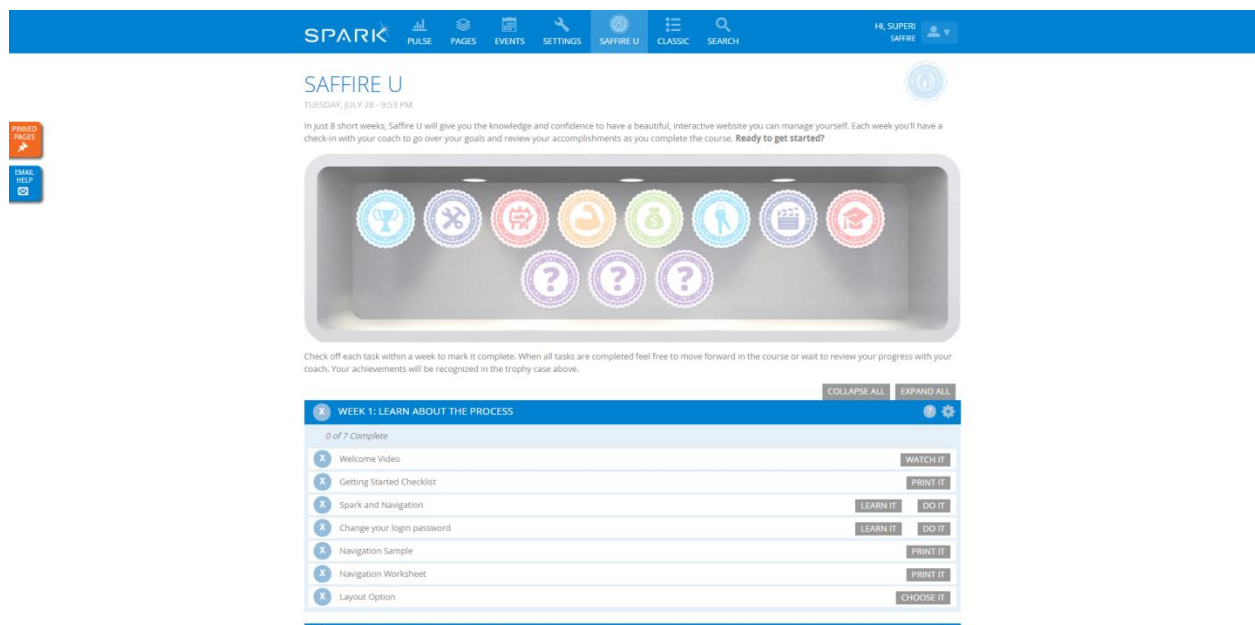
*California Rodeo Salinas*



- **Unlimited, easy-to-create web forms**

If you currently receive applications and other forms via PDF, you will love Saffire's online form system. You can create unlimited custom online forms, with simple drag-and-drop functionality to add fields such as text fields, checkboxes, dropdown menus, file uploads and terms and conditions agreement. You can even add items for sale and take payment from online forms, saving time and reducing errors on data entry from PDF forms. When submitted, forms are sent by email to a designated address, as well as added to an Excel spreadsheet available from Spark at any time.

- **A general message announcement bar at the top of your website**  
This can be scheduled in advance to appear and disappear, and is typically used for big announcements or late-breaking news.
- **Integrated blog**  
Saffire will set up a WordPress blog and a news section for your website if you like.
- **Search box located on every webpage**  
Saffire has a smart search, which auto-completes as you type.
- **Complete site translation into other languages**  
This feature can be turned off and on by the administrator at any time.
- **Comprehensive and ongoing website and ticketing training program**  
As new features launch, lessons and tips are added to the training, which is always available to you.
- **Content maintained through an easy-to-use backend “dashboard”**  
Spark, Saffire's easy-to-use custom CMS system, is specifically designed for venues and events! *We make it easy for you to update your own site, and with our 8-week training program called Saffire U, you will feel empowered in no time.*

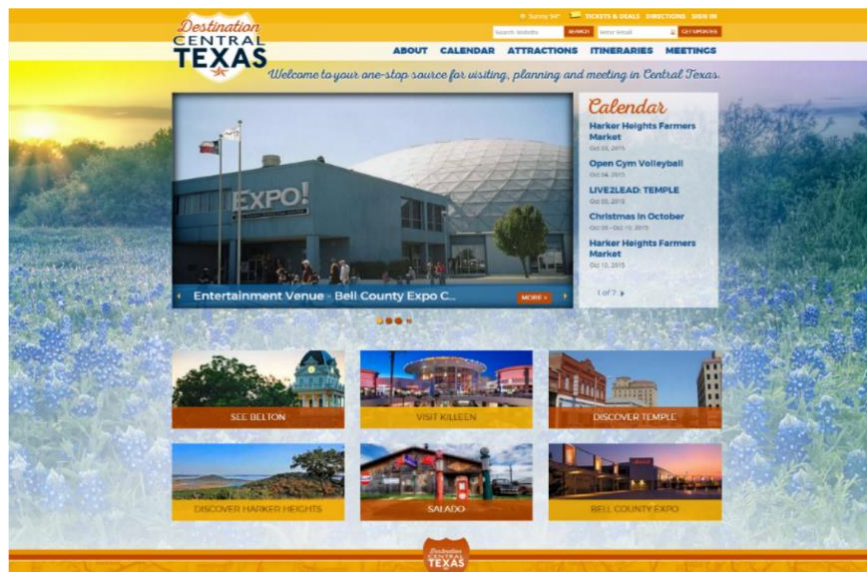


The screenshot shows the Saffire U training dashboard. At the top is a blue navigation bar with links for SPARK, PULSE, PAGES, EVENTS, SETTINGS, SAFFIRE U (active), CLASSIC, and SEARCH. On the right of the bar is a user profile for 'H. SUPER SAFFIRE'. Below the navigation bar, the page title is 'SAFFIRE U' with a subtitle 'TUESDAY, JULY 28 - 10:53 PM'. A message states: 'In just 8 short weeks, Saffire U will give you the knowledge and confidence to have a beautiful, interactive website you can manage yourself. Each week you'll have a check-in with your coach to go over your goals and review your accomplishments as you complete the course. Ready to get started?'. Below this is a 'trophy case' graphic containing 11 icons: 8 task icons (trophy, wrench, gear, lock, dollar, person, calendar, graduation cap) and 3 question mark icons. A note below the trophy case says: 'Check off each task within a week to mark it complete. When all tasks are completed feel free to move forward in the course or wait to review your progress with your coach. Your achievements will be recognized in the trophy case above.' The main section is titled 'WEEK 1: LEARN ABOUT THE PROCESS' and shows a list of 7 tasks with progress indicators (X) and completion status (0 of 7 Complete). The tasks are: Welcome Video (WATCH IT), Getting Started Checklist (PRINT IT), Spark and Navigation (LEARN IT, DO IT), Change your login password (LEARN IT, DO IT), Navigation Sample (PRINT IT), Navigation Worksheet (PRINT IT), and Layout Option (CHOOSE IT).

- **Google Analytics integration**
  - Saffire provides Google Analytics tracking, and you can log in anytime to view site traffic, as well as get monthly or weekly tracking emails.
  - Saffire includes the most advanced Google Analytics integration available, and reports can be sent as desired.
  - Saffire also gives you a snapshot of your most important Google Analytics whenever you log in to your Spark CMS dashboard.
- **Easily integrates with other programs and software (AdWords, live chat, etc.)**  
Saffire can integrate with almost any third party software--just ask!

## Homepage

- **Hierarchical feature areas to help customers discern what is most important on the website, including the opportunity to purchase tickets easily**



Up to 4 homepage feature areas can be customized on your website; each feature on these sections can have its own **“Buy Now”** button, making it easy for customers to buy from your website.

- **Website section headings such as Events, Tickets, Facilities, Guest Info., etc. to help visitor easily navigate to pages of interest**  
These are included, and you can update these or have more if you'd like!
- **Ability to preschedule homepage features to change automatically**  
You can schedule as many features as you want to be scheduled in advance.

Features will automatically go on the site and back off at the dates or date ranges you select.

- **Spotlight unlimited featured sponsorships or partners**

If you have more sponsors than will fit, they slowly rotate. You can even “stick” one major sponsor on the page if you like.

- **Link to selected items for sale**

Saffire includes a “one-stop shopping” page for all items for sale; we link to this from the top of the website and usually call it Tickets & Deals, but you can name it anything you like!

- **Optional countdown feature to draw attention to exciting events**

You can schedule unlimited countdowns, and they will automatically be replaced as the next date comes up.

- **Optional link to main event categories directly from homepage**

Event categories (such as concerts, sports, etc.) will always appear in the navigation, but you can link to main categories right on the homepage if you like.

- **Optional survey to entice people to interact**

The most important job of a homepage is to get the visitor engaged enough to take any action. Quick Votes give them something to click and can be included on the homepage if you like.

- **Optional weather bug showing the current weather**

The weather can be shown for any zip code, and it can be turned off or on at any time. (If it is bad weather, you might want to temporarily hide it!)

## Event Calendar Interactivity & Details

- **Interactive event schedule with unlimited categories and subcategories to help visitors find events quickly**

Saffire’s integrated event calendar is the best in the business, with social media & email links, music player, advance scheduling capabilities and many other functionalities listed here.

- **Ability to create detail pages for any event**

You can create full event pages or “**quick events**,” where events appear on your calendar but don't create a detailed webpage about the event. You can also create many events at once using an import template.

- **Ability to offer unlimited items for sale (either integrated into platform or via external provider)**

Your webpage can have as many BUY buttons as you have items to sell! You can sell through Saffire's integrated ecommerce and ticketing platform, or sell through any provider of your choosing.

There's even a countdown to when an item goes on sale!

- **Ability to easily create multi-day and recurring events, with option to display event only on first day or on all event days**

You can show an event that happens over several days just on the first date or on every date when it occurs.

- **Ability to create events in advance to automatically appear on the site at a later date**

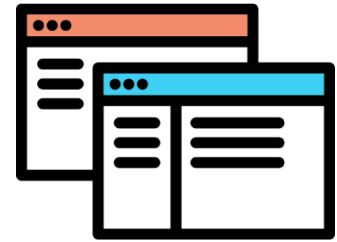
If you don't want an event to show on your calendar yet, just select the date and time this event should be published to your event schedule, and it will magically appear then!





- **Ability to display event calendar in multiple views and select which view displays by default**

Depending on how many events are happening, different calendar views work best. You can choose to display your events by default in a monthly calendar, list view (minimal info per event), gallery view (featured image per event) or expanded view (more info about each event). This preference can be updated at any time and even changed throughout the year if you want to display events differently. You can allow customers to switch the view or not, based on what works best for your venue.



Change the view of the calendar as often as you want, based on what works best for that time

- **Ability for visitors to search for events by name or keyword**

If any word in the event title or description is searched, the search auto-populates with the full title of the event.

- **Event schedule should include enticing interactivity**

Facebook, Twitter, Email and Like buttons are all enabled on the schedule itself. You can even upload music to your calendar where applicable.

- **Ability for visitors to create a custom itinerary for the events they want to save**

Customers can add events to their “suitcase” at any time, both from the event calendar and from individual event pages.

- **Ability to automatically email customers before and after events in their itinerary**

Before the event, you can send them any reminders, and after the event, you can tell them to upload photos, etc.

- **Printer-friendly calendar**

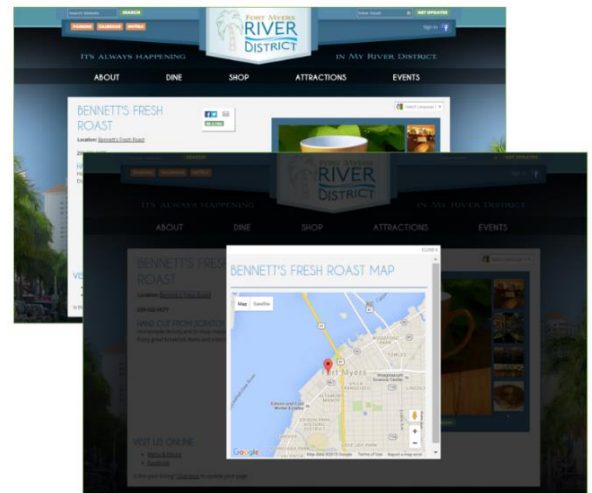
Customers can print any part of the event calendar at any time.

- **Event and business locations that can optionally include embedded Google map**

You can even add multiple locations per event

- **Unlimited PDFs**

You may add as many pages, documents, etc. that you'd like to your website without worrying over the amount of space you are using.



- **Unlimited links to external websites (e.g., performer websites, partner websites, etc.)**

You can even set up specific social media account links per event.

- **Ability to tag event keywords for additional filtering options**

This is useful for both in-site searching and for search engine optimization.

## Business Listing pages (For On-Property Restaurants, etc.)

- **Interactive business listings with unlimited categories and subcategories to help visitors find businesses quickly**

You can have as many business listings as you want; they could be food and beverage and/or services associated with the venue, or places to stay, eat and play around the venue. Listings can be sorted and filtered by category very easily for your visitors.

- **Ability for businesses to update their own listings**

Businesses can update their listings, which are sent to you for approval before they are posted; an automatic email is sent to the business once their listing is approved.



- **Businesses displayed with thumbnail images and titles**

The best way to sell a business is with imagery, so we list businesses in a nice photo grid with clearly labeled business names included.

- **Ability for visitors to create a custom itinerary including the businesses they want to save**

Customers can add businesses to their “suitcase” at any time, both from the business listing page and from individual business detail pages.



- **Optional ability to highlight certain businesses by listing them at the top and with an icon for greater prominence**

Any business can be noted as “Our Pick” to give higher priority to that item.

- **Ability to display business listings in multiple views and select which view displays by default**

The gallery view with the photos and thumbnails described above is what most organizations choose, but you can choose another view if you wish.

- **Ability for visitors to search for businesses by name or keyword**

If any word in the business title is searched, the search auto-populates with the full title of the business.

- **Ability to list business listings by category or subcategory**

They can also be listed in alphabetical order.

- **Ability to tag business listings with keywords**

This allows for additional filtering options, beyond category.

## PHOTOS & VIDEOS

- **Photo Gallery and Video Gallery pages that automatically populate every event and business listing photo and video that has been added to the site**

You may also choose to feature these photos on your homepage without re-uploading.

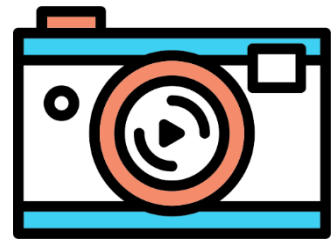
Videos embed directly on your site from YouTube, so you also get increased exposure to your brand on your YouTube channel.

- **Unlimited photos and videos**

You can also include optional captions.

- **Ability to enhance photos with an image cropping tool**

You don't have to crop photos, but you can crop them if you want them to show a specific piece of the picture, if you like.



- **Ability for visitors to send photos to friends via email**

Emailed images are great marketing tools!

- **Ability for visitors to share venue photos with friends on Facebook, Twitter, Pinterest, etc.**

This option is included on every photo.

- **Ability for visitors to buy event tickets and more from event photos (if applicable)**

Buy buttons will appear along with every photo for each event that has something for sale. These buttons link directly to the location on the site where they can complete the purchase.

- **Optional functionality for site visitors to upload their own photos**

These can be approved by Williamson County Expo Center officials before they are placed on the site.

- **Customer photos uploaded to site may be used for future venue marketing**

You can include a usage agreement when visitors upload photos to the website.

## Maps & Directions

- **Easily creatable and searchable interactive venue maps with color-coded, hyperlinked "hotspots" for designated locations, including the ability to sell items from map**

You can easily upload an illustrated map on any webpage and add pins to designate highlighted areas. For on-sale items, clicking Buy Now on a pin takes visitors to a checkout screen, where they can purchase the item.



- **Access to driving directions and map to get to the venue, from all webpages (including printer-friendly version)**

Saffire recommends a Directions link at the top of every webpage, but this can be customized.

## Press

- **Articles/features about Williamson County Expo Center, including date, source, title, customizable content, photos and link**

You can use our pre-set news section or set up your own with our unlimited custom pages.



- Ability to upload high-resolution photos  
This will make it easy for press to report on Williamson County Expo Center.

## Other Pages

- **One-stop-shopping page that automatically populates every item for sale on the site**

Saffire recommends a Tickets & Deals link at the top of every webpage, but this can be customized. You may designate any items you do not want to appear on this page by a simple on/off toggle.

## Partners/Sponsors

- **Designated partner/sponsor webpage to feature all partners in one location**

Logos can appear in unlimited categories, and you may designate which logos to also include on homepage and/or SaffireTix print-at-home tickets.

- **Ability to designate one major partner/sponsor on homepage**

You can change your major partner/sponsor whenever needed

- **Ability to add unlimited partner/sponsor logos as needed on any webpage**

Once you upload a logo one time into Spark, you can choose to feature it on any other page by selecting it from a dropdown menu.

- **Automated logo resizing**

This way, all your sponsor/partner logos look great on your website.

"We love our new website! We are no longer in the stone ages! We decreased the amount of phone calls in the office and we increased our tickets sales."

**Suzan McCoy**

*Special Events Coordinator*

*El Paso County Fair and Event Complex*

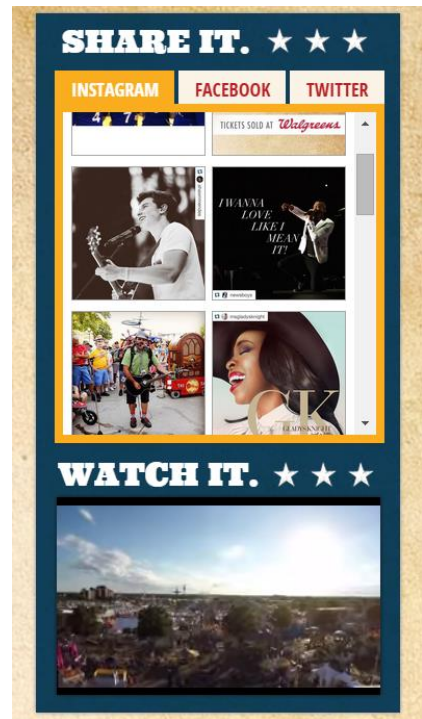
## Social Integration

- **Integration with unlimited social media sites such as Facebook, Twitter, Pinterest, Instagram, YouTube, LinkedIn, etc.**

Social media icons for your organization are included not only on every webpage, but also in the site navigation. You can add any other social network you like. Facebook Like and Twitter Follow links are also on the bottom of every webpage.

- **Ability for site visitors to share individual events and businesses on social media**

Every event and business page includes social sharing icons for Twitter and Facebook, so customers can post specific events and businesses on their own social pages. This is important, because it gives people the ability to share things that are most relevant to them, which increases social marketing significantly.



- **Ability for site visitors to share individual events and businesses via email**

Adjacent to social media sharing options is the ability to send events and businesses via email, auto-populating the email to promote easy sharing. Another option is to save to Outlook calendar, which they can also use to invite others if they wish.

Saffire even makes it easy for you to share events and businesses on your own Facebook page, with a one-click Facebook share button in Spark!

- **Custom Facebook cover photo and Twitter background design to coordinate with website**

Once you have a site design you love, Saffire can give you social media graphics to coordinate with your website.

- **WordPress blog setup and blog design to coordinate with website**

This is included if you would like to have a separate blog.

## Email and Text Message Marketing Integration

- **Integration with industry-leading MailChimp or most popular email marketing tools**

Saffire recommends MailChimp as an email marketing provider, but we can integrate with many other tools, hopefully including TM Messenger!



- **Custom email template that matches website design**

Once you have a site design you love, Saffire gives you an email marketing template to coordinate with your website.

- **Email sign-ups from every page of website automatically go into email marketing tool**

No more exporting and importing email addresses into your email marketing tool.

- **Ability to send updates and announcements to customers via text**

You can send a broadcast text to your list either immediately or scheduled for the future. This feature is optional and requires a monthly fee.

- **Ability to collect mobile numbers from website for text marketing**

In the email address submission field, we can add the ability to auto-detect phone numbers, making it easy for customers to choose how they want to receive communication.

## Search Engine Optimization

- **Website should be search engine optimized**

Saffire sites are built for search engines from the ground up. In addition to the features below, the platform incorporates CSS-based navigation, so it is fast-loading and can be crawled by search engines.



- **Customizable, descriptive URLs for main pages (e.g., [www.myurl.com/bigpage](http://www.myurl.com/bigpage))**

You can add as many friendly URLs as you want.

- **Customizable page title, description and keywords**

By default, page titles will be the page, event or business name. If you choose, you can edit the page title to be more specific (important for Google results and appears at top of browser). Descriptions and keywords can also be added for any webpage.

- **Provide social sharing options for specific events and businesses, increasing in-links to website**

Google uses in-links, or links to your website, as a key determinant of ranking. Saffire's functionality to allow social sharing for events and businesses (in addition to your organization as a whole) increases your SEO considerably. This is also important for social media, as many of them also link to pages that are most popular.

## Site Maintenance

- **Password-protected, browser-based “dashboard” for easy site content management**

Saffire's industry-leading Spark™ content management system is at the heart of the Saffire platform. Our goal is to make you feel smart and empowered, with the ability to make site changes more quickly and easily than calling someone (which can be inefficient). In short, Spark makes your life so much better, reducing frustration and giving you the reins on making your website great.



- **Mobile dashboard to update most frequently changing website content**

You can edit your homepage features, general message and see detailed ecommerce reports all from a mobile version of Spark.

- **Unlimited user logins to dashboard, including custom access levels**

You can give as many people access to Spark as you like, with no additional fees.

You can also limit access to only specific web sections or pages, by user.

- **Ability to manage customer accounts, including contact info and password reset**

Customers can create an account when they complete a purchase or online form, as well as when they add to their itinerary (saved events or businesses). These accounts can be managed in Spark, including the ability to edit contact information, reset passwords and view past purchases.

- **All navigation can be edited including renaming and moving pages between sections, up and down within a section, etc.**

No having to call your web provider to make simple changes!

## Support

- **Efficient and helpful onboarding process**

Our training program is called Saffire U and is built into Spark, our content management system. You have weekly, half-hour meetings with your own personal coach. Saffire U is then accessible at any point after the site launches, in case you'd like to review anything. Updates are made to Saffire U as new features are released.

"We are so pleased to have partnered with Saffire in the build of our new and improved website! The weekly training sessions were most helpful and the Saffire team jumped in to assist us to make everything happen quickly. I've graduated from Saffire U & am anxious to begin my Masters!"

**Judy Heise**

*Director of Computer Operations  
South Carolina State Fair*

- **Unlimited phone support**

This is before, during and after your website launches.

- **Unlimited email and live chat support**

Our goal is to answer every request within 10 minutes, but we commit to answering every request within 4 hours during our 8am to 6 pm CST (Monday – Friday, excluding company holidays) business hours. Email and chat support is available from every page on the Spark content management system.



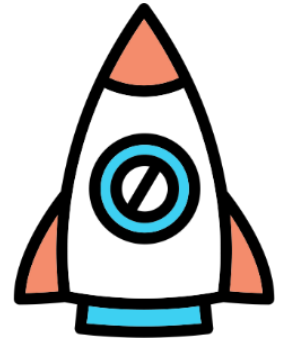
## Ongoing Future Enhancements

- **Website to be updated with new features and/or technology updates on an ongoing basis**

Your website will be automatically updated every 6-12 weeks, and release notes and training videos will educate you on changes.

- **There should be no additional fees outside the determined monthly budget for standard enhancements after the initial build**

Standard enhancements are covered by your monthly licensing fee. The only additional, optional fees are outlined in the budget section.



## Site Specifications

- **Compatible with common web browsers**

Saffire is compatible with the latest versions of Safari, Firefox, Chrome and Internet Explorer, plus older browser versions (determined based on percentages of users on older versions).

- **Must not require plug-ins as a default**

Saffire does not require plug-ins.

- **Website needs to be compatible with different operating systems and software versions**

Saffire sites are optimized to be compatible with all the latest versions of all operating systems and browsers.

- **The site should be developed to meet all federally-mandated access requirements**

With Saffire, you can build as many pages as you want, which allows individuals who require special assistive technology equal access to your information. Every photo can have a customizable text description, so that individuals who cannot process photos will instead be able to absorb the text. Any PDF document can also be pasted in plain text. Finally, your contact information is accessible from any page, allowing easy access to people with disabilities if they need help.

- **Future flexibility – A flexible design template that can accommodate the addition of new functionality, or even a complete design refresh, at a later date**

You can always choose to add features or new design elements if you'd like, both when you launch and at any time. Down the road, you may even choose to refresh your site design, which can be done with no rework to your website content.



## Security

- **The contractor must consider the appropriate and secure use of interactive forms for confidential information such as personnel applications and records**

Submission and storage of sensitive data is encrypted. Viewing of sensitive data can be restricted through limits on access for different admin users.

- **The site must be secured from email harvesters**

Saffire provides the ability to create unlimited forms that can be used for contact submissions and never reveal personal email addresses.

- **The site should be built to withstand security attacks**

Saffire sites are hosted in a highly secured environment including:

- Port restricted firewall, only web ports open to public
- Enhanced security monitoring designed to predict and prevent attacks
- Scheduled security scans to ensure servers and software are protected
- DDoS monitoring and prevention
- Anti-virus on all systems, continuous scan and signature file updates
- Encrypted data storage for added security against fraud
- Physical access limited to authorized data center personnel; no one else can enter the production area without prior clearance and appropriate escort

- **You can control levels of permission and approval for employees uploading information to the site and have the ability to immediately delete**

### **permissions for terminated employees.**

You have full access to all user information and can set parameters on which users can see specific pages. You can instantly delete users who should no longer have access.

## Training & Maintenance

- **Training of website administrators and staff assigned to maintain and create their department web pages.**

Our empowering Saffire U training process will leave you feeling like an expert!

- **Provide unlimited support and fast responses to troubleshooting questions**

Saffire's goal is to answer your questions within 10 minutes!

"Partnering with Saffire for a new tourism website for the City of Navasota was one of the best decisions we've ever made. Our design is unique and managing this website is so user friendly that we've enjoyed the whole process, including the comprehensive training videos!"

**Tiffany Byers**

*Marketing & Events Coordinator  
City of Navasota*

- **Saffire updates our software and hardware and release new components as new technology becomes available and adapts to future clients' needs and provide surveys to take client feedback.**

This is exactly what your licensing fee pays for (in addition to unlimited support)! We release new features every 6-12 weeks, so that you always love your website. (e.g., when Flash became outdated and when responsive became a best practice, our clients got these updates automatically.) See budget & fees section for more details.

## Testing

### **Testing of site on all applicable platforms**

This ensures that your website always works as promised!



## Delivery

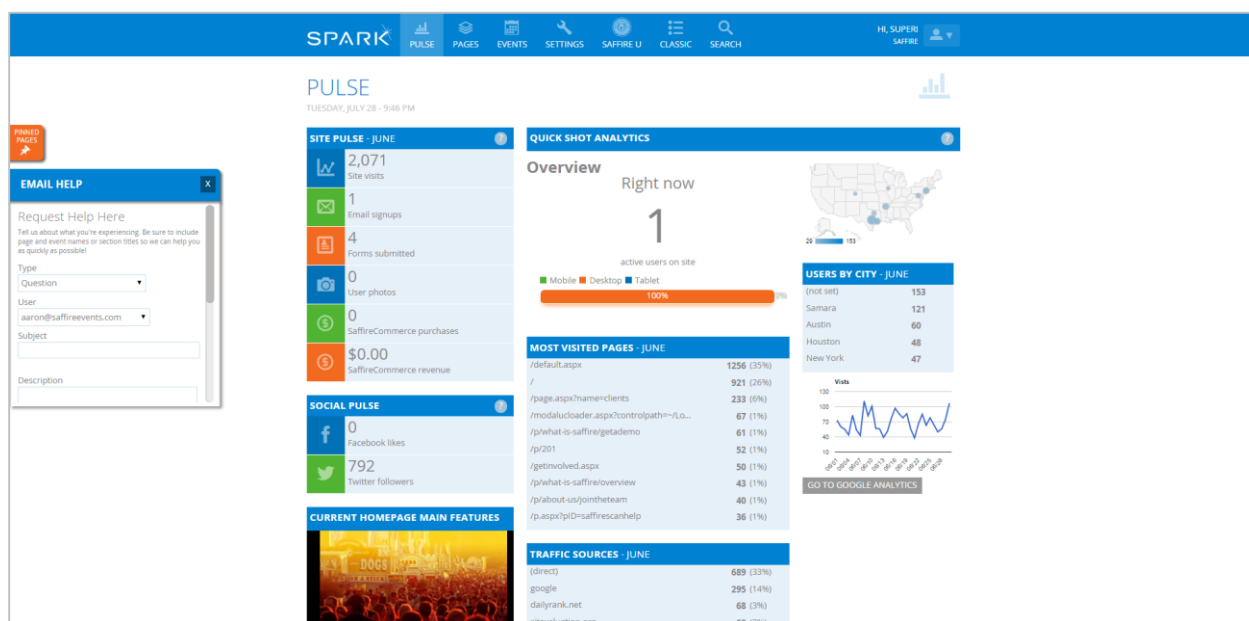
### Hosting should be provided by consultant

This is part of your monthly fees, billed semi-annually. See budget & fees section for more details.

## Tracking

### Inclusion of a tool to track page visits, length of stay, top pages, exit pages, etc. Internal reporting only; tracking data or hit counters should not be displayed on the site.

Your Spark dashboard includes the most important pieces of information, but we also link to Google Analytics for full statistics reporting.





# Company Profile, Qualifications & Project Management

## COMPANY PROFILE

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 websites and marketing strategies, and have been fortunate to win numerous awards and change the lives of many clients.

We **introduced Saffire in 2009** and have added hundreds of clients to 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, venues 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).

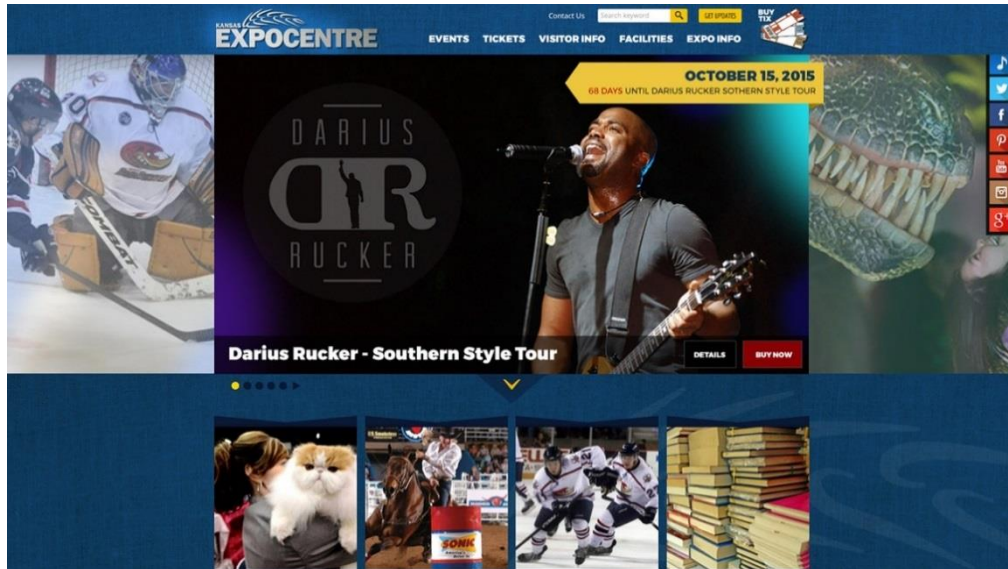
Saffire has been the recipient of **many industry awards**, including the prestigious Barham Award from Western Fairs Association, the top service provider award for this association, given for excellence in customer service, innovation and industry vision; and the Vendor of the Year from the Texas Festivals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

## Comparable Websites

Saffire partners with hundreds of events, venues and destinations across the country. A client list can be viewed at [www.saffire.com/clients](http://www.saffire.com/clients). Here are a few samples & references:

### Kansas Expocentre

[www.ksexpo.com](http://www.ksexpo.com)



*"After building and administering our venue's website for the previous seven years, I was hesitant to turn it over to an outside developer. But Saffire isn't just a web development company. It's a team of real people with real passion for helping their clients. Cassie's personality paved the way for a great relationship, and the rest of the Saffire team proved to be just as energetic about our site renovation. Brandi quickly became a trusted guide and a true friend. She helped me clear some hurdles and kept me informed every step of the way.*

*Jeremy was the geek who made my ideas come to life and didn't blink when I started tweaking style elements and asking for visual adjustments down to the pixel. I think we all stretched our skills & talents a bit during this project, and in the end we have a site to be proud of. Thanks, Saffire."*

#### **Phil Thompson**

Marketing Manager, Kansas Expocentre  
1 Expocentre Dr, Topeka, KS 66612  
[PhilT@KsExpo.com](mailto:PhilT@KsExpo.com) | (785) 235-1986



## Wings Event Center

[www.wingseventcenter.com](http://www.wingseventcenter.com)



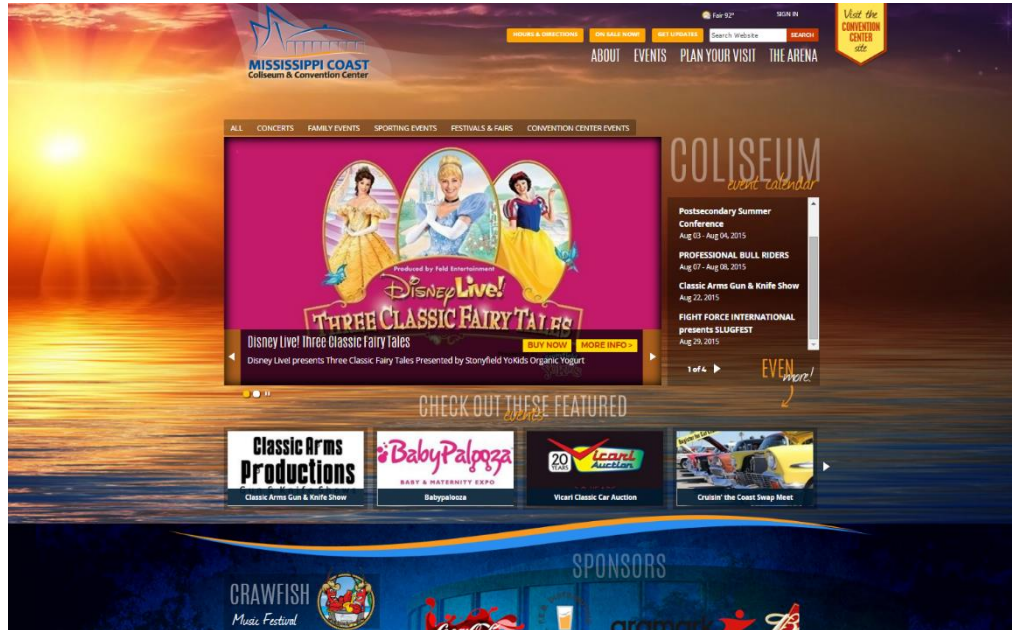
*"Thank you Saffire team for making our new website transition an amazing experience! We love the concept you've built. It's a great interface to work with, and there are so many possibilities that we're still learning new tricks every day. Thank you once again and we look forward to working with you in the future!"*

**Sarah Lee**

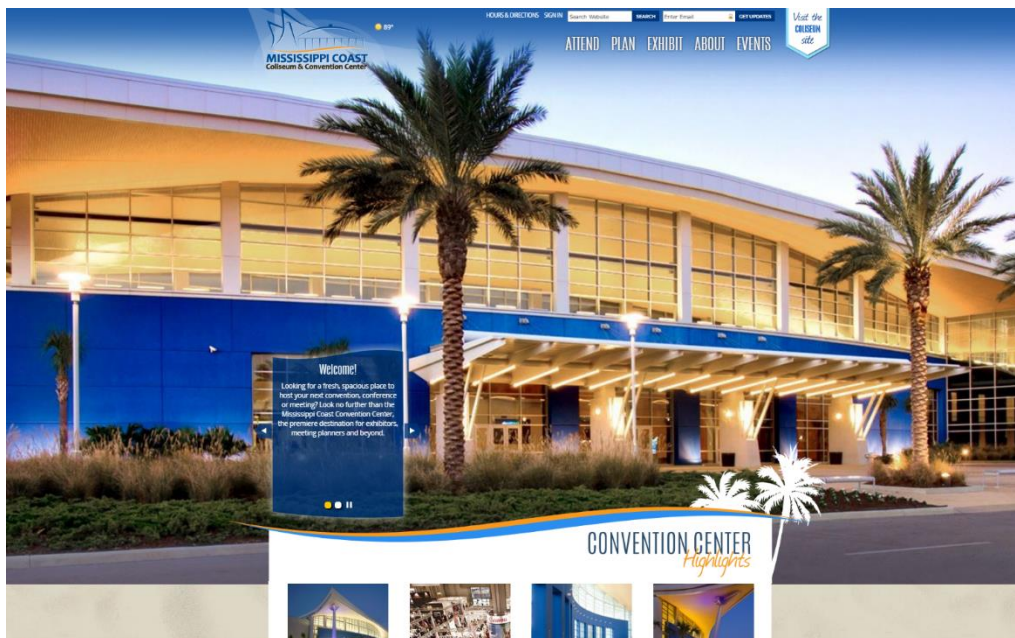
Director of Marketing and Communications, Wings Event Center  
3600 Vanrick Dr. Kalamazoo, MI 49001  
[slee@ghgkz.com](mailto:slee@ghgkz.com) | (269) 226-3151

# Mississippi Coast Coliseum & Mississippi Coast Convention Center

[www.mscoastcoliseum.com](http://www.mscoastcoliseum.com)



[www.mscoastconventioncenter.com](http://www.mscoastconventioncenter.com)



"I had

2 ugly

websites, and now I don't! The Saffire team understands the importance of beautifully functional websites as an event marketing tool and provides the necessary tools to create





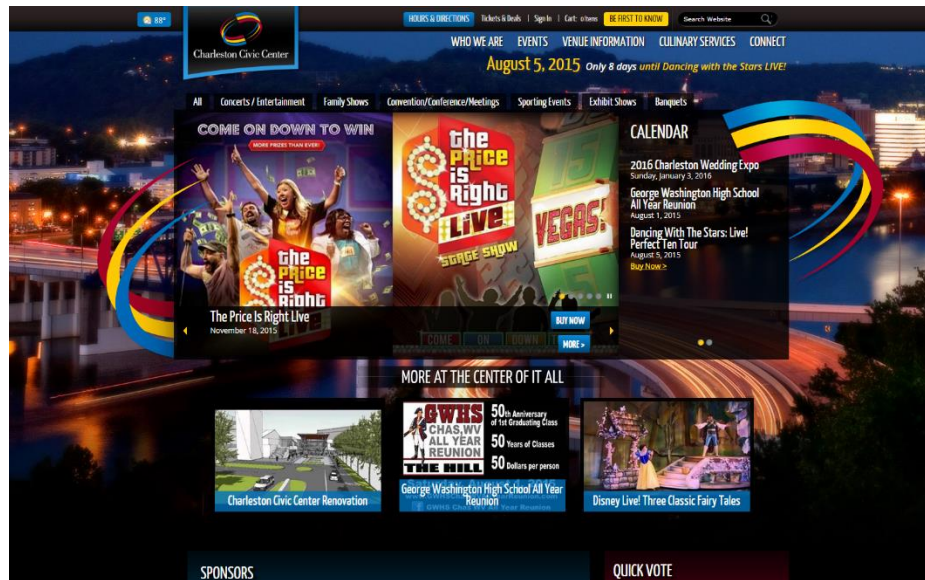
*them. From sales to service, the entire experience was professional and motivating. Now I have 2 amazing websites and I can't wait to show them off!"*

**Kendra Simpson**

Event Marketing Manager, Mississippi Coast Coliseum and Convention Center  
2350 Beach Blvd. Biloxi, Mississippi 39531  
[ksimpson@mscoastcoliseum.com](mailto:ksimpson@mscoastcoliseum.com) | (228) 594-3710

## Charleston Civic Center

[www.charlestonwvciviccenter.com](http://www.charlestonwvciviccenter.com)



*"This website software, usability, and "cool functionality" has exceeded my expectations. I am excited to know that the product is dynamic and we will experience continued innovation with you. From the beginning, everyone on the team has provided exceptional customer service. During the training stage the team went above and beyond in answering questions late at night and over the weekends in a concise and understandable way. All action items and requests were taken care of immediately. I am so excited to move forward with our amazing partnership."*

**Anna Campbell**

Charleston Civic Center

200 Civic Center Drive Charleston, WV 25301

[anna.campbell@charlestonwvciviccenter.com](mailto:anna.campbell@charlestonwvciviccenter.com) | (304) 356-0676

## State Fair Park

[www.statefairpark.org](http://www.statefairpark.org)



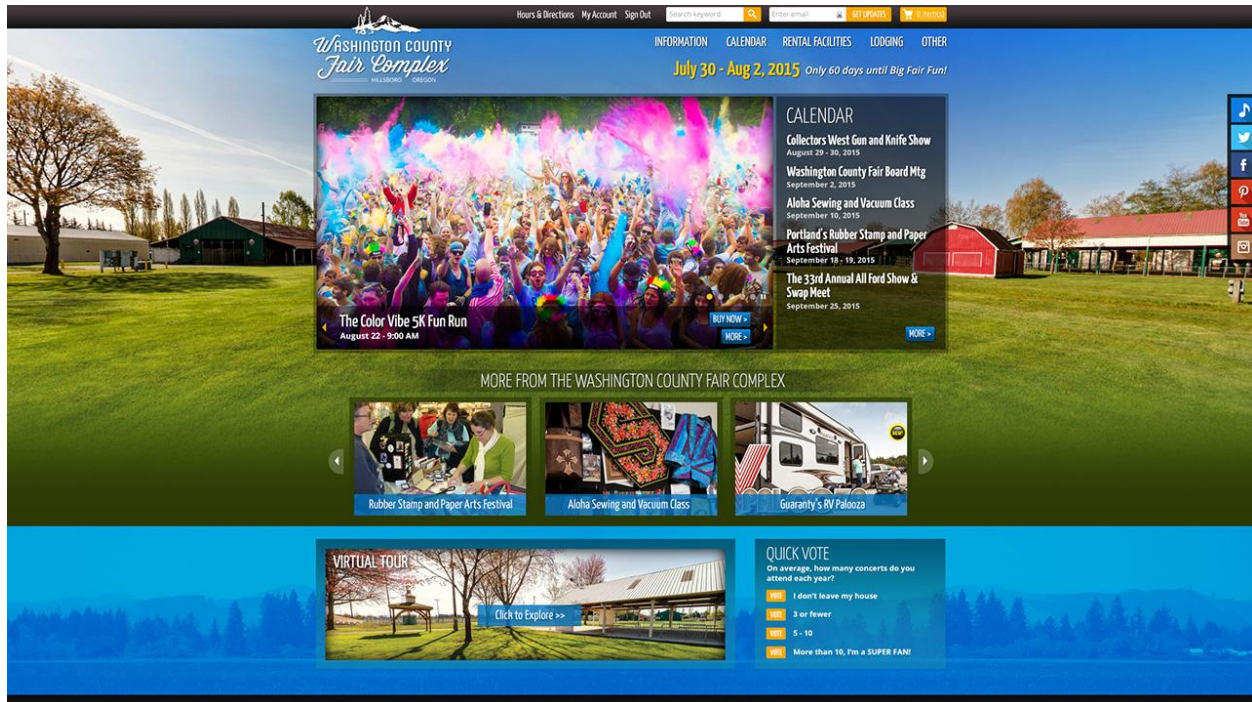
*"Thank YOU Saffire for being so receptive, attentive, open and for your consistent direction and suggestions for us. I'm really, really proud (we all are) of our new site! What an amazing difference!"*

### Anne Moneymaker

Sales & Marketing Manager, State Fair Park  
1301 S. Fair Ave. Yakima, WA 98901  
[annem@fairfun.com](mailto:annem@fairfun.com) | (509) 248-7160

# Washington County Fair Complex, Oregon

[www.faircomplex.com](http://www.faircomplex.com)



*"Saffire is a life-changer! Even if you already think being able to manage your own website would be great, you have no idea how great, and EASY, it really is until you work with Saffire. During the design process, they ask some great questions that force you to really think about your image and your brand, and for us, we got exactly the design we envisioned. The training is made so easy for you that, in no time at all, you are confident and making your website come to life. I am officially Saffire's biggest fan!"*

**Lisa DuPre'**

Marketing & Events Coordinator, Washington County Fair Complex  
873 NE 34<sup>th</sup> Avenue, Hillsboro, OR 97124  
[lisad@faircomplex.com](mailto:lisad@faircomplex.com) | 503.648.1416



## Testimonial Letters



May 7, 2016

### Customer Reference – Saffire

To Whom It May Concern:

In 2013, my staff had the privilege of working with Cassie Roberts and Saffire on the realization and production of a brand new website for State Fair Park. Saffire listened to our thoughts, desires and priorities, and then put together several sample templates to help us visualize our plan and see the future benefit to our fair. Saffire was with us every step of the way, whether it was with additional suggestions, information, answers or education.

Saffire not only goes above and beyond in the original construction of a website, but continues to do so every step of the way. Since our website's inception, we have received monthly Google Analytics Reports, webinar opportunities and updates. Not to mention, Saffire is an attentive partner – we receive emails and phone calls inquiring about our website and ensuring our continued satisfaction. We are often asked, what else do we need or what more would we like to see, however when my staff does finally come up with a new idea, Saffire already has it past the idea stage, in the project stage and quickly moving towards production.

Saffire does not stand still; they are not complacent or satisfied with how things are. Saffire is always moving forward, bringing bigger and better to their clients.

I think what I appreciate most about Saffire, is the simplicity and ease of their program. From day one, and the help of a few Saffire YouTube videos, our new website was simplicity, with the benefit of looking incredible. There is almost nothing you can't do!

I look forward to many continued years as a Saffire client, and would highly recommend Saffire to any company in need of their website talent and abilities. I'm available for further discussion.

Sincerely,



Gregory G. Stewart  
President & General Manager

#### STATE FAIR PARK

Home of Central Washington's State Fair  
and the Yakima Valley SunDome  
Phone: (509) 248-7160 x111



Central Washington State Fair

Yakima Valley SunDome



1301 S. Fair Ave. · Yakima, Washington 98901 · tel: 509.248.7160 · fax: 509.248.8093 · [www.fairfun.com](http://www.fairfun.com) · [cwsf@fairfun.com](mailto:cwsf@fairfun.com)



# Colorado State Fair

1001 Beulah Avenue  
Pueblo, Colorado 81004

May 16, 2016

To whom it may concern,

I would like to provide my highest recommendation for website development and management services by Saffire. The Colorado State Fair has been a Saffire client, or part of the "Saffire family", since 2012, and we haven't looked back. Their team is very familiar with the nature of our business, being event oriented and the time sensitivity that may come with issues that may occur. I've had them answer a help desk as late as midnight. To say the least, their customer service is second to none.

Our initial website launched very quickly, with development only taking about eight weeks. We had the support of the Saffire team the entire way with one team member even coming to our location and working with staff on an individual basis to alleviate any concerns they may have had in transitioning to a new website. A year after we launched the new site, they came to us and wanted to make some changes as they felt they had a unique idea that fit our brand a lot better. We went with the new design ideas and Saffire made that transition easy as well! Saffire continuously adds new features, keeping up with the latest trends in web development. It's a comfort to know our website will never be "outdated".

In addition, their continued education on topics such as social media, digital marketing, cybersecurity and others is useful tool for our staff and comes with a sense of security knowing their recommendations are tried and true from their staff.

We really can't say enough good things about Saffire. I would be more than happy to share any additional experiences with you. Please feel free to contact me with any questions.

Sincerely,



Dani Traweek

Event Marketing & Sponsorship Director  
Colorado State Fair & Rodeo

dani.traweek@state.co.us

P (719) 404-2013 ♦ F (719) 404-2052 ♦ C (719) 924-0061

DELAWARE STATE FAIR, INC.  
18500 S. DuPont Highway  
P. O. BOX 28  
HARRINGTON, DE 19952-0028



PHONE: (302) 398-3269  
FAX: (302) 398-5030  
WEBSITE: [www.delawarestatefair.com](http://www.delawarestatefair.com)  
E-MAIL: [info@thestatefair.net](mailto:info@thestatefair.net)

Greetings from the Delaware State Fair,

If you are receiving this letter you must be going through the unenviable task of building or rebuilding your event's website. I can remember going through our RFP process and feeling very nervous about selecting the right company to help grow our Brand and communicate to our valued Fair customers. With a two person marketing staff we had to have something that was user friendly and did not require us becoming HTML code writers. Going through the selection process I have to say one company stood out from the firms we interviewed.

Saffire's web development and platform services. The Delaware State Fair has been a Saffire client since late 2012. We enjoyed the experience so much that we actually got a second website from their team in 2015 for our fairgrounds! Both of our unique websites look fantastic and are easy for our customers to navigate. We even won 1<sup>st</sup> place for our site at the 2015 IAFE Convention!

The Saffire platform provides a simple, integrated interface for myself and our staff to have full independence when managing our content, plus it is much more user-friendly than other platforms such as WordPress. When we have questions, the Saffire team is extremely responsive via phone and email. Let me stress this point again, any of the Saffire team members have been amazing to work with and **responsive** to helping us learn and grow.

However, what makes Saffire more qualified for the job than any other company is their commitment to the fair industry. Many features of the software are developed specifically for fairs and facilities like ours, and you will not find another platform that is so advanced to an event's specific needs. The staff attends industry events and hears our voice when developing new features. Saffire is a true partner to the Delaware State Fair, and I would whole heartedly recommend them for your project as well! If you have any further questions please feel free to reach out to me at [danny@thestatefair.net](mailto:danny@thestatefair.net) or 302.398.5903

Best of luck,



Danny R. Aguilar  
Assistant General Manager & Director of Marketing  
The Delaware State Fair, Inc.



May 12, 2016

To Whom It May Concern:

I am pleased to extend my recommendation of Saffire and their website development services. Within the last year, we launched two websites with the Saffire team, for both the New Mexico State Fair and EXPO New Mexico, our year-round events center and we are extremely happy with the results! Our website is dynamic, user-friendly and unique. The turnaround time from conception to completion was quick and delivered on time. We have found that Saffire's built in forms are of great value to us in the many different areas in which we seek feedback from our customers.

Saffire is always very responsive to our needs when we require technical support. We consider it an asset that we can update our own website, but it gives us peace of mind to know that we have a strong team to call upon as needed. They are always helpful and quick to respond to our questions.

Saffire is a great partner for website management within the industry. We are confident in our decision to partner with Saffire, and would recommend their services without hesitation.

Best regards,

  
Dan Mourning  
General Manager

300 San Pedro Drive NE,  
Albuquerque, NM 87108  
505-222-9700

Mailing Address  
P.O. Box 8546  
Albuquerque, NM 87198





## Experience with Venue Organizations

Since the very first Saffire website, creating a platform that works in the venue space has been a goal. We program features with the specific needs of this industry in mind. We ask our current clients what features they would like to see in the platform, taking input from real people like you using the software!

"The Saffire team is always available to answer questions, guide us in the process and give us feedback on the things we are doing. In a business that is different than any other it is so wonderful to work with a company that understands what we do and can give us the tools to manage our webpage correctly."

**Brandy Haupt**

*Lodi Grape Festival*

## Organizational Capabilities

Our company was founded in 1998, and it 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 website and ticketing, we have seen it before and have the expertise to help.

### Partners

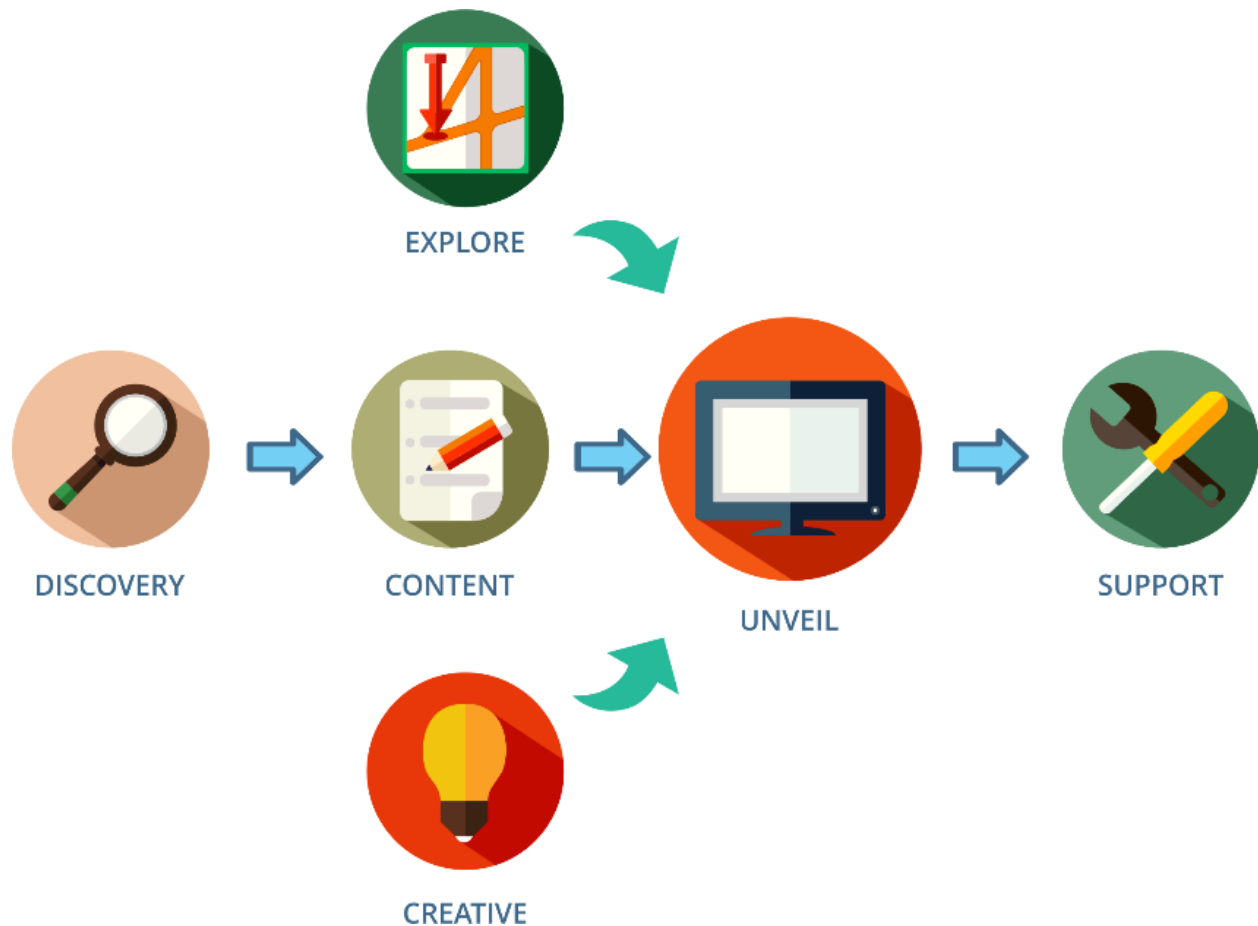
Name	Title	Contact Info
Kendra Wright	President	<a href="mailto:kendra@saffire.com">kendra@saffire.com</a>
Aaron Pederson	Partner, Operations Director	<a href="mailto:aaron@saffire.com">aaron@saffire.com</a>
Jeremy Emerson	Partner, Creative Director	<a href="mailto:jeremy@saffire.com">jeremy@saffire.com</a>

Saffire employs almost 20 full-time employees as of January 1, 2016 at our offices in Austin, TX and Portland, OR. 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	Senior Production Engineer	11	<a href="mailto:chris@saffire.com">chris@saffire.com</a>
Daniel Bunn	Production Engineer	4	<a href="mailto:dan@saffire.com">dan@saffire.com</a>

## Project Management Process

One reason Saffire websites are so easy to launch is because we have the capability and resources to **manage your training, content entry and creative for your site at the same time**. Here is a visual representation of your timeline to launch, followed



by an explanation for each of the phases:

### Discovery Phase

The first thing we do is **have a kick-off meeting** to take care of housekeeping items, talk about the process, get to know each other and answer any questions you may have about Saffire.



Then we **have a design meeting**, where we listen to your hopes and dreams and find inspiration for the Creative Phase of the project.

## Explore Phase

Next, we **gather and organize the content** for your new website, including the development of a site map. We begin our fine-tuned, eight-week training program called Saffire U. During these weeks, we break down the elements of a great website into digestible sections, and we have a weekly meeting to answer questions and make sure we stay on track. You also have unlimited support any time you are working on your own, via phone or email.

## Content Phase

In this phase, you begin populating content on your new site, or you may enlist Saffire's expert help for content migration depending on preferences and budget. **You are able to move extremely quickly**, because we give you a "starter site" following your kick-off meeting, where content can be migrated while your old website is still live. This starter site is like a **staging area**, where content can be entered, but no one in the general public will be able to view your final content before your approval.

## Creative Phase

The Creative Phase is where we **make your website beautiful**. This phase is concurrent with the Explore phase, resulting in **a site launch that is at lightning speed**. Sometime during the launch period of your site, we "paint" your starter site with your website design. (It's like magic!)

## Launch Phase

Finally, your site navigation is set, your content is populated and your design is unique and beautiful. The last week is for tweaks. We help you make sure your site is beautiful and ready for prime time with our stringent testing plan. Then when you're ready, **we pull the trigger and launch your new website!**

## Training

We have a detailed training system, **Saffire U, that is available to you forever.**

**Training is typically an eight-week process to launch your website.** We have broken up what we feel makes a successful website into eight sections, and we provide lessons and videos for each step of the training process. For each lesson, there is a “Learn It” button that plays a video tutorial, and a “Do It” button that takes you directly to the page where you can do what you just learned.

Every week, you get an email outlining what you accomplished and what is next in training. Our most successful clients spend a few hours a week watching videos and entering content on their site (actual time is highly dependent on how much content there is).

As mentioned, your weekly meeting during your launch allows us to cover any questions you may have. As Saffire adds new features, we also add to our training database! You can continue learning from Saffire U even after you launch your website!

## Support

Once you are part of the Saffire family, we provide ongoing support and maintenance of your site as long as you choose to stay (which we know will be forever)! **All our support is unlimited at no additional charge**, so you can contact us anytime you need help.

Our support is available by phone, email and chat; you can send us a message from any page on your Spark dashboard, and it will be texted and emailed to 7 people. Our goal is to answer you within 10 minutes. We are serious about our support!

If you require travel to your location, we request that you cover all travel-related fees and a \$300/day on-site support fee.

“I think the world of Saffire - best responsiveness I've ever had! The support and coaching team listens to my needs, keeps me updated on projects, makes quick turnarounds and ultimately has my best interests at heart. I know we're in good hands with Saffire's continuous improvement to Spark and amazing customer support!”

**Dawn Miller,**  
*Tourism & Sports Supervisor*

## Security Measures

Saffire has a **very secure system to host your website**, including:

- Cisco physical firewall, only web ports open to public
- Sophos anti-virus on all systems, continuous scan and signature file updates
- Encrypted data storage for added security against fraud
- Keycard protocols, biometric scanning protocols, and around-the-clock interior and exterior surveillance
- Access limited to authorized data center personnel; no one else can enter the production area without prior clearance and appropriate escort
- Every data center employee undergoes multiple and thorough background security checks before hire

We are happy to set up a meeting to talk specifically about security if you wish.

## Timeframe for Completion

Saffire generally launches your website approximately 8-10 weeks following the kick-off meeting. Almost all websites are launched within 10 weeks, and we have launched as quickly as 6 weeks. Optional integrations are added onto this timeline. *(See Sample Project Plan for details.)*

## Web Hosting Capabilities

Here is more detailed information on our hosting services:

### Network

- Dedicated to our customers' hosting needs only
- Always high-performance bandwidth
- 9 network providers, for multiple redundancies
- Fiber carriers enter at disparate points to guard against failure
- Network topology and configuration automatically improves in real time
- Configuration, co-developed with Cisco, guards against single points of failure at the shared network level (extendable to your VLAN environment)

### Precision Environment

- N+1 redundant HVAC (Heating Ventilation Air Conditioning) system, ensuring duplicate system immediately comes online should there be an HVAC system failure
- Every 90 seconds, all air is circulated and filtered to remove dust and contaminants
- Advanced fire suppression systems

### Core Routing Equipment

- Fully redundant, enterprise-class routing equipment only
- Fiber carriers enter at disparate points to guard against service failure



# Saffire Budget & Fees

Saffire has a combination of an initial setup fee & design fee, and ongoing licensing and hosting fees.

## INITIAL FEE

### PLATFORM SETUP FEE

**\$4,000**

- Your complete website, mobile site and tablet site
- Content management system, including forms management
- All setup, training unlimited support while launching your website

## DESIGN FEE

### CUSTOM WEBSITE THEME DESIGN

**\$1,500**

Saffire creates new website design including:

- Choice of several homepage layouts, which can be customized as desired
- Develop fonts, colors and styles based on desired brand personality
- Photography selection and potential enhancements as needed
- Potential for custom design elements, background and illustration (limited)
- Inclusion of stock photography to help fill site features
- All web design elements provided to use in other marketing materials

*Design includes one round of revisions (as well as a second round of tweaks, if needed). Additional rounds of revisions for all options are approximately \$300 each. Saffire will advise on revision charges and get approval before proceeding.*

## ONGOING FEES

### **MONTHLY LICENSING FEE**

**\$125**

Our goal is for Saffire to continue to keep your site “fresh” for years to come. Licensing covers at least quarterly updates to your site features, maintenance as needed, ongoing training and unlimited support whenever you need it and frequent server scans to make sure your site has the highest level of security. All this will ensure you never again have the upheaval of switching providers.

### **MONTHLY SITE HOSTING FEE**

**\$75**

Your site hosted on secure server at Rackspace, an international hosting company, as well as any help you need managing your server. We have 24/7 phone support with Rackspace, in case there is ever an issue with your server, and it is only Saffire clients on your server.





## Optional Fees for Additional Functionality

The following services are completely optional and can be added at any time, either at the start of the website project or down the road.

### DATA MANAGEMENT

#### CONTENT MIGRATION

**\$1,500**

Saffire will transfer your content from your existing website to your new site for a one-time fee.

### MARKETING COMMUNICATION

Saffire is already compatible with several other email providers, and can integrate with these systems: Bronto, Constant Contact, MailChimp, Magnet Mail

Saffire can integrate with your custom email provider for a one-time fee of \$500.

### BULK TEXT MESSAGING USING SAFFIRETEXT™

Starting at **\$12/month**

SaffireText™ starts at \$12 per month for unlimited texts based on the number of cell phone numbers you have. We help you build your texting list by including a signup on every page of your Saffire website. Full pricing for this service is shown below.

# of Cell Numbers	Price Per Month
Setup	INCLUDED WITH SAFFIRE
1- 100	\$12
101- 500	\$25
501-2,000	\$99
2,001-5,000	\$250
5,001-10,000	\$500



## ECOMMERCE

### TRANSACTIONS USING BUILT-IN SAFFIRECOMMERCE™

**\$.50/ITEM**

Saffire allows you to sell through any ecommerce provider; this fee is only if you choose to use the built-in SaffireCommerce™ engine for ecommerce transactions. Distribution for these purchases may be by will call or mail.

### TRANSACTIONS USING SAFFIRETIX™ TICKETING PLATFORM

SaffireTix combines three points of sale into one handy system with comprehensive, real-time reporting via desktop or mobile device:

- Online, print-at-home tickets you can scan at the gate (with an Apple device, which we can provide)
- Advance sales with hard tickets or QR stickers you can place on your own tickets
- Gate sales so you can sell tickets from your box office via cash and credit card

*\*Note: Our ecommerce transactions are processed through PayPal Pro or Authorize.net*

### SAFFIRETIX TICKETING SET UP

### NO CHARGE FOR SAFFIRE CUSTOMERS

- Installation of SaffireTix on your website
- SaffireTix U training and documentation
- Integration of ticketing and shopping cart pages into your website
- Ecommerce audit to make sure all items are set up correctly and promoted throughout your website

## ONLINE TICKET SALES

Online fees are based on the cost of your ticket(s)\*:

Price	Fee/Ticket Sold
\$0 - \$9.99	\$1.00
\$10.00 - \$24.99	\$1.50
\$25.00 - \$74.99	\$2.00
\$75.00 & up	\$3.00

*\*Note: You will also have online merchant fees, which cover getting your online revenue put into your bank account, from PayPal Pro. With SaffireTix, your monthly fee is waived, and the processing charge is 2.2% + \$0.30/transaction for Visa, MasterCard and Discover, or 3.5% for American Express. Most clients charge a convenience fee that covers these costs.*

Let us know if you'd like pricing for advanced or gate SaffireTix sales or device rentals, and we're happy to provide it!

# Sample Project Schedule

The following is an example production & implementation plan, based on a sample client project start date of June 6, 2016. 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 4/1/2016   Proposed Launch: 6/1/2016		
TASK	DATE	WHO
Schedule Kick-Off Meeting	6/6/2016	Brandi
Conduct Kick-Off Meeting	6/8/2016	Brandi
Schedule Weekly Training Meetings (to be executed at least once weekly through website launch)	6/8/2016	Brandi
Send Kick Off Meeting notes to programming team to create Starter Site	6/8/2016	Brandi /Chris
Schedule Layout & Design Meeting	6/8/2016	Brandi
Starter Site Delivered	6/10/2016	Chris
Conduct Layout and Design Meeting	6/9/2016 – 6/17/2016	Brandi /Jeremy
Deliver Design	6/28/2016	Brandi /Jeremy
Design Revisions-1st Round (Design Changes)	7/1/2016	Client
Deliver Revised Design	7/6/2016	Brandi /Jeremy

Design Revisions- 2nd Round (Design Tweaks)	7/8/2016	Client
Deliver Finalized Design	7/12/2016	Brandi /Jeremy
Slate Design for Production	7/13/2016	Brandi /Chris/Dan
Design Applied to Starter Site	8/2/2016	Chris
Final testing and implementation of launch checklist	8/5/2016	Brandi /Chris
Go Live Date	8/7/2016	Chris/ Brandi
Testing performed on the website in a live environment	8/7/2016	Chris
Post launch meeting	8/8/2016	Brandi

*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.*

*Some clients request more time to review designs, have more content which requires more time to migrate, etc. Each client will receive a custom timeline based on these factors, falling within an 8-10 week window from start to finish.*