



AGENDA

Finance Committee
Special Meeting
Village Hall

1900 Hassell Road, Hoffman Estates, IL 60169

November 11, 2024

Council Chambers

**Immediately following
Transportation & Road
Improvement Committee**

1. **CALL TO ORDER/ROLL CALL**
2. **PUBLIC COMMENT**
3. **NEW BUSINESS**

A. Authorization to enter into an agreement with Carbonhouse, LLC, Charlotte, NC for a website redesign for NOWArena.com in an amount not to exceed \$35,000.

4. **ADJOURNMENT**

Further details and information can be found in the agenda packet attached hereto and incorporated herein and can also be viewed online at www.hoffmanestates.org and/or in person in the Village Clerk's office. The Village of Hoffman Estates complies with the Americans with Disabilities Act (ADA). For accessibility assistance, call the ADA Coordinator at 847/882-9100.



AGENDA ITEM REPORT

Finance Committee
November 11, 2024
ITEM 3A

REQUEST: Authorization to enter into an agreement with Carbonhouse, LLC, Charlotte, NC for a website redesign for NOWArena.com in an amount not to exceed \$35,000.

FROM: Ben Gibbs, General Manager - NOW Arena
Craig Kuehne, Director of Marketing- NOW Arena

ITEM TYPE: Agreement - Committee

REQUEST SUMMARY

The Village and NOW Arena conducted a Request for Proposals (RFP) for a website redesign and hosting services for NOWArena.com. The current NOW Arena website and provider are not meeting the needs of the arena and its customers. The existing provider is deficient in several key areas of service, some of these are listed below:

- Certain changes to original wireframe can't be made resulting in empty sections
- Site has crashed during large event on-sales
- Site goes down at least once per quarter
- Not easily customizable
- Events built in system can be found on Google prior to being published
- No ability to schedule event announcements, on-sales, promotions, contests, etc.
- No ability to share preview of event detail and website pages prior to publication
- No ability to place pixels or tags without web administrator
- Changes through our web provider take 48+ hours
- No ability to manage website through mobile. Must be on PC to make changes

The RFP details the need for qualified vendors with expertise in venue-focused web design that can meet the unique demands of the live events and entertainment industry. The scope of services includes the design and hosting of a new website to enhance the arena's online presence and improve the user experience for various audiences including customers, event planners, and potential sponsors.

As shown in the RFP Summary in the table below, Carbonhouse provided one of the most reasonably priced proposals of the 54 respondents. Their total project cost is \$35,000 which includes all the preferred optional items from Option One (Essentials) of the proposal. Carbonhouse is widely regarded as the gold standard for venue websites and they offer a specialized platform trusted by over 350 clients, including top venues like Soldier Field and SoFi Stadium, ensuring a reliable, industry-specific solution that meets our arena's unique needs.

Some examples that Carbonhouse caters specifically to venues, such as the NOW Arena, include:

- **Industry-Specific Expertise:** Carbonhouse has a deep understanding of the unique needs of the live events and entertainment industry. Their years of experience and exclusive focus on this sector have allowed them to create a platform that aligns perfectly with the operational demands and audience expectations of venues. This focus ensures that every feature, from Ticketmaster integrations to event management, is designed with industry-specific precision.
- **Seamless User Experience:** Carbonhouse sites are crafted for intuitive navigation, high-quality design, and smooth user interaction, which are essential for event-driven sites that attract high traffic and need to provide quick access to information. Their websites are optimized to handle significant surges in traffic during high-demand periods, offering both fans and administrators a streamlined experience.
- **Advanced Technology and Security:** With features like stable hosting and failover capabilities, Carbonhouse minimizes downtime during critical times, such as high-profile event launches. Their advanced hosting infrastructure ensures reliable performance, while security measures protect customer data and provide peace of mind to venue operators and fans.
- **Comprehensive CMS Tailored for Venues:** Carbonhouse's Showtime Content Management System (CMS) is specifically designed for the live event industry. It allows venues to easily update event information, manage complex ticketing options, and display multimedia content to enhance the fan experience. The CMS's flexibility and ease of use enable venues to adapt quickly to changing event details and marketing needs.
- **Data-Driven Insights and SEO Optimization:** Carbonhouse sites include robust tools for tracking user behavior and engagement, which can help venues make data-driven decisions to improve their marketing and event planning. Their platform also emphasizes SEO optimization tailored to the live event sector, helping venues maximize visibility and attract broader audiences.
- **Integration with Industry Tools:** Carbonhouse understands the importance of integration with essential tools like ticketing systems, event calendars, and social media platforms. Their platform supports seamless connections with these services, ensuring that visitors can quickly purchase tickets, share events, and stay informed, all in one place.
- **Trusted by High-Profile Venues:** The roster of clients who rely on Carbonhouse, including iconic venues like Soldier Field and SoFi Stadium, is a testament to their reputation and reliability. These high-profile partnerships underscore Carbonhouse's role as a trusted leader in the field, capable of delivering solutions that meet the demands of the world's top entertainment venues.

Choosing Carbonhouse ensures that the arena will have a reliable, industry-leading website solution specifically tailored to the unique demands of live events, supported by a trusted provider with a proven track record among top venues. While not the lowest proposal, Carbonhouse offers unmatched value as the lowest responsible bidder,

delivering the stability, customization, and expertise needed to enhance the fan experience and meet operational goals. Due to cost and the unique space that Carbonhouse holds in the live events and entertainment industry, staff believes that they are the best available option and recommends that the Village contracts with Carbonhouse for the redesign and hosting services for NOWArena.com.

RFP SUMMARY:

Vendor	Project Cost	Hosting/Maintenance
SDLC	\$12,000	N/A
Mr Nguyen	\$15,400	N/A
AKA Comp Solutions	\$15,850	\$1,140/month
Snowberry Media	\$21,650	\$300/month
Vibe Marketing	\$27,200	\$524/month+
Ansah Ventures	\$27,300	\$1,608/month
Prioxis	\$28,000	N/A
Bigtop Collective	\$28,500	\$750/month
A2Zxperts	\$29,600	\$1,100/month
Brand Optics	\$30,000	\$1,000/month
Rory Martin	\$30,000	\$500/month+
OnPoint	\$30,303	\$420/month
Usher U	\$34,500	\$1,033/month
Cyber Nodes	\$34,800	\$3,400/month
Carbonhouse	\$35,000	\$750/month
TMA Solutions	\$35,000	N/A
GHD Digital	\$35,400	527.50/month
Innovation Skies	\$36,000	N/A
Foremost Media	\$36,000	\$666/month+
Algoryc	\$36,500	\$1,500/month+
Fidelity Creative	\$39,500	N/A
eITcare	\$39,906.65	N/A
Seattle New Media	\$42,840	\$1,100/month+
Madak	\$45,000	\$900/year+
Wisenetec	\$45,000	\$1,375/month
SoftUp	\$49,000	\$500/month+
Sandstorm Design	\$50,000	\$500/month+
BYMORF	\$51,000	\$1,200/month
Innosphere	\$51,700	N/A
Saypr	\$55,000	\$600/month
TGech2Edge	\$55,000	\$333/month+
Hexcode Marketing	\$58,000	\$500/month
Ideaseat	\$59,520	\$225/month
Solvisium	\$62,000	N/A
Soma Sciences and Arts Studio	\$65,000	\$625/month
Brainvire	\$67,140	N/A
Spinner Media	\$68,000	\$875/month
Jet Advertising	\$71,550	N/A
Terra HQ	\$72,500	\$2,300/month
XDS	\$73,500	\$4,000/month
Exemplifi	\$79,600	\$800/month

EyeMagine	\$92,735	\$500/month+
Numeric Technologies	\$95,950	\$1,533/month
Hello World	\$100,000	\$750/month
Four Bends	\$100,000	N/A
Symphonize	\$114,000	\$1,400/month
ESPYUS	\$117,000	N/A
Cork Tree Creative	\$129,000	\$300/month+
Visage Art Productions	\$133,705	\$1,053.33+
ICALIA Labs	\$163,980	\$1,440/month
Blackjack Productions	\$166,500	\$2,500/month
NuReIm	\$179,360	\$1,600/month+
Impact Marketing	\$217,250	\$2,500/month+
A List Profiles	\$225,000	N/A

FINANCIAL IMPACT

Funding in the amount of \$35,000 is included in the 2024 NOW Arena budget for the redesign of the arena website. Based on the proposal provided by Carbonhouse, expenditures are expected to be at or below \$35,000 for this project (not including annual hosting and maintenance fees).

RECOMMENDATION

Authorization to enter into an agreement with Carbonhouse, LLC, Charlotte, NC for website redesign for NOWArena.com in an amount not to exceed \$35,000.

ATTACHMENTS

1. Carbonhouse Proposal
2. NOW Arena Website RFP
3. Carbonhouse Agreement NOW Arena website

WEBSITE PROPOSAL

NOW ARENA

PREPARED BY

Ed Prescott
Business Development

704.333.5800 x212
eprescott@carbonhouse.com

PROPOSAL DATE

September 24, 2024
Proposal valid for 90 days

ADDRESS

carbonhouse
5727 Westpark Drive
Suite 108
Charlotte, NC 28217

TABLE OF CONTENTS

- About // History2
- Showtime // Intro3
- Showtime // Tools.....4
- Appendix // Client Spotlights5
- Experience // Event Understanding6
- Experience // Client List.....7
- Experience // Client Testimonials10
- Design // Responsive11
- Showtime // Core Features.....12
- Showtime// Hosting13
- Features // Accessibility.....14
- Features // SEO Tools.....15
- Features // Calendars16
- Design System // Hybrid17
- Features // Advanced Search.....18
- Features // App Integration19
- Features // Advanced ticket type system.....20
- Features // Interactive Visitor guide.....21
- Process // Timeline22
- Project // Scope25
- Appendix26
- Appendix // References27
- Appendix // Technology Q & A.....28
- Appendix // Service Level Agreement.....30

ABOUT // HISTORY

BORN INTO AN INDUSTRY

WE'VE LIVED IT. THAT'S WHAT MAKES US UNIQUE. IT'S WHY NO ONE KNOWS EVENTS LIKE CARBONHOUSE.

Founded in 1999, carbonhouse provided design and website services across many industries. In 2005 founder James Sack joined forces with concert promoter and venue manager Brandon Lucas to focused on the niche market of the venue and live entertainment industry. Together they identified a significant need for event marketers and managers to become empowered, to manage their websites on demand to make them their greatest marketing tool.

carbonhouse events platform arrived at the 2007 Dallas Entertainment and Arena Marketing Conference with one venue client and left with two. Within the next year, the client list grew to five. Through long nights and weekends and with

dedication, loyalty, and sweat equity, carbonhouse built the tools, systems, and relationships which earned its status as an industry leader. Now, with more than 350 clients and a 99% retention rate, we're proud to share that this dedication and focus have allowed us to earn double-digit growth each year.

Today we equip our clients with scalable, secure technology and a dedicated focus on the needs of the live entertainment industry. Our team and its vision allow us to look further, continuously developing cutting-edge solutions for our clients. We're not just building beautiful websites; we're developing the systems and solutions you need, unlike anyone else.

OVERVIEW

Founded:
1999

Staff:
21

Clients:
350+



2006
First Venue Client



2011
First Multilingual Site



2012
150 carbonhouse Clients



2013
First European Client



2014
London Office Opens

SHOWTIME // INTRO

SHOWTIME*

POWERFUL CUSTOMIZED WEBSITE DASHBOARD AT YOUR FINGERTIPS—LIKE NO OTHER.

The Showtime Content Management System, with its fully-customizable dashboard, can be accessed anywhere, anytime, from any device. It is the all-encompassing event-marketing platform, built specifically, from the ground up for the venue and live entertainment industry.

Showtime makes it easy to not only create, view, and manage upcoming events, but also to follow every aspect of your website. Have historical and real-time analytics, recent site activity, and venue traffic monitoring at your fingertips on a dashboard wholly customized for and by you.



Every web development company has a name for its platform. Some are technical (Web Admin), others exclamatory (Wow! Fire! Blast!). We chose (and love) Showtime because it defines what we are about — Empowering marketers to sell their events through responsive and scalable technology.

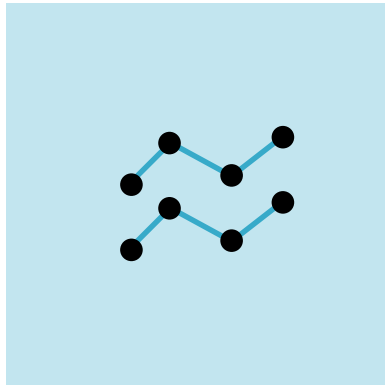
SHOWTIME // TOOLS

SHOWTIME TOOLS



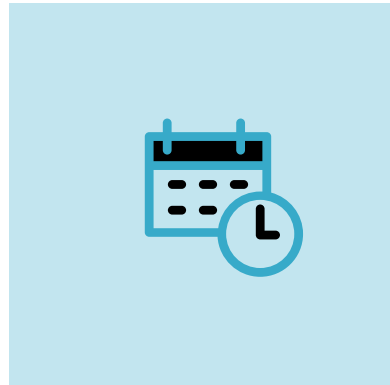
CUSTOMIZED DASHBOARD

Each admin user has individual needs, and your experience should be tailored to meet them. Build your unique showtime dashboard with our many widget-based resources.



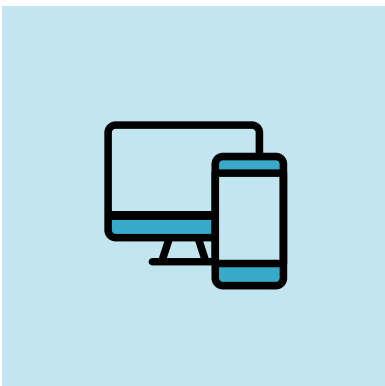
ANALYTICS

Showtime offers historical and real-time analytics to give you insight into your web-traffic sources and ticket buyers.



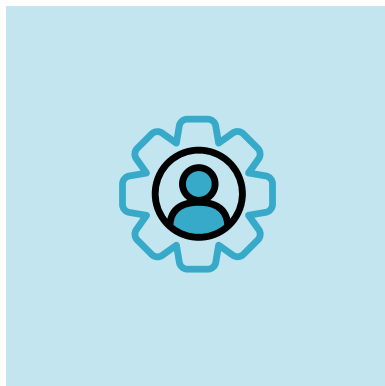
SCHEDULING

Manage Event Announcements, On-Sales, Event End Dates, Promotions, Contests and more through the integrated Showtime scheduling software.



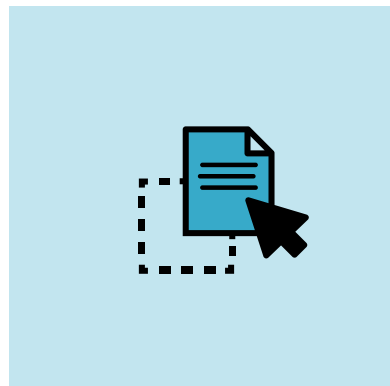
FLEXIBLE VIEWS

We built Showtime with mobile in mind. Content can be managed anywhere, on any device, with a responsive interface.



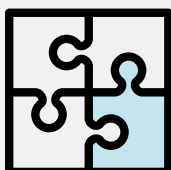
USER MANAGEMENT

Showtime lets you manage admin access to your Box Office, Sponsorship and Group Sales teams with ease.



DRAG & DROP

Powerful technology shouldn't be complicated to use. Showtime page content can be changed with simple drag-and-drop capabilities.

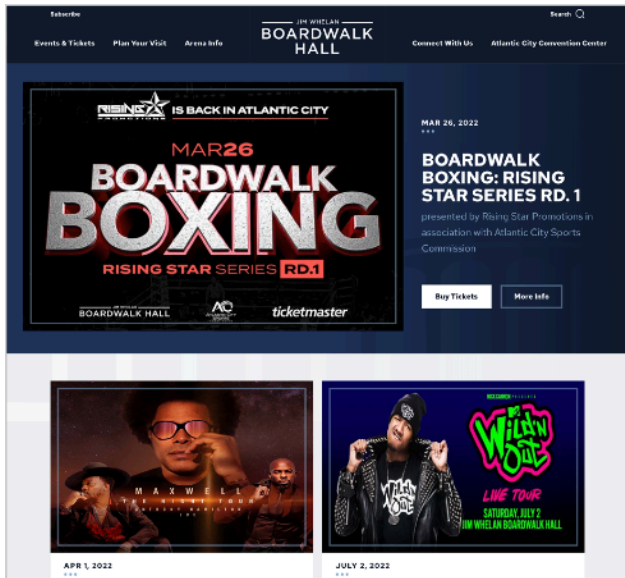


PARTNERSHIPS

Our industry experience, leadership and technology allows Showtime to integrate with the leading ticketing companies, mobile app firms, and web-security partners across the globe.

APPENDIX // CLIENT SPOTLIGHTS

CLIENT SPOTLIGHTS



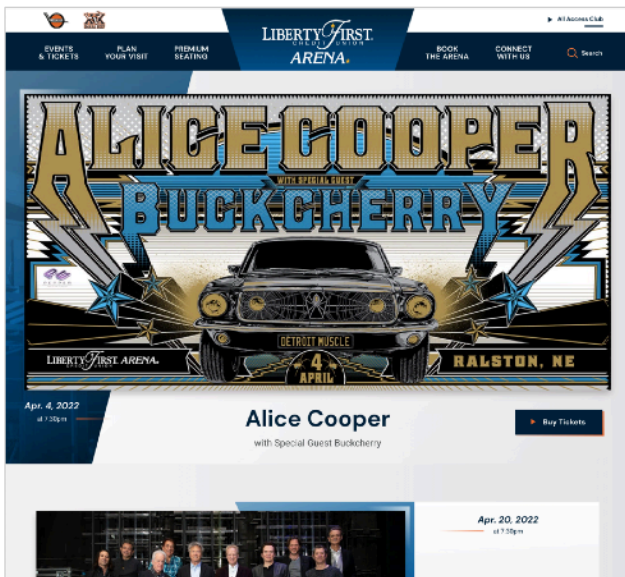
BOARDWALK HALL

<https://www.boardwalkhall.com/>



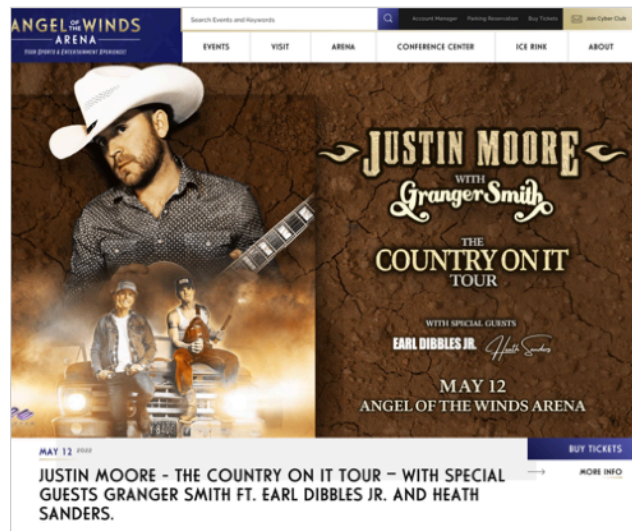
FORD IDAHO CENTER

<https://www.fordidahocenter.com/>



LIBERTY FIRST CREDIT UNION ARENA

<https://www.libertyfirstcreditunionarena.com/>



ANGEL OF THE WINDS ARENA

<https://www.angelofthewindsarena.com/>

EXPERIENCE // EVENT UNDERSTANDING

IT'S IN OUR DNA

UNDERSTANDING EVENTS IS THE FOUNDATION OF WHAT WE DO.



Our Showtime CMS is used by hundreds of marketers and box offices to manage and schedule their event content efficiently. Best of all, we built it with mobile in mind – content can be controlled anywhere with a fully responsive interface.

From Garth Brooks to Hamilton to League Championships, or the Super Bowl, carbonhouse websites are designed to handle the monumental ticketing demands of the world's most famous live acts and sporting events.

Not only does carbonhouse offer the flexible Showtime CMS, but we also have your ticketing company on speed dial. Be it branded ticketing pages, conversion analytics, or full-blown API event integration, carbonhouse works with the leading ticketing companies including **AXS, Paciolan, Ticketmaster, Veritix, AudienceView and Tessitura.**

EXPERIENCE // CLIENT LIST

CLIENT LIST

350+ LIVE EVENT CLIENTS WORLD-WIDE

313 Presents	Broadway in Jackson	Colorado Eagles
Alamodome	Broadway Spokane	Columbus Arts
Albany Capitol Center	Brooklyn Bowl	Columbus Association for the Performing Arts (CAPA)
Alerus Center	Broward Center	Comerica Center
Allegiant Stadium	Brown County Music Center	Coppell Arts Center
Altria Theater	Brushy Creek Amphitheater	Coral Springs Center for the Arts
Amalie Arena	Budweiser Gardens	Core Entertainment
Amerant Bank Arena	Caesars Superdome	Cox Convention Center
American Airlines Center	Cajundome and Convention Center	Cowtown Coliseum
Amica Mutual Pavillion	Camping World Stadium	Cross Insurance Arena
Angel of the Winds Arena	Canton Hall	Crown Complex
Antel Arena	Capitol Theatre	Cure Insurance Arena
AO Arena	Capitol One Arena	Daily's Place
Arie Crown Theater	Capitol One Hall	Denver Arts & Venues
Arvest Bank Theatre at The Midland	Carolina Tix	Denver Coliseum
ASM Mobile	Carson Center	Denver Performing Arts Complex
Asolo Repertory Theatre	Centene Community Ice Center	Desoto CVB
Atlanta Symphony Orchestra	Central Bank Center	Desert Diamond Arena
Atlantic City Convention Center	Century II	Detroit Regional Convention Facility
Austin City Limits Live	Chaifetz Arena	Authority
Aventura Center	Champions Square	Dignity Health Sports Park
Ballet West	Charlotte International Arts Festival	Dominion Energy Center
Bankers Life Fieldhouse	Chartway Arena	Donald L Tucker Civic Center
Bank Plus Amphitheater	Chesapeake Arena	Durham Performing Arts Center
Barbara B. Mann Performing Arts Center	CHS Field	Eagle Bank Arena
Barclays Arena	Cincinnati Arts	Event Venue Marketing Conference
Barclays Center	City National Grove	Eisbaren
Bergen Performing Arts Center	City of Baseball Museum	Empower Field at Mile High
Bethel Woods Center for the Arts	City of Cheyenne	Encana Events Centre
Blumenthal Arts	Civic Center Music Hall	Enterprise Center
BMO Field	Cleveland Agora	ExtraMile Arena
Boardwalk Hall	Cleveland Monsters	Fair Park
BOK Center	Cobb Energy Center	Fargo Dome
Bon Secours Wellness Arena	Coca Cola Coliseum	Ferguson Center for the Arts
Bridgestone Arena	Coca-Cola Music Hall	Fiddler's Green Amphitheatre
Broadmoor World Arena	Colonial Life Arena	

[➤](#) Continued on next page.

CLIENT LIST CONTINUED

First Direct Arena
 First Fleet Concerts
 Fiserv Forum
 Florida Theatre
 Flyers Skate Zone
 F&M Bank Arena
 Folk Americana Roots Hall of fame
 Ford Field
 Ford Park Entertainment Complex
 Ford Wyoming Center
 Fox Theatre (Atlanta)
 Fox Theatre (St. Louis)
 Frost Bank Center
 FTL War Memorial
 Galen Center
 Genesee Theatre
 George Street Playhouse
 Gothic Theatre
 Grammy Museum Mississippi
 Grand Ole Opry
 Great Lakes Center for the Arts
 Greek Theatre
 Greensboro Coliseum Complex
 Hampton Arts

Hampton Coliseum
 Hampton Jazz Festival
 Hartford Wolfpack
 HEB Center at Cedar Park
 HISTORY (Live Nation)
 Hollywood Pantages
 Houston Toyota Center
 Hydro Club
 Infinite Energy Center
 Iowa Events Center
 Iowa Wild
 IU Auditorium
 Jam Productions
 Jefferson Performing Arts Center
 Jefferson Theater
 Joy Theater
 Kaseya Center
 Keswick Theatre
 Keystone Technologies
 KFC Yum Center
 Kia Center
 Koka Booth Amphitheatre
 LA Convention Center
 LA Live
 Landers Center
 Lexington Opera House
 Lyric Baltimore
 Marathon Center for the Performing Arts
 Martha Vineyard Concert Series
 Marymoor Park Concerts
 MassMutual Center
 Mattamy Athletic Centre
 Maxwell C King Center for the Performing Arts
 McAllen Broadway Series
 McCaw Hall

McNicols Auditorium
 Mechanics Bank Arena
 Mercedes Platz
 Mercedes-Benz Arena Berlin
 MetroTix
 Microsoft Theater
 Morrison Center
 Mullins Center
 MVP Arena
 Nationwide Arena
 Nederlander Concerts
 New Jersey Symphony Orchestra
 Niswonger Performing Arts Center
 North Charleston Coliseum Performing Arts Center
 Novant Health Thanksgiving Parade
 Oakland Arena/Ring Central Coliseum
 Oakland Ice
 Ogden Theatre
 Osceola Heritage Park (OH Park)
 Oxford Performing Arts Center
 PA Convention Center
 Pablo Center at the Confluence
 Pabst Theater Group
 Palace Theatre
 Paragon Presents
 Paramount Theater of the Arts
 Parker Playhouse
 Peace Center
 Pensacola Bay Center
 Performing Arts Center San Luis Obispo
 Petersen Events Center
 PFM CORP
 Pikes Peak Center
 Pinnacle Bank Arena
 Playhouse Square
 PNC Arena
 Ponte Vedra Concert Hall
 Popejoy Presents
 PPG Paints Arena
 PPL Center
 Providence Bruins
 Providence Performing Arts Center
 Prysm Nightclub
 Radius



1 BILLION

Page Views on carbonhouse Websites Yearly



95%

Client retention over the last 15 years



5

carbonhouse offices to serve clients across the world

> Continued on next page.

CLIENT LIST CONTINUED

Ralston Arena
 Rams Head Live
 Rams Head On Stage
 Rams Head Presents
 Reno Events
 Rentschler Field
 Repertory Theatre of St. Louis
 Resch Center
 Rhode Island Convention Center
 Rocket Mortgage Fieldhouse
 Rose & Alfred Miniaci Performing Arts Center
 Royal Farms Arena
 Royal Oak Music Theatre
 Royal Variety Charity
 Rupp Arena
 Ruth Eckard Hall
 Ryman Auditorium
 Saint Paul River Centre
 Sam Houston Race Park
 Sandler Center
 Sanford Center
 Santander Arena & Performing Arts Center
 SAP Center
 Schottenstein Center
 Scotiabank Arena
 Scottish Exhibition & Conference Centre
 SevenVenues
 Shakespeare Theatre of New Jersey
 Sharks Ice at Fremont
 Sharks Ice Landing Page
 Sharks Ice at San Jose
 Sheen Center
 Shrine Auditorium
 Shrine on Airline
 Shubert Theatre
 Silverstein Eye Centers Arena
 Sing Out Loud Festival
 Sioux City Orpheum
 SLP Concerts
 Smoothie King Center
 SnapDragon Stadium
 SNHU Arena
 Social Hall SF
 Soldier Field
 Spectrum Amphitheatre
 Spectrum Center
 Springfield Thunderbirds
 Sprint Pavilion

SSE Hydro
 St. Louis Legacy Ice Foundation
 St. Louis Opera House Foundation
 Crypto.Com Arena
 State Farm Arena
 State Farm Center
 State Farm Stadium
 State Theatre of New Jersey
 Stifel Theatre
 Stockton Live
 Symphony Hall
 T-Mobile Arena
 T-Mobile Center
 Tacoma City Theaters
 Tacoma Dome
 Tahoe Blue Event Center
 Tanger Performing Arts Center
 Target Center
 TCF Center Detroit
 TD Garden
 Tech CU Arena
 The Amp St. Augustine
 The Barboza
 The Bomb Factory
 The Capitol Theatre
 The Hangar Sport & Events Centre
 The Key West Amp
 The Monument Live
 The National VA
 The Neumos
 The Norva
 The Novo by Microsoft
 The O2
 The Plaza Live Orlando
 The Ralph Englestad Arena
 The Rams Head Group
 The Ranch

The Regency Ballroom
 The Runaway
 The Sinclair
 The Southern Cafe and Music Hall
 The SSE Arena, Wembley
 Ticket Star
 TicketLeader
 TicketsWest
 Tilles Center
 Toyota Arena
 Tribute Communities Centre
 Tyson Events Center
 US Bank Stadium
 Utilita Arena
 Van Wert Live
 Verti Music Hall
 Veterans Memorial Auditorium
 Virginia Credit Union Live!
 Wagner Noël Performing Arts Center
 Webster Bank Arena
 Wells Fargo Center
 Wharton Center for the Performing Arts
 Wintrust Arena
 Xcel Energy Center
 XL Center
 ynottix
 YouTube Theater
 Yuengling Center
 Z2 Entertainment



7 YEARS

Average Years of Engagement Across
 All carbonhouse Clients



1 BILLION+

Page Views on carbonhouse
 websites yearly



16 YEARS

Longest Client Partnership
 (Blumenthal Performing Arts Center
 Charlotte, NC)

EXPERIENCE // CLIENT TESTIMONIALS

TESTIMONIALS



carbonhouse immediately understood our goals and worked with our fast-paced timeline. The user-friendliness of the CMS backend was an important factor for our project. The collaborative nature of the carbonhouse team cannot be highlighted enough and they always adapt to meet our needs. These important qualities have allowed us to build unique pages and deliver of a premium experience in Las Vegas.

David Griffin
Las Vegas Raiders/Allegiant Stadium

We are so excited about the new site. It looks great. Great feedback from tours, clients, and staff so far too. Our team is small, so this is a huge improvement for our event management process moving forward. It really expedites the process of creating, editing and showcasing our events on our site. No more hard coding ourselves, no more taking off presales/offers/ticket types manually, the recent review link generator update has been great and the ticket type functionality has been amazing.



Hunter Segesta
Houston Toyota Center

carbonhouse has been able to transform the unique and interactive experience of being at a game into our website. The entire carbonhouse team has used their detailed, systematic process to help develop our vision every step of the way. Their support team is quick to help and keen on new developments to keep them ahead of the competition. Carbonhouse is a true partner who shares every teams' goal of creating the best experience for their fans.

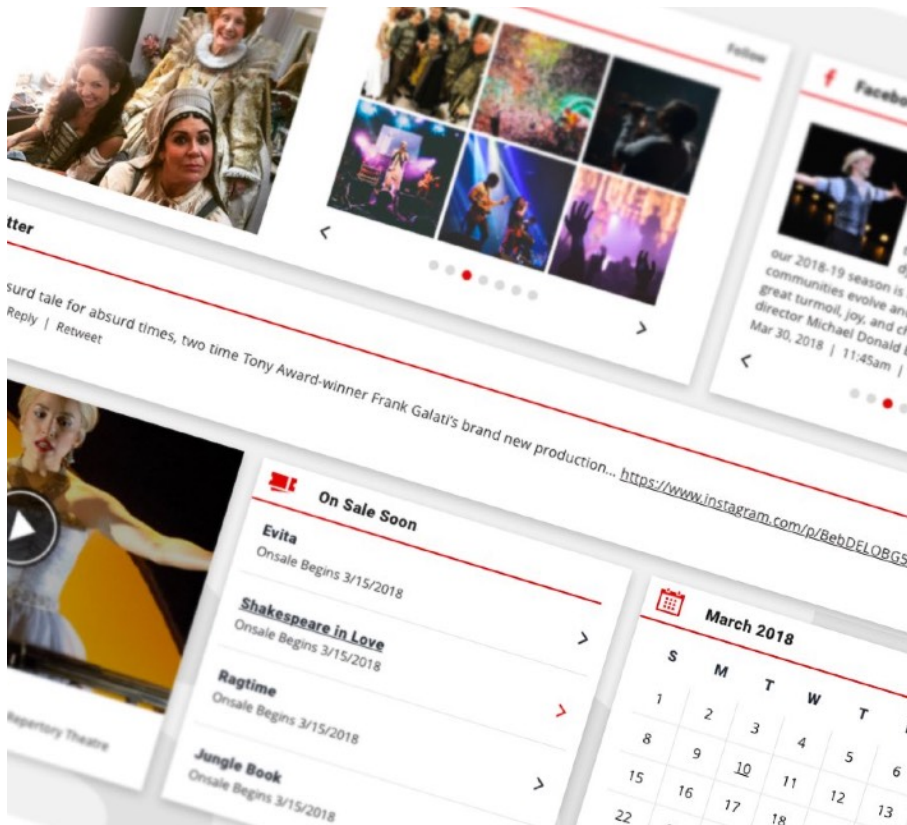


Zane Heinselman
St. Paul Saints

DESIGN // RESPONSIVE

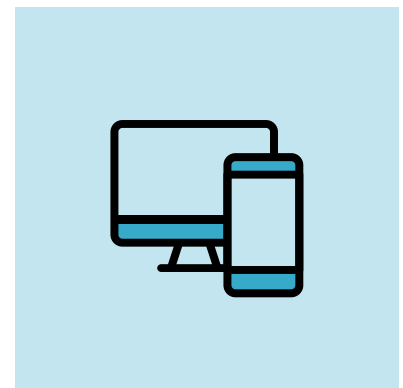
CARBONHOUSE DESIGN

GREAT DESIGN IS BORN OF SIMPLICITY AND CLARITY



All carbonhouse sites offer you a beautiful carbonhouse design with marketing flexibility and development savings. Our cutting-edge websites feature flexible content components which allow for hundreds of combinations and layout options.

We call this 'hybrid design,' which offers a combination of customizable, flexible content capabilities featuring Promotions, Mini-Calendar, Ad Serve, Link List, and HTML, to ensure that your website adapts to your changing goals.



RESPONSIVE DESIGN

carbonhouse's goal is to allow users to view your website and buy tickets on devices of all sizes and screen resolutions. More than 70% of mobile searches lead to an action within an hour and up to 50% of your users will visit your website on a mobile device, so a mobile responsive website is a must.

Responsive Design delivers better SEO, an optimal user experience, and it's simpler to manage. Our mobile-first approach ensures fans quickly find everything they need, from on-sale information to directions to your venue.

+ **Need more customization?** Ask us about custom design options.

SHOWTIME // CORE FEATURES

CORE FEATURES

CORE FEATURES INCLUDED WITH EVERY CARBONHOUSE WEBSITE



Responsive

All new sites feature fully-responsive design for mobile, tablet, and desktop



Powerful CMS

Showtime, the only Content Management System developed uniquely for the venue industry



Scheduling

Automate events, on-sales, and news releases through the automation database



Promotional Space

Content-managed ad rotators and promotional spaces



Share Content

Upload audio, video (YouTube), and photos quickly through the website media manager



Preview Pages

Preview and Share event detail and website pages prior to publication



Social Integration

Feature your social feeds including Facebook, Twitter and Instagram



Stable Hosting

Industry-leading hosting with scalable growth, failover capabilities & Security



Unlimited Training

Comprehensive, ongoing, unlimited training and technical support



Custom Fields

Event Detail Pages can be tailored to your unique requirements



Web Presence

manage Friendly URLs, meta tag/descriptions, and tracking codes for better SEO & SEM



Promotions

Timely homepage alerts and promotional overlay capabilities

SHOWTIME// HOSTING

HOSTING

FACT: ADELE, HAMILTON, ED SHEERAN, AND GARTH BROOKS LOOK FOR THEIR ON-SALES TO BE RELIABLY SUPPORTED BY CARBONHOUSE HOSTING.

WHILE OTHERS HAVE SUFFERED FROM ON-SALE FAILURES, CARBONHOUSE SITES REMAIN STRONG.

NO MORE WORRYING

carbonhouse websites work so well, you don't have to stress about your next big on-sale. Our unwavering dedication to rock-solid hosting during the world's largest on-sales is why we are continually investing in our worldwide infrastructure. From load-balanced, multi-zone hosting to massive data centers on multiple-continents with concurrent databases and immediate failover capabilities, to multiple levels of firewalls and DDoS attack prevention, data centers have provided carbonhouse an unheard-of four nines uptime.

SECURITY

We want a secure web. It is essential for website visitors to know that your website is safe-- even more important, Google wants your website secure. Since October 2016, Google has begun to punish unsecured sites. Unlike our competitors, carbonhouse automatically secures all new websites with the latest SSL features.

READY TO TAKE IT TO 11?

For those who want even more, our technology partner CloudFlare, who supports more web traffic than Twitter, Amazon, and Apple combined, offers additional security and speed solution for our clients - carbonhouse Enterprise with CloudFlare.

carbonhouse Enterprise with CloudFlare adds additional leading-edge features that allow our clients' websites to score higher on Google's Speed Tests with Image Optimization, Javascript optimization, HTML Minify and faster load times through RockLoader and Argo Smart routing. If an improved Google-ranking score is your concern, then carbonhouse Enterprise with CloudFlare is the solution.

[+ Need more details?](#) Our appendix features comprehensive answers by topic.

FEATURES // ACCESSIBILITY

ACCESSIBILITY

An accessible web is a priority for carbonhouse. Our goal is solutions that strive to reach the widest audience regardless of disability. The World Wide Web Consortium (W3C) sets the main international best practices for the World Wide Web and its accessibility. W3C created the Web Content Accessibility

Guidelines (WCAG 2.1). Every new website carbonhouse creates the means to help clients reach WCAG 2.1 AA elements. We work with clients throughout the process to ensure they are educated on many aspects of WCAG.

AREAS OF CONCENTRATION FOR WEB ACCESSIBILITY IMPLEMENTATION



Perceivable
Web content is made available to the senses sight, hearing, and/or touch



Operable
Interface forms, controls and navigation are operable



Understandable
Content and interface are understandable



Robust
Content can be used reliably by a wide variety of user agents, including assistive technologies

FIVE STAGES FOR SUCCESSFUL WEBSITE ACCESSIBILITY FOR CARBONHOUSE WEBSITES

SITEMAP

Review of best practices including highlighting recommendations on web accessibility sections and content .

DESIGN

Designs that meet requirements for minimal AA contrast levels to support website visitors with low-visibility or color blindness.

DEVELOPMENT

Coding that supports an accessible web. Post-development review by testing with industry-accepted screen reading tools.

TRAINING

Training and review of website accessibility tools and responsibilities for successful implementation of WCAG A & AA guidelines.

ON-GOING

Bi-Annual client webinars featuring updates on website accessibility by carbonhouse and web accessibility insiders.

Disclaimer: While we will encourage and support clients in their efforts to meet these guidelines, website accessibility implementation completed by carbonhouse does not cover accessibility issues introduced by third-party scripts and or forms, and client generated content. carbonhouse provides no warranties on indemnities on website accessibility and recommends review of any implementation with appropriate legal representatives.

FEATURES // SEO TOOLS

SHOWTIME GIVES YOU CONTROL OVER SEO

We maximize your exposure and your events by building Google's Knowledge Graph and Facebook Open Markup into your website. There's even one-click management of website tracking tags for search engine marketing! Through this

integration, the Showtime system will auto-generate images and meta descriptions for your website's Google search results, Facebook link previews, and Twitter Cards for each page and event listing.

SHOWTIME CMS GIVES YOU CONTROL OVER YOUR WEBSITE'S SEO. YOU HAVE THE POWER TO CUSTOMIZE THE META DESCRIPTION, KEYWORDS, PAGE TITLE, AND URI FOR EVERY PAGE AND EVENT, WITHOUT CONTACTING YOUR WEB VENDOR.

TRACKING PIXELS AND MARKETING TAGS

Have an upcoming marketing campaign with a unique tracking pixel? Looking to perform some digital retargeting? No longer will you need to wait for the web administrator to add precious tracking items. With Showtime you'll have the ability to place and implement pixels and tags to each event and page in real time!

FRIENDLY URLS

Long URLs make your valuable content challenging to find. Friendly URLs are custom URLs that are easy to access and are a great marketing tool. Not only are Friendly URLs simple for your web visitors to remember, but search engines love them too. Create and manage custom friendly URLs directly within Showtime to market your upcoming on-sale.

META DESCRIPTIONS

The Showtime page and event listing settings allow you to raise your SEO to the next level by adding keywords and customizing meta descriptions to help you be found within search results. Showtime gives you complete power to tailor your tracking keywords and meta descriptions to your most current marketing campaign.

EVENT SCHEMA STRUCTURED DATA


Schema markup for a website allows events to be discovered by search engines. Without proper schema venues are missing out on a lot of organic traffic. carbonhouse's tools automate event schema. This allows the venue to be the official source of event content for google searches. As an additional tool, the website will include Google Breadcrumbs. Google Breadcrumbs are navigational aids that help Google understand your website structure resulting in more contextual results with search results.(optional)

FEATURES // CALENDARS

SAVE THE DATE

EVENT MARKETING RUNS THROUGH OUR VEINS, AND WITH OUR SINGULAR FOCUS ON ENSURING CLIENTS CAN SELL MORE TICKETS, WE OFFER THE OPTIONS YOU WANT TO CONVEY VISUAL INFORMATION IN YOUR EVENT CALENDAR.

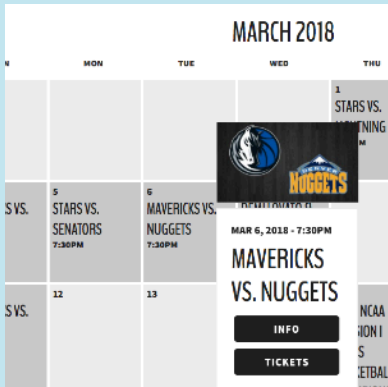
INCLUDED



EVENT CALENDAR WIDGET

Your website will have an event calendar widget automatically **included**. This interactive calendar widget can be placed throughout your website to give your visitors a quick click option to find events by date. If you are a client with multiple venues, we automatically provide venue locations within the calendar.


UPGRADE



FULL PAGE CALENDAR

For a small upgrade fee, an interactive full-page calendar is available to give your web visitors a large-scale view of your venue's upcoming events. With this option, we build a customized calendar based on your website's design and styles. This calendar is also responsive and will display well on multiple devices.

UPGRADE



ECAL INTEGRATION

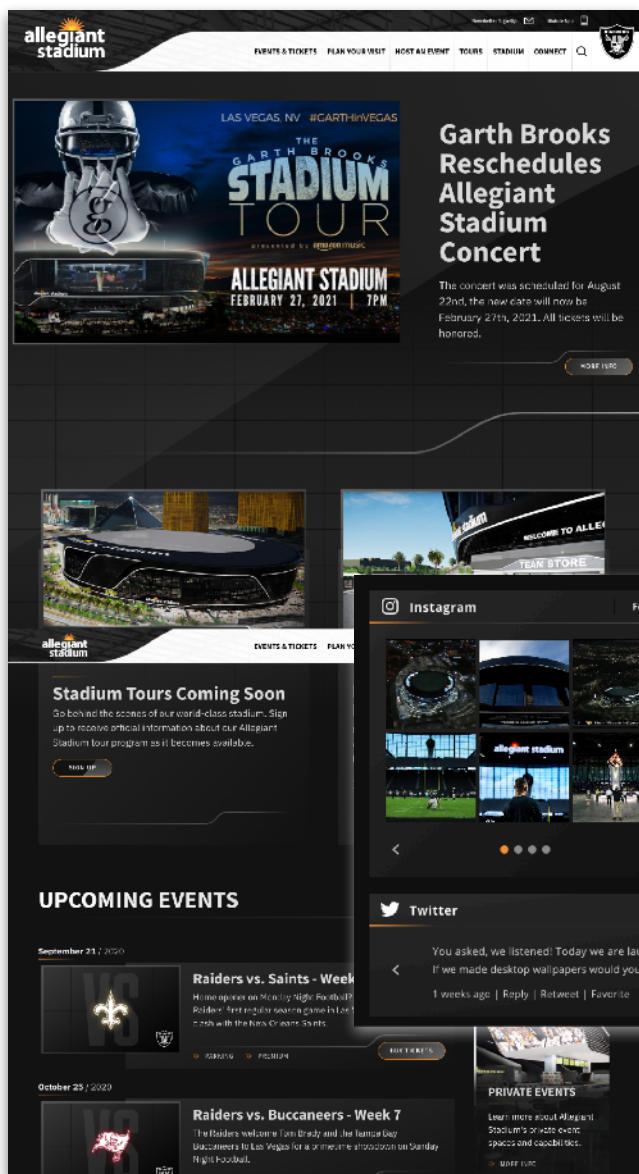
ECAL's 'Add to Calendar' technology allows fans to receive detailed events info, including 'ticket alerts' and 'on sale' dates, directly into their calendars. ECAL drives sales, acquires valuable data, and keeps fans happy. Exclusive to carbonhouse, our seamless integration provides the maximum ability to increase incremental ticket sales.

+ Require more customization, such as "add to calendar" or calendar overlay? We've done it all and are happy to design something new for you.

DESIGN SYSTEM // HYBRID

HYBRID DESIGN

NEXT-GENERATION PLATFORM CURATED FROM OVER TEN YEARS OF VENUE EXPERIENCE.



GOLD-STANDARD FOR VENUE WEBSITES

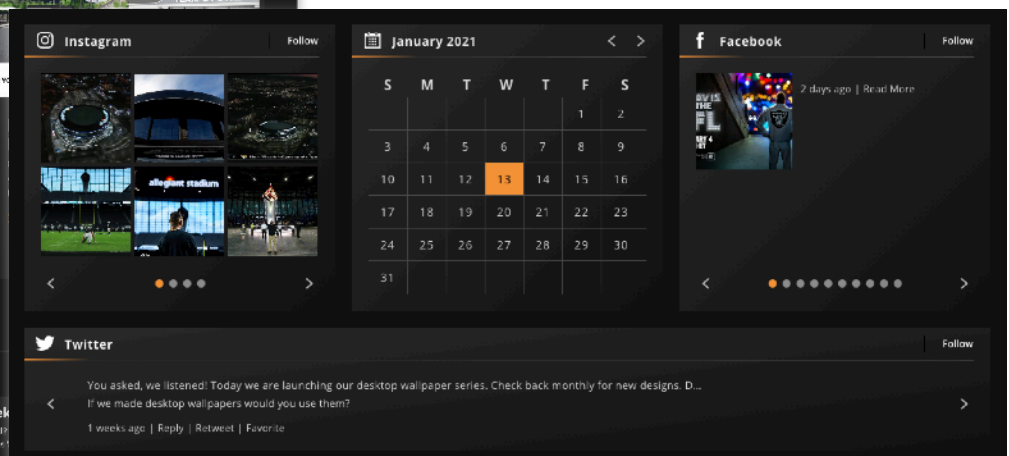
Front-End solution with striking balance between custom design, flexibility and value

WIDGET-BASED COMPONENTS

Long term flexibility with changeable components for HTML, Sponsorship, News and Event

INTEGRATED WEB ACCESSIBILITY

Built with universal design to allow event discovery for everyone



FEATURES // ADVANCED SEARCH

ADVANCED SEARCH

YOUR WEBSITE VISITORS LOVE TO SEARCH. IN FACT, MORE THAN 15% OF TICKETS SALES ARE GENERATED DIRECTLY FROM SEARCH RESULTS.

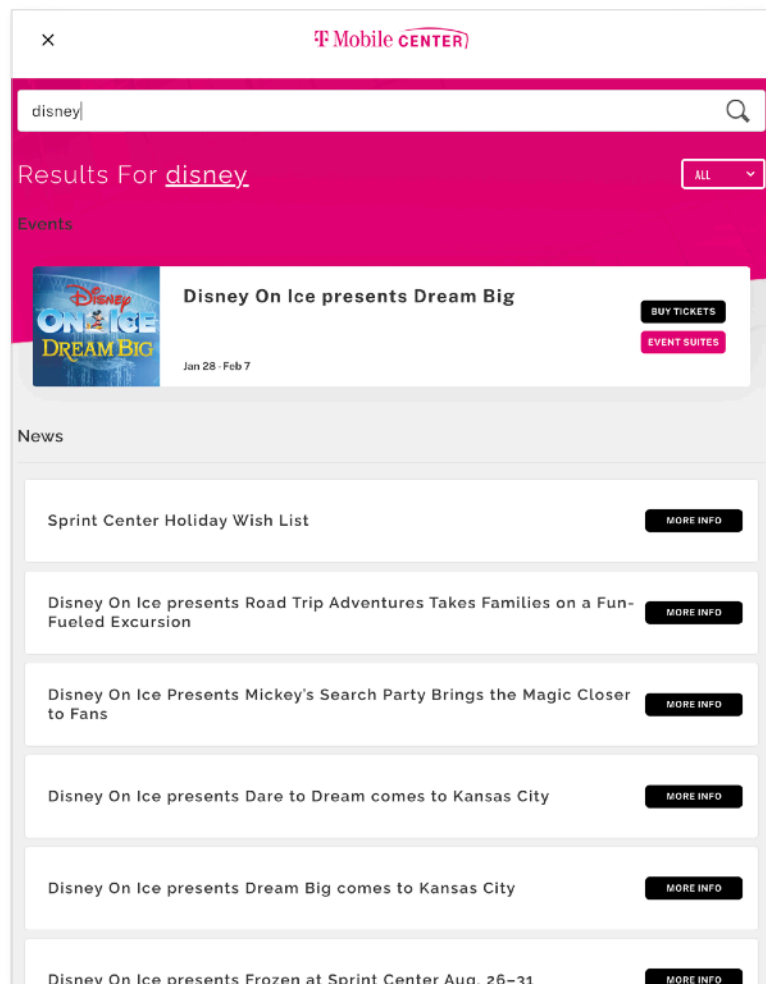
Quickly finding event information is a critical requirement for carbonhouse. From ad-supported solutions to comprehensive enterprise-level options utilizing custom search algorithm technologies, carbonhouse draws upon years of experience building event-search solutions of all price levels to support

clients' ticket sales. Our Advanced Search is most powerful tool available for venues - real time results as you type with integrated ticket links offering one click purchase directly from search results.



ADVANCED SEARCH

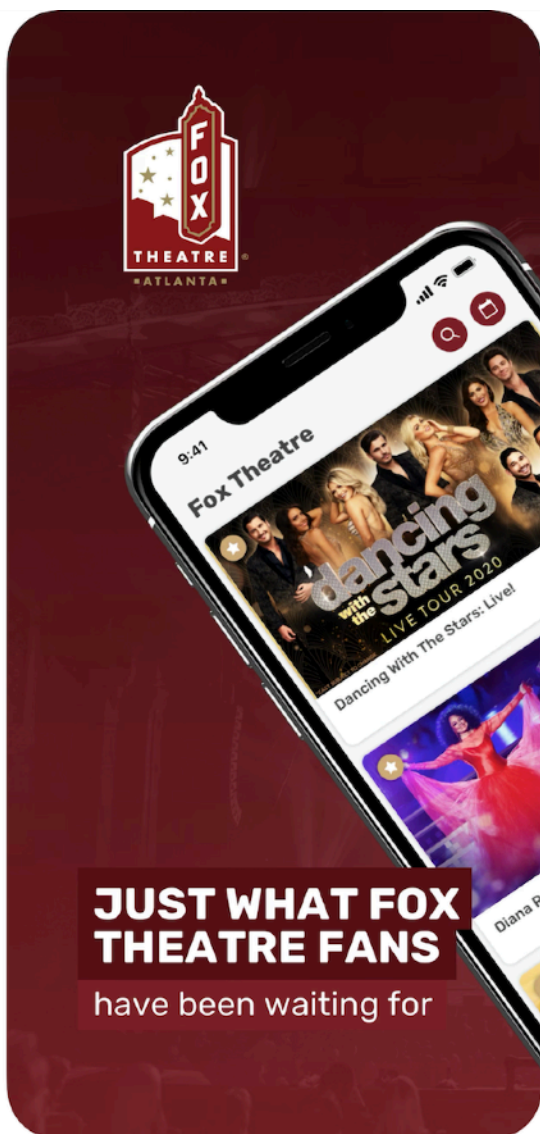
- Harnessing the power of algorithms, the carbonhouse search is a more dynamic solution.
- Stylized search results for events with integration of Buy Tickets and More Information links.
- Suggested listings from misspellings
- Ad-free
- Instant re-indexing of site
- Auto Fill Search, with results dynamically displayed upon typing.



FEATURES // APP INTEGRATION

MOBILE APP INTEGRATION

VENUE API IS BUILT PLATFORM INDEPENDENT TO ALLOW TURN-KEY INTEGRATIONS WITH ONE PUBLISH CAPABILITIES.



The carbonhouse team has previous experience of building mobile applications for venues. This unique experience taught us the key in success for mobile apps being powered by great content APIs.

Though we are platform independent toward mobile app vendors, we insist on being a partner to our client's success with mobile applications. Our one publish APIs are capable of providing all the content required and more for mobile applications including events, news, galleries, seating charts, food and beverage locations and sponsorships. Clients may add additional fields in Showtime CMS that are exposed exclusively to the mobile application.

INTEGRATION PARTNERS INCLUDE



FEATURES // ADVANCED TICKET TYPE SYSTEM

ADVANCED TICKETING SYSTEM

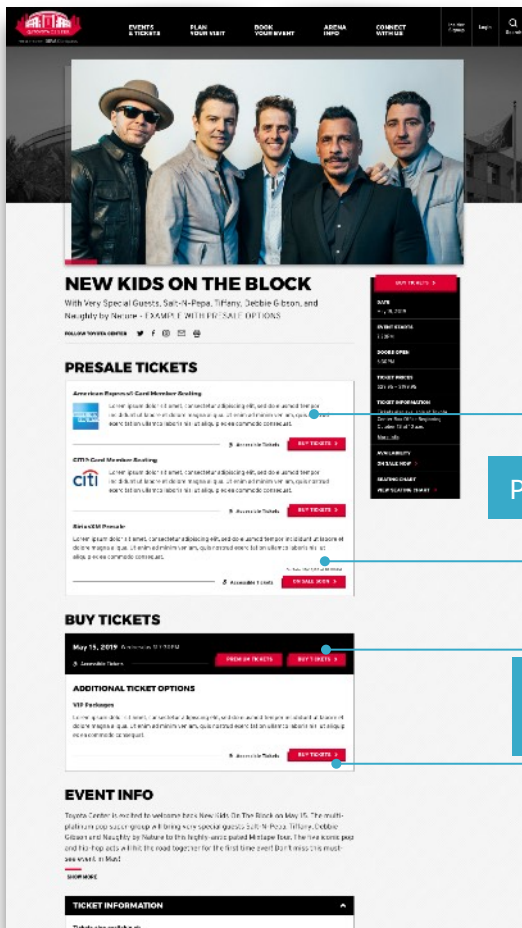
SELL MORE PREMIUM, EARLIER

Traditionally pre-sales, premium and special packages are promoted on the ticketing website only. Eliminating the opportunity to promote these offers during the discovery process carbonhouse changed this with our exclusive Advance Ticketing System.

Clients can now be more proactive with the promotion of their Premium/VIP inventory with ability to create multiple ticket types each with separate on sales/off sale and ticket links

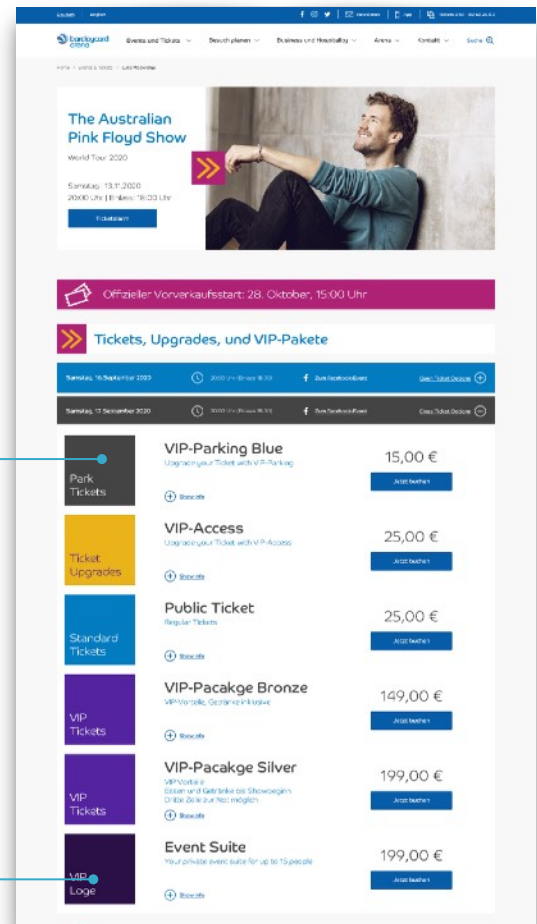
promoted on the event detail page. Additional capabilities include ability to create landing pages featuring all premium offerings for all upcoming shows at NOW Arena creating one place for fans to find all premium offers.

Our Advanced Ticketing System is also used to highlight pre-sale opportunities from promoter, venue and sponsors allowing maximum opportunity for increased sales during critical sale period.



PRE-SALES

VIP & MERCHANDISE



FEATURES // INTERACTIVE VISITOR GUIDE

INTERACTIVE VISITOR GUIDES

DRIVE INCREMENTAL REVENUE BY MAKING YOUR WEBSITE THE DESTINATION FOR THE ENTIRE EVENT EXPERIENCE.

LOCALIZED CONTENT

Incorporate Parking, Hotels, Dining and local attractions around NOW Arena

REVENUE

Drive revenue with local hotel and hospitality partnerships

RESPONSIVE

Google Maps interface, allowing fully responsive and mobile interface

BRANDED

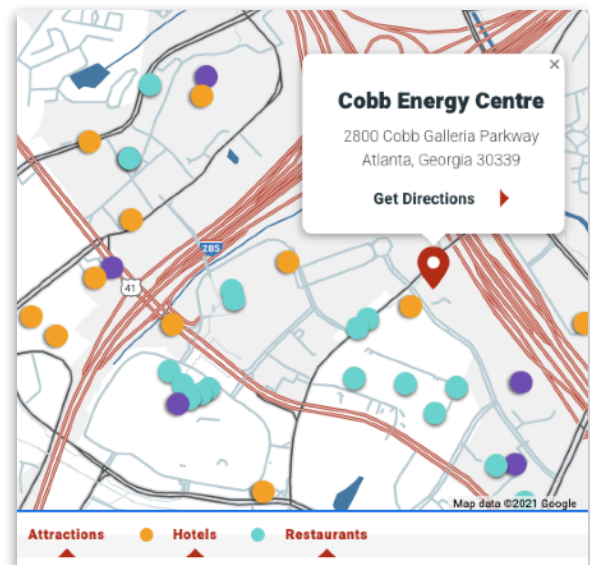
Integrated experience that maintains venue colors and branding

CONTENT MANAGED IN SHOWTIME

All information available to be shared with external partners such as venue mobile app through APIs

PARTNERSHIPS

carbonhouse maintains preferred relationships with major hospitality chains. We can offer revenue share for booking opportunities.

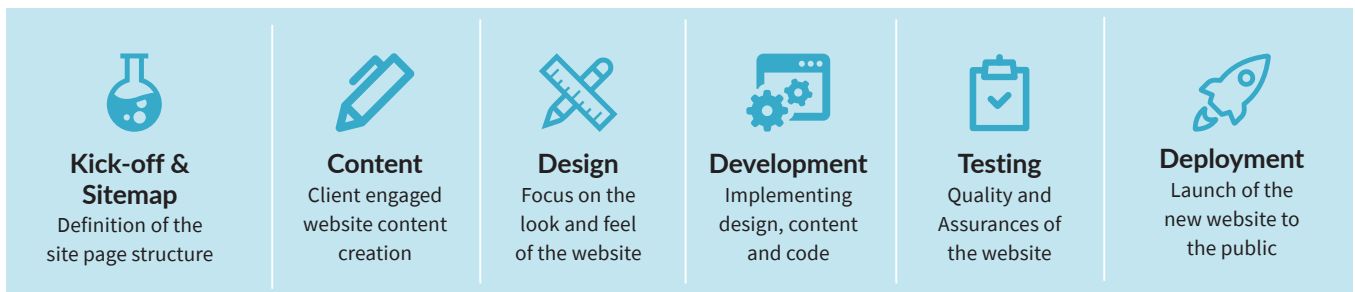


+ [Require more customization?](#) We've done it all and are happy to design something new for you.

PROCESS // TIMELINE

PROCESS

SUCCESS BEGINS WITH KNOWING WHAT CLIENTS EXPECT. WITH MORE THAN 350 CLIENTS, WE'VE HAD A LOT OF PRACTICE. OUR PROCESS IS REPRESENTED BY A LINEAR OUTLINE OF EACH STAGE WITHIN THE PROJECT.



01 // KICK-OFF & SITEMAP

The carbonhouse kick-off sets the stage for what your project success looks like – by walking you through the carbonhouse process, introducing the team and tools you'll be working with, and establishing a project timeline. During this kick-off, carbonhouse will gather any existing sitemap materials and work with you to develop a site structure that defines the necessary information while accommodating current and future changes to the site.



02 // CONTENT

Upon approval of the sitemap, as only your team can speak for your venues, carbonhouse will look to the client to provide content (images/video/copy) for the new website within a simple-to-use web portal. While the scope does not include content creation, carbonhouse's team can assist in content editing, feedback, and review.

> Continued on next page.



03 // DESIGN

carbonhouse understands the vital role that proper design and architecture will play in this project. We know your audience, and we follow proven web design guidelines to design for them. We focus on “look and feel” to create a dynamic environment built to exceed the expectations of your customers, sponsors, and facility managers. Our design solutions combine beautiful design with marketing flexibility and development savings. All of our sites feature a combination of customizable, flexible content capabilities featuring Promotions, Mini-Calendar, Ad Serve, Link List, and HTML, to ensure that your website adapts to your changing goals.

During the beginning of the design phase, carbonhouse creates ‘wireframes’ of the home page. Wireframes are visual representations of various content elements of the website. These wireframes allow clients to visualize where areas of content, including featured events, upcoming events and, promotions, will live. After review and approval, carbonhouse will engage in the implementation of the client’s brand in designing the home page. Upon homepage approval, carbonhouse completes the design for the interior pages for client review including Event Detail, Event Listing and Styles Page.



04 // DEVELOPMENT

Following the approval of the design layouts, carbonhouse will proceed to the programming stage where we construct the website and integrate carbonhouse’s exclusive Showtime CMS. Here the design comes to life, incorporating your site’s unique functionality and styling utilizing HTML, CSS, Javascript, and PHP to convert your content into beautiful, fully functioning web pages.



05 // TESTING

carbonhouse undertakes an extensive testing checklist prior to website launch. New sites are tested for web browser compatibility with the following current dominant web browsers and plugins:

Desktop Testing:

- Microsoft Edge
- Latest Released Firefox Version
- Latest Released Safari Version
- Latest Google Chrome

Mobile Testing:

- iOS Safari
- Android
- Chrome

➤ Continued on next page.



06 // DEPLOYMENT

After development, carbonhouse will present your new website and train you on Showtime, the powerful tool that you and your team will use to drive your site. carbonhouse offers two training sessions to ensure your staff is proficient in updating content on the new website. As you explore Showtime, we will work together to confirm each element operates correctly. The power will be in your hands to choose when your site is debuted to the world.

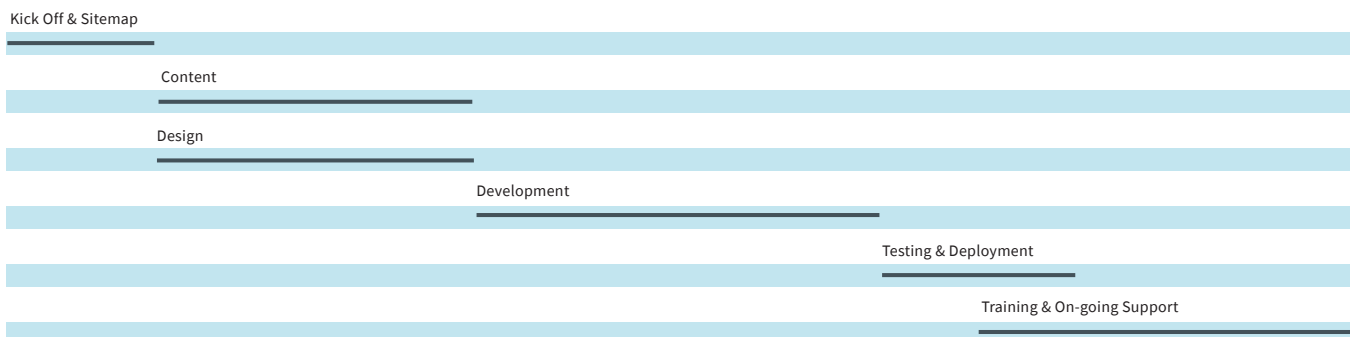


ON-GOING SUPPORT

carbonhouse provides unlimited training and technical support. Should there be any functionality changes requested or technical errors to be corrected, these support items are to be communicated and submitted via an online support ticket system. Our Client Services Team ensures all requests are answered in a timely manner with our online knowledge base and ticket-based help system. The appendix features our latest Service Level Agreement.



PROJECT TIMELINE



PROJECT // SCOPE

WEBSITE SCOPE

DESCRIPTION	FEE
<p>OPTION ONE - ESSENTIALS</p> <ul style="list-style-type: none"> • Kick Off & Sitemap: Client to provide initial sitemap for website through online interview. • Content: Client responsible for providing website content prior to development. Any content not provided by development, client will update within the system after training. • Design: Online interview process, scope includes: <ul style="list-style-type: none"> • Client selection from one (1) of three (3) website wireframes. • carbonhouse will create one design with two (2) iterations for the clients review. Design iterations may include a different background, header or navigation design. • Client will select single design with one (1) round of feedback. • Upon approval, carbonhouse will move the project into production. 	\$20,000 set-up
<p>OPTION TWO - SITEMAP & DESIGN CONSULTING</p> <ul style="list-style-type: none"> • Kick Off & Sitemap: Kick off with carbonhouse team. Consultation with client on sitemap with two (2) rounds of revisions. Additional rounds of revisions incur additional costs. • Content: Client responsible for providing website content prior to development. • Design: carbonhouse will consult with Client on design. Scope includes: <ul style="list-style-type: none"> • 2-3 home page wireframes (2 rounds of revisions) • Upon home page wireframe approval, one (1) design with two (2) iterations. Design iterations may include a different background, header or navigation design. The client will be asked to select a single direction, which will be further refined through up to two (2) additional revision rounds. • Event detail page and Event listing pages for review. • Upon approval, carbonhouse will move the project into production. 	\$30,000 set-up
<p>HOSTING, LICENSE & SUPPORT</p> <p>Showtime CMS license, unlimited hosting, technical support(PER SLA) and training. Additional development requests, including database and design, will be quoted and billed at the current rate card.</p> <p>Pricing based on (3) three year term. Monthly billing to begin two (2) weeks from Soft Launch.</p>	\$750 per month

OPTIONAL ITEMS	FEE
<p>ADVANCED TICKETING SYSTEM</p> <p>Database driven system to feature non-primary ticket types such as VIP, Parking, Club Seating, and other ticket/package types. Includes display title, ticket date and timings, description, image (such as logo for offering), button labels, pre-sale checkbox, and on sale start/end dates</p>	\$7,500 set-up
<p>LARGE EVENT CALENDAR WITH PRINTABLE FORMAT</p>	\$2,000 set-up
<p>WEBSITE SEARCH OPTION</p> <p>Basic - https://www.frontwavearena.com/ (Included) Advanced - https://www.budweisergardens.com/</p>	Advanced Search - \$3,500
<p>INTERACTIVE VISITORS GUIDE MAP</p>	\$2,000 set-up
<p>ALERTS / OVERLAYS (TIMED — ON/OFF)</p> <ul style="list-style-type: none"> • Home Page Overlay Promotions (Included) • Home Page Alerts (Included) • Event page Alerts 	\$1,000 set-up
<p>HOME PAGE VIDEO INTRO PANELS</p>	\$2,000 set-up
<p>GOOGLE EVENT DETAIL PAGE SCHEMA DATA AND BREADCRUMBS</p>	\$1,500 set-up

APPENDIX

PROPOSAL APPENDIX



REFERENCES
TECHNOLOGY TOPICS
SERVICE LEVEL AGREEMENT

APPENDIX // REFERENCES

REFERENCES



1. Adam Flack

Regional Marketing Director
Oak View Group | Iowa Events Center
O: 515.564.8031
adam.flack@oakviewgroup.com

2. Tayler Fredrickson

Director of Marketing
Oak View Group | Angel Of The Winds Arena
O: 425.322.2629
tayler.fredrickson@oakviewgroup.com

3. Jacalyn Hill

Director of Marketing
Oak View Group | Ford Idaho Center
(208) 468-1000
Jacalyn.Hill@oakviewgroup.com

4. Lauren Dobrynski

Director of Marketing, Regional Director Group Sales
Oak View Group | Cross Insurance Arena
O: 207.791.2235
Lauren.Dobrynski@OakViewGroup.com

5. Jason Refermat

Director of Marketing
Oak View Group | Addition Financial Arena
O: 407.823.6366
jason.refermat@oakviewgroup.com

APPENDIX // TECHNOLOGY Q & A

TECHNOLOGY TOPICS

APPLICATION AND INTERFACE SECURITY

Application and Interface Security Our code is written and reviewed to adhere to industry-standard best practices including the OWASP top-10. Any modifications to content or updates to the system are archived in an audit log which provides a detailed view into administrative use of the content platform.

AUDIT ASSURANCE AND COMPLIANCE

Code is reviewed by multiple team-members before being deployed to production

BUSINESS CONTINUITY MANAGEMENT AND OPERATIONAL RESILIENCE

carbonhouse maintains an extensive Impact Remediation Matrix which details threats, risks, and items and behavior impactful to our operations. Each potential impact has documented steps to specify detection, possible gaps in detection, a description of the impact pre-mitigation, and one or more mitigation strategies among the categories of prevention, suppression, containment, and recovery.

The Matrix is used to perform regular disaster recovery tests, and has been used to drive out and prevent many rare but dangerous classes of events from impacting operations

CHANGE CONTROL AND CONFIGURATION MANAGEMENT

Carbonhouse utilizes extensive automated and tested configuration management which allows for breadth and depth in integration and auditing of configuration across servers, deployments, developer/operations access controls, and third-party integrations.

Our configuration management solution is also extensively integrated with our operational monitoring, alerting, and audit systems. This allows rapid reaction and awareness into any deviation from the desired configuration or expected application behaviors.

DATA SECURITY AND INFORMATION LIFECYCLE MANAGEMENT

Carbonhouse's content platform contains no personally-identifiable information, and is solely a content platform. Carbonhouse does utilize an extensive monitoring, alerting, and auditing system, to ensure that any use or flow of information into or out of the system is controlled and logged.

DATA CENTER SECURITY

Carbonhouse's content platform uses Amazon's Elastic Compute Cloud (EC2) and we follow industry best practices around access control and Identity Access Management (IAM)

ENCRYPTION AND KEY MANAGEMENT

Carbonhouse's infrastructure follows industry best practices around access control and Identity Access Management (IAM)

Examples of access control and content security include:

- No unencrypted keys are stored "at-rest" in any local filesystem.
- Use of encrypted filesystems for all deployed servers
- Issuance and revocation of developer and operations access secrets is tightly integrated, allowing rapid changes to all access control configurations
- No shared credentials. All credentials are scoped as tightly as possible to assist in environmental isolation as well as audit-trail accuracy

GOVERNANCE AND RISK MANAGEMENT

Our systems governance and risk management policies are driven and informed by the previously mentioned Impact Remediation Matrix.

Industry standards across diverse realms such as application development, data integrity, server configuration are combined with a breakdown of the myriad failure modes of our entire operational as well as organizational infrastructure to provide a top-to-bottom, forest-to-trees view of the threats and risks for which we must have preparedness.

This self-reinforcing set of policies and risks is regularly re-evaluated to stay up-to-date.

IDENTITY AND ACCESS MANAGEMENT

Carbonhouse's infrastructure follows industry best practices around access control and Identity Access Management (IAM)

Examples of access control and content security include:

- No unencrypted keys are stored "at-rest" in any local filesystem
- Use of encrypted filesystems for all deployed servers
- Issuance and revocation of developer and operations access secrets is tightly integrated, allowing rapid changes to all access control configurations
- No shared credentials. All credentials are scoped as tightly as possible to assist in environmental isolation as well as audit-trail accuracy
- Administrative access of the platform is tightly controlled per-user by fine-grained access controls allowing isolation of access to even individual content items

INFRASTRUCTURE AND VIRTUALIZATION SECURITY

Carbonhouse utilizes extensive automated and tested configuration management which allows for breadth and depth in integration and auditing of configuration across servers, deployments, developer/operations access controls, and third-party integrations.

Our configuration management solution is also extensively integrated with our operational monitoring, alerting, and audit systems. This allows rapid reaction and awareness into any deviation from the desired configuration or expected application behaviors.

Production logs are archived as well as integrated into our alerting system giving us real-time insight into any operational health issues.

Due to our extensive use of automated configuration management, developer, staging, and production platforms are completely isolated, yet are identical, allowing proper testing to infrastructure changes as well as production-identical deployment environments.

Our configuration management platform makes extensive use of available operating system hardening functionality for policy enforcement, audit information, as well as real-time monitoring of low-level performance characteristics and potential and actual policy violations.

INTEROPERABILITY AND PORTABILITY

Carbonhouse uses a wealth of open-source software as well as open, industry-standard protocols, APIs, and data formats.

AWARENESS

Our Nagios monitoring and alerting systems provide real-time awareness into any installed software vulnerabilities.

Vulnerable software is upgraded, patched, or otherwise mitigated within hours of public release of e.g. CVE-assignment or announcement of vulnerability.

DATACENTER LOCATION

Carbonhouse makes use of Amazon Web Services (AWS) regions us-east-1 (located in Northern Virginia) as well as eu-west-1 (located in Dublin, Ireland)

APPENDIX // SERVICE LEVEL AGREEMENT

SERVICE LEVEL AGREEMENT

We shall ensure that a fully staffed help desk is available for reporting problems (as defined below) and making requests from 8:00AM EST - 7PM EST on week days (“Working Hours”), excluding public holidays. Resources will be available after hours, weekends and on public holidays for reporting and resolution of suspected or actual Priority 1 Problems (as defined below). All requests must be submitted through appropriate ticket requests system as created for client by carbonhouse.

PRIORITY DEFINITIONS	
1 HIGH	A problem that causes a threat to revenue. E.g. server is down, the website is down.
2 MEDIUM	A problem that requires urgent attention, and is a minor threat to revenue. E.g. Footer logos not displaying properly, Event Tagline not displaying.
3 LOW	A cosmetic issue, usability issue, or problem that exists that does not impact revenue
4 MINOR ENHANCEMENT	Any minor requests for additional functionality or for a change in existing functionality. These requests are subject to scoping
5. MAJOR ENHANCEMENT	Major features or new additions that require scoping

For Priority 1 Problems updates will be provided at least hourly.

Resolution of Priority 1 and 2 are covered by this SLA. Priority 3, 4, 5 requests will be scoped, and time and cost estimates provided.

For purposes of this Service Level Agreement, “Problem” shall mean any lack of availability of the Website (or any part thereof) so that it cannot be accessed by a user and/or a complete or partial failure or function degradation of all or any part of the Website.

PROBLEM RESOLUTION TIMES		
PRIORITY	INITIAL RESPONSE	MAXIMUM RESOLUTION TIME
1 HIGH	30 Minutes	3 Hours
2 MEDIUM	12 Hours	24 - 48 Hours
3 LOW	24 Hours	Friday-Sunday requests Monday End of Day Resolution Monday-Tuesday requests Wednesday End of Day Resolution Wednesday-Thursday requests Friday End of Day Resolution
4 MINOR ENHANCEMENT	2-3 Days	Previous Sunday-Wednesday Requests Tuesday End of Day Resolution Previous Thursday - Saturday requests Thursday End of Day Resolution
5. MAJOR ENHANCEMENT	7 Days for Review/Scoping	As agreed between the parties

* Initial Response Time: Elapsed time between Problem receipt and the first response back to the user that reported the problem or raised the request through the support system.

** Maximum Resolution Time or total solution time is the total time between Problem or request receipt and Problem or request closing less waiting time (being the time it takes you to respond to any relevant and reasonable questions that we ask). This does not constitute a guaranteed response time and in all cases we will use our best endeavors to resolve issues within the appropriate resolution time.



REQUEST FOR PROPOSALS: WEBSITE REDESIGN AND HOSTING SERVICES

ORGANIZATIONAL OVERVIEW

NOW Arena, owned by the Village of Hoffman Estates, is an 11,800-seat multi-purpose family entertainment, cultural, and sports center that serves as the home of the Windy City Bulls, G League affiliate of the Chicago Bulls, located in Hoffman Estates, IL.

NOWArena.com is the digital foundation of the NOW Arena, providing important information about upcoming events, ticketing, parking, partners, policies, and more.

Last updated in 2017, NowArena.com requires a professional redesign to meet today's technology standards. The site needs a mobile-first design that is responsive to users on different devices with advanced capabilities that integrate with Ticketmaster, Google maps, and Parkwhiz by Flash. It should also allow better visibility on mobile devices, improve ADA compliance, to meet (WCAG) Version 2.1, Level AA requirements, and increase optimization to drive visibility on social media sites and search engines.

OBJECTIVE

The Village of Hoffman Estates, Illinois ("The Village") is soliciting proposals by means of this Request for Proposals (RFP) for professional comprehensive website services from qualified vendors with **expertise in venue-focused web design**. The Village of Hoffman Estates is seeking to partner with a qualified vendor to create and host a website with an attractive design that is user-friendly and informative.

OUR CURRENT WEBSITE

WWW.NOWARENNA.COM

- Redesigned: 2017

THE PAIN POINTS

- Not easily customizable
- No user management/permissions
- No ability to schedule event announcements, on-sales, promotions, contests, etc.
- No ability to share preview of event detail and website pages prior to publication
- No ability to place pixels or tags without web administrator
- Site has crashed during large event on-sales
- Changes through our web provider take 48+ hours
- No ability to manage website through mobile. Must be on PC to make changes
- Some changes to original wireframe can't be made resulting in empty sections

OUR AUDIENCE

We have identified several target audiences the website aims to serve. The new website should offer tailored journeys for the below audiences:

- **Event Planners** visit the website to explore venue rental options, assess available spaces, and gather logistical information for hosting concerts, sports events, conferences, or conventions.
- **Customers** use the site to purchase tickets for upcoming events, check event schedules, review seating options, learn about parking and directions, review security protocols and more.
- **Sponsors** visit the website to explore branding and partnership opportunities within the arena.

PROJECT SCOPE

The NOW Arena is seeking a website redesign to enhance its online presence and improve the user experience for various audiences, including event planners, customers, and potential sponsors. The new website will serve as a central hub for all arena-related activities, events, and partnerships. It should reflect the brand's modern, dynamic, and professional identity while being user-friendly, mobile-optimized, and accessible.

The scope of the project includes the following key components:

1. Design and User Experience (UX)

- Create a visually appealing, modern website design that aligns with NOW Arena's brand and enhances its identity.
- Ensure seamless navigation and user experience for multiple audience segments, including event planners, customers, and sponsors.
- Design a responsive and mobile-friendly interface that adapts to all devices (desktop, tablet, mobile).
- Incorporate accessibility best practices to ensure compliance with ADA and WCAG standards.

2. Content Management System (CMS)

- Implement a scalable and easy-to-use CMS that allows NOW Arena staff to update content regularly, such as event listings, news, and sponsorship information.
- Ensure the CMS supports multimedia content (e.g., images, videos, interactive elements) and integration with third-party applications (e.g., ticketing systems).
- Preference given for functionality to make changes to website through mobile if necessary.
- User management that allows admin to set permissions so different departments have access to update their information as needed.

3. Event Management and Ticketing Integration

- Develop an integrated system for event management, including a calendar of events, ticket purchasing functionality, and venue information.
- Provide clear call-to-action buttons for ticket sales and event promotions.
- Integrate with Ticketmaster for seamless user experience.

4. Sponsorship and Partnership Pages

- Develop dedicated pages for potential sponsors, detailing partnership opportunities, branding options, and arena audience demographics.
- Include forms or call-to-action features that allow sponsors to easily contact the sponsorship team for inquiries.

5. Venue Information and Event Planner Resources

- Create detailed sections for event planners to access information about venue specifications, capacity, available spaces, and booking processes.
- Include downloadable resources such as floor plans, seating charts, and pricing packages.

6. Interactive Features

- Ability to incorporate interactive maps for parking and seating arrangements.
- Provide social media integration to promote live event updates and engage with fans.
- Allow users to subscribe to newsletters and alerts for upcoming events.

7. Analytics and Performance Tracking

- Implement robust analytics tools (e.g., Google Analytics) to monitor user traffic, behavior, and conversion rates.
- Ensure performance optimization for fast load times and a smooth user experience across all devices.
- Ability to add pixels or tags to website or individual pages as needed without requiring support from web administrator.

8. SEO and Digital Marketing Optimization

- Optimize the website for search engines (SEO) to improve visibility for key search terms related to NOW Arena and its events.
- Ensure integration with digital marketing campaigns, including paid advertising and social media strategies.

9. Timeline and Deliverables

- The project is expected to follow a timeline of 4-6 months from the initiation of the project to the website launch, with key milestones such as design approval, content migration, and testing phases.
- Final deliverables include a fully functional, tested, and optimized website along with training materials for the NOW Arena staff to manage and maintain the site post-launch.

SUBMITTAL REQUIREMENTS

Technical

- Specify the preferred content management system (CMS) or any technical platforms to be used.
- Define hosting and server requirements, including scalability and security measures.
- Outline performance expectations (e.g., page load speed, uptime).

Design and User Experience

- Describe the desired look and feel of the website, including branding guidelines.
- Specify requirements for responsive design and mobile optimization.
- Outline user experience (UX) considerations and desired features for easy navigation and engagement.

Content Strategy

- Discuss content requirements, including text, images, videos, and other multimedia elements.
- Specify any SEO (search engine optimization) requirements for content optimization.
- Mention any content creation or migration support needed from the vendor.

ADDITIONAL SUBMITTAL REQUIREMENTS Please include the following in your response. Only electronic submissions will be accepted and reviewed.

- **Cover Letter:** An introductory letter indicating the name of the firm and team composition, contact person and information, a short statement summarizing the strengths of the firm as it relates to the project.
- **Relevant Experience:** A description of the firm's relevant experience and capabilities, links and photos of the images of comparable projects, specifically related to sports or entertainment venues.
- **References:** Provide a minimum of two (2) references from two separate organizations with contact information including email addresses. Information requested and evaluated from references may include, but is not limited to, some of all the following: project description and background, project performed, and overall performance.
- **Budget:** Total cost broken down per scope detail above including schedule assumptions. Include fee sheets for the project, identifying all one-time design costs, the detail of all ongoing or future maintenance fees, and hosting costs, as well as any additional optional services.
- **Owner Responsibility Description:** Describe the role of the Village in the implementation and the trainings for those responsible for maintaining the site.
- **Timeline and Milestones:** Provide a project timeline with key milestones and deadlines. Include any dependencies or constraints that may impact schedule.

TIMELINE

Distribute RFP: September 24, 2024

RFP Response Deadline: October 15, 2024

Review Responses & Interviews: October 16-23, 2024

Recommendation to Village Board: November 4, 2024

INSTRUCTIONS FOR SUBMITTAL

- The proposal should be in PDF format and should be submitted electronically to Craig.Kuehne@nowarena.com by Tuesday, October 15 at 11:59pm.
- Questions concerning the RFP or the content of proposals should be directed to Craig Kuehne, Director of Marketing, by emailing Craig.Kuehne@nowarena.com.

TERMS AND CONDITIONS

The Village of Hoffman Estates and NOW Arena have the right to accept none of the proposals, reject or deny any proposal, and accept partial proposals.

INSURANCE

Any consulting firm under contract with the Village of Hoffman Estates must agree to meet the minimum insurance requirements. During the term of the agreement as negotiated, the vendor shall provide certificate of insurance as outlined above in addition to listing the Village of Hoffman Estates as additional insured.

SAMPLE CONTRACT

If Vendor has a sample contract with Vendor's proposed terms, please provide a copy of those terms with your response. If no sample contract is available, the Village will propose a contract during contract negotiations. Failure of parties to agree to contract terms required by the Village including but not

limited to insurance, indemnification, and liability shall result in a termination of any further contract negotiations without penalty to either party.

FREEDOM OF INFORMATION ACT

All information submitted to the Village in response to this RFP will be a public record and will be subject to disclosure, subject to applicable exemptions, under the Illinois Freedom of Information Act, 5 ILCS 140, et seq. ("Act"), after the award of the Agreement. Proposers are advised that Section 7(1)(g) of that Act exempts the following information from disclosure: Trade secrets and commercial or financial information obtained from a person or business where the trade secrets or commercial or financial information are furnished under a claim that they are proprietary, privileged or confidential, and that disclosure of the trade secrets or commercial or financial information would cause competitive harm to the person or business, and only insofar as the claim directly applies to the records requested. Proposers that desire to have portions of their proposals considered for this exemption should identify those portions accordingly.



MASTER SERVICES AGREEMENT

THIS MASTER SERVICES AGREEMENT (the “**Agreement**”), dated as of October 31, 2024 (the “**Effective Date**”), is entered into by and between NOW Arena the “**Client**”) and [Carbonhouse LLC] DBA **CARBONHOUSE**, a Delaware Corporation (“**Carbonhouse**”).

WHEREAS, Carbonhouse designs, develops and hosts websites, including for clients that require the ability to market and support ticketing demands of live music and sports events globally.

WHEREAS, Client owns and/or operates NOW Arena where live sports and entertainment events take place and desires to engage Carbonhouse to provide such website design, development and hosting for <https://www.nowarena.com/> website (the “**Website**”), on the terms and conditions set forth herein.

NOW THEREFORE, in consideration of the foregoing and the mutual promises set forth herein and for other good and valuable consideration, the parties agree as follows:

1. **Term.**

The term of this Agreement will start on October 31, 2024 (the “**Effective Date**”) and shall continue for 3 (3) years thereafter, i.e. until April 25, 2027, and shall be automatically extended for successive one-year periods (each, “**Renewal Year**”). After the initial three year term, either Party may terminate this Agreement for any purpose with at least sixty (60) day written notice.

2. **Definitions.** The following terms will have the defined meanings below:

(a) “**Authorized User**” means an employee of Client who has been authorized by the Client and assigned a unique username-password combination to access and use the Carbonhouse Platform.

(b) “**Carbonhouse Materials**” means any software programs, tools, utilities, technology, processes, inventions, devices, methodologies, specifications, documentation, data, databases, ideas, concepts, information, techniques or materials of any kind, including its proprietary content management system currently known as “**Showtime**,” that are the proprietary property of Carbonhouse or provided by third parties and licensed to Carbonhouse and any of the above used or developed by Carbonhouse or its personnel in connection with providing the Carbonhouse Platform and related services, including any and all Feedback (as defined in Section 4(a)(i) herein).

(c) “**Carbonhouse Platform**” means Carbonhouse Materials and related services, as used, improved, developed or updated by Carbonhouse from time to time.

(d) “**Client Content**” means the Client website(s) files and content, including all Client Images.

(e) “**Client Group**” means Client’s affiliates, subsidiaries and its related entities.

(f) “**Client Images**” means all creative, audiovisual, personal works and images, including any graphics, text, formats, characters, icons, information, data, sound recordings, and logos supplied by Client to Carbonhouse which are included in any work used in the Client website(s).

(g) “**Documentation**” means the user documentation for the Carbonhouse Platform that Carbonhouse makes generally available to users.

3. **Services.** Carbonhouse shall provide the following services to Client during the Term of the Agreement:

(a) **Website Design and Development Services.** Carbonhouse will design and develop Client’s Website(s), on a schedule as mutually agreed by the Parties. The design and development of Website(s) will involve the following phases:

i. Design Phase - Client will provide design recommendations via online form. Upon receipt, carbonhouse will provide design utilizing Carbonhouse Essentials. Carbonhouse will provide one design with two iterations for the client review. Client will select a single design. Any changes to design, client will be billed at a per hour basis for updates to the design.

ii. Development Phase - In the development phase, Carbonhouse will construct the Website(s) for the Client.

HTML production - Following the approval of the design layouts, Carbonhouse will proceed to the programming stage. The programming languages Carbonhouse will utilize may include, but shall not be limited to, HTML, CSS or Javascript in order to convert the layouts to fully functioning pages on the web.

Showtime CMS – Showtime CMS Content Management System (“CMS”) is a Carbonhouse exclusive content management system. As part of the development phase, Carbonhouse will implement Showtime CMS for the website(s) to be developed by Carbonhouse for Client. The CMS will allow Client’s staff to add, edit, and delete content within the Client Website(s). This will be accomplished through a password-protected, web-browser interface.

Testing - Quality and assurances are important to Carbonhouse. As such, Carbonhouse shall undertake an extensive testing checklist prior to launch of the Client website(s). The Client website(s) will be tested for web browser compatibility with the following current dominant web browsers:

- Microsoft Edge latest version
- Google Chrome latest version
- Safari iOS – latest version (iPhone Vertical and iPad Horizontal)
- Android Chrome – latest version
-

iii. Development Phase - In the development phase, Carbonhouse will construct the Website(s) for the Client.

HTML production - Following the approval of the design layouts, Carbonhouse will proceed to the programming stage. The programming languages Carbonhouse will utilize may include, but shall not be limited to, HTML, CSS or Javascript in order to convert the layouts to fully functioning pages on the web.

Showtime CMS – Showtime CMS Content Management System (“CMS”) is a Carbonhouse exclusive content management system. As part of the development phase, Carbonhouse will implement Showtime CMS for the website(s) to be developed by Carbonhouse for Client. The CMS will allow Client’s staff to add, edit, and delete content within the Client Website(s). This will be accomplished through a password-protected, web-browser interface.

Testing - Quality and assurances are important to Carbonhouse. As such, Carbonhouse shall undertake an extensive testing checklist prior to launch of the Client website(s). The Client website(s) will be tested for web browser compatibility with the following current dominant web browsers:

- Microsoft Edge latest version
- Firefox Version latest version
- Safari Version latest version
- Google Chrome latest version
- Safari iOS – latest version (iPhone Vertical and iPad Horizontal)
- Android Chrome – latest version

iv. Deployment – In the deployment phase, Carbonhouse will provide the following to Client:

Training - After Client has provided its acceptance of the Website(s), Carbonhouse will begin training of Client Group's (as defined herein) personnel to ensure that they are proficient in updating content on the Website(s).

Roll-out - Upon completion of training, Carbonhouse will move the files to a permanent secure hosting location in preparation for the Client website launch. Once this is accomplished, the Client website(s) is launched.

The Website(s) will include functionality outlined in the *Web Design & Development Proposal* dated September 24, 2024 and attached hereto as Exhibit B, including the following add-on items approved by Client: Option 1, Essentials, Flexible Tiles System, Large Event Calendar with Printable format, Interactive Visitors Guide, Event Page Alerts, Event Sponsor add on, EDP-ELP, Google Event Detail Page Schema Data and Breadcrumbs.

(b) Website Hosting Services. Carbonhouse shall provide storage space for Website(s) on a secure web server and provide telecommunications for unlimited GB of data transfer (for Client and its customers) per month for the storage, publication, display and management of the Client Content and Client website(s) on the internet, in accordance with the terms and conditions hereof. Continued use of the CMS by Client is included as part of the website hosting services. Carbonhouse will perform nightly incremental backup of files. Carbonhouse will follow its internal archival procedures for Client Data. In the event of any loss or corruption of Client Data, Carbonhouse will use commercially reasonable efforts to restore the lost or corrupted Client Data from the latest backup of such Client Data maintained by Carbonhouse.

(c) Website Support Services. Carbonhouse shall, at no additional charge to Client, provide Client unlimited training and technical support relating to the use of the Carbonhouse Platform for creating and maintaining the Website(s). This shall include answering questions about and offering advice on the specific use of the Carbonhouse Platform, but shall not include questions or advice relating to instructional design issues. Carbonhouse may provide minor or nominal update, maintenance and administrative services for no additional charge.

(i) At the Client's request, Carbonhouse shall provide more extensive update, maintenance and administrative services; fees for such services shall be at then current standard rate card. Requests for more extensive update, maintenance and administrative services, including the schedule and fees for such services, will be as mutually agreed.

(ii) When reported by the Client, Carbonhouse agrees to investigate defects in the Carbonhouse Platform and Website(s) that prevent its proper performance (the "Deficiencies") and to exercise its reasonable best efforts to complete the corrective action, if any, which Carbonhouse and the Client mutually agree to be reasonable and appropriate as soon as possible, including but not limited to temporary fixes, patches and corrective releases supplied to Carbonhouse's clients generally. All service requests will be provided and responded to consistent with those detailed in Section 15, herein.

4. Payment & Late Fees.

Client agrees to pay Carbonhouse the fees set forth in Exhibit A. Carbonhouse will issue Client an invoice at the end of each month during the License Period and, unless otherwise set forth in the Schedule, fees are payable and due within thirty (30) days after the date of invoice. All stated fees are exclusive of taxes or duties of any kind. Client will be responsible for, and will promptly pay, all taxes and duties of any kind (including but not limited to sales, use and withholding taxes) associated with this Agreement or Client's use of the Carbonhouse Platform, except for taxes based on Carbonhouse's net income. If Carbonhouse is required to collect any tax for which Client is responsible, Client agrees to pay such tax directly to Carbonhouse. .

5. Client's Responsibilities.

(a) Client Content. Client shall have sole control and ownership over the Client Content, including Client Images. Carbonhouse shall not modify or supplement any Client Content (other than modifications strictly necessary to upload the Client Content to the Website(s)) or the Website(s) that has been accepted by Client, except with Client's prior written consent. Carbonhouse shall also permit Client to electronically transmit or upload Client Content directly to the Website(s). Client shall have sole responsibility for all content in its web pages supplied by Client and for all information or data disseminated thereby. Client accepts final responsibility for the selection and use of all Client Images. Client hereby grants to Carbonhouse a non-exclusive, worldwide license to use, reproduce and transfer the Client Image solely in connection with the services and Client's use of the Carbonhouse Platform and Carbonhouse's provision of the Carbonhouse Platform to Client. Client represents and warrants to Carbonhouse that Client has all rights in the Client Image necessary and sufficient to transmit to, upload to, transfer to, process on, store in, or cause to interface with, Client's Account or the Carbonhouse Platform, and to grant the rights contemplated by this Agreement, including from any third party or person featured in the Client Image.

(b) Website Materials & Disclaimers. Client is responsible for all disclaimers on the Website(s), which may include (without limitation) copyright notices, trademark notices, content disclaimer and limitation of liability, statement of policy regarding permitted uses, instructions for contacting Client if additional use is sought, policies regarding collection and use of personal information, privacy policies, terms and conditions, and, if Client offers goods or services for sale, warranty disclaimers.

(c) Use of Carbonhouse Platform. Client shall be solely responsible for all claims, losses or damage caused by or arising from Client's use of the Carbonhouse Platform, including any output and/or results obtained from the use thereof and for conclusions drawn from such use.

(d) Data. Client owns all Client Data and consents to Carbonhouse's access, collection, transmission, storage, copying, processing, analysis and use of Client Data. Client is solely responsible for developing and implementing all necessary data policies, including those necessary to comply with all laws and regulations.

(e) Data Privacy, Accessibility and Other Laws. Client is solely responsible for ensuring it is compliant with all laws, rules, regulations, and otherwise meeting industry standards and best practices related to its business, including, without limitation, with respect to privacy, use of consumer data, and the protection of and accessibility for disabled consumers, including as it relates to access both in venue and to the Website(s) (for example, ensuring compliance with Web Content Accessibility Guidelines promoted by the World Wide Web Consortium/www.w3c.org).

6. Carbonhouse Responsibilities.

(a) Maintenance and Support. Except as otherwise agreed in writing by the Parties, the Website(s) shall be accessible to Internet users twenty-four (24) hours per day, seven (7) days per week, with the sole exception of scheduled maintenance periods, which shall last no longer than a total of one (1) cumulative hour per calendar month and shall be performed only upon Client's advance written approval which approval shall not be unreasonably withheld and which shall take place between the hours of 3 a.m. and 4 a.m. Eastern Standard Time. Carbonhouse will notify Client at least twenty-four (24) hours in advance of any such scheduled maintenance. Scheduled maintenance will not be deemed to be a failure to provide services in accordance with this Agreement.

(b) Response and Investigation. Carbonhouse shall respond to inquiries to investigate within 24 hours. Inquiries to Carbonhouse to investigate urgent issues will be responded to within two (2) hours. If reported Deficiencies result from: (i) malfunctions of Client equipment or software, (ii) improper Client operator procedure or misuse of the Carbonhouse Platform by Client, (iii) modifications or changes made to the Carbonhouse Platform without Carbonhouse's prior written approval, or (iv) Client developed features, then (a) the Carbonhouse shall not be deemed to be in breach of the Agreement and (b) Carbonhouse shall use commercially reasonable efforts to correct the Deficiencies as an additional service at the Client's expense at Carbonhouse's then-standard rates for such services.

(c) Insurance. During the Term of this Agreement, Carbonhouse shall maintain, at its expense, a policy or policies of insurance for industry standard coverages. All insurance policies shall be issued by an insurer rated by A.M. Best Co. as A-VIII or higher. Carbonhouse shall provide proof of such insurance to Client upon request and shall name Client as an additional insured for the Term hereof, when appropriate and necessary.

7. Client Assumption of Risk.

Client acknowledges and agrees that, despite Carbonhouse's best efforts, circumstances beyond Carbonhouse's control may cause disruption in the Services provided by Carbonhouse. Client therefore acknowledges and agrees that Carbonhouse shall not be liable to the Client for the following:

(a) Third Party Disruption of Client Data. Any loss, destruction, alteration, unauthorized disclosure or corruption of Client Data caused by any third-party. CARBONHOUSE'S EFFORTS TO RESTORE LOST OR CORRUPTED CLIENT DATA PURSUANT TO THIS SECTION 7 SHALL CONSTITUTE CARBONHOUSE'S SOLE LIABILITY AND CLIENT'S SOLE AND EXCLUSIVE REMEDY IN THE EVENT OF ANY LOSS OR CORRUPTION OF CLIENT DATA.

(b) Force Majeure. Any harm, liability or damage caused by a Force Majeure condition (including, but not limited to, fire, accident, acts of God, severe weather conditions, power outages, telecommunications interruption, strikes or labor disputes, war or other violence, or any law, order, proclamation, regulation, ordinance, demand or requirement of a government agency).

8. Ownership & Use of Platform.

(a) Ownership. Carbonhouse and its licensors reserve sole and exclusive ownership of the Carbonhouse Platform, and all copyrights, patents, trademarks, and other intellectual property rights therein. The parties acknowledge and agree that the Carbonhouse Platform does not include Client Content. Client may not remove, alter, or obscure any copyright, trademark, or other proprietary rights notices appearing on the Carbonhouse Platform. If Client provides Carbonhouse with any suggestions, comments, or other feedback regarding the Carbonhouse Platform ("*Feedback*"), *Client acknowledges that such Feedback will become the exclusive property of Carbonhouse, and Carbonhouse may use (or not use) any such Feedback in any manner and for any purpose, without compensation to Client and without implying or creating any interest on Client's part in any of Carbonhouse's products or services that may be based on such Feedback. Client hereby irrevocably assigns and agrees to assign to Carbonhouse all right, title, and interest in any Feedback Client provides.*

(b) License. Subject to the terms and conditions of this Agreement, and solely for Client's and the Client Group's business purposes and not for resale or distribution to third parties, Carbonhouse grants the Client Group a limited, non-exclusive, non-transferable, revocable license during the License Period to access and use the Carbonhouse Platform via Carbonhouse's cloud-based services (subject to Client's having a valid Account as described in Section 11(b) below), solely to execute, publish, display, transmit, manage the Client website(s) on the World Wide, in accordance with the terms and conditions of this Agreement. Other than as provided herein, the Client shall have no other rights, whatsoever, with respect to its use of the Carbonhouse Platform. Therefore, without the express written permission of Carbonhouse, Client shall have no right to the use of or license in the Carbonhouse Platform upon replacement or redesign of the Client website(s) with the design, content, programming or website architecture developed, produced or created by anyone other than Carbonhouse or to the use of the Carbonhouse Platform for any purpose other than as expressly set forth in this Agreement. Under no circumstances may the Client duplicate, distribute or sell the Carbonhouse. Client shall not permit any third party other than the Client Group to use the Carbonhouse Platform or any part thereof, except as may be required for a third party to access, support, and use the Website(s). Client's rights in the Carbonhouse Platform will be limited to those expressly granted in this Agreement. Carbonhouse and its licensors reserve all rights and licenses in and to the Carbonhouse Platform not expressly granted to Client under this Agreement.

9. Compliance with Laws.

Each Party will comply with all laws, rules, regulations, and industry standards and best practices (“Laws”) applicable to such Party and its business in any country in which they do business under this Agreement, including but not limited to such Laws as may relate to collection, use, or storage of data. By way of example and not limitation, Client shall be responsible to ensure its compliance with all Laws related to the protection of and accessibility for disabled consumers, including as it relates to access both to its venues and events and to the Website(s) (for example, ensuring compliance with Web Content Accessibility Guidelines promoted by the World Wide Web Consortium/www.w3c.org).

10. **Confidential Information.**

The parties agree that they will not disclose any Confidential Information to any unauthorized third party and will not use the other party’s Confidential Information for any purpose other than for the performance of the rights and obligations hereunder during the term of this Agreement without the prior written consent of the other party. The parties further agree that Confidential Information shall remain the sole property of the other party and that they will take all reasonable precautions to prevent any unauthorized disclosure of Confidential Information by their employees. No license shall be granted by one party to the other with respect to Confidential Information disclosed hereunder unless otherwise expressly provided herein. Upon the request of either party, the other party will promptly return all Confidential Information furnished hereunder and all copies thereof. “Confidential Information” shall include any program, licenses and all other information that would reasonably be considered confidential, whether or not marked as confidential, including but not limited to proprietary information relating to a party’s technology, finances, customer information, trade secrets, know-how, employees, customers, website visitors, organization, activities, policies, written reports, findings, conclusions, recommendations, or reporting data and analysis or products or other confidential information disclosed hereunder in writing, orally, or by drawing or other form. Notwithstanding the foregoing, Confidential Information shall not include information which: (i) is known to the receiving party at the time of disclosure; (ii) is or become publicly known through no wrongful act of the receiving party; (iii) is rightfully received from a third party without restriction on disclosure; (iv) is independently developed by the receiving party; (v) is furnished to any third party by the disclosing party without restriction on its disclosure; (vi) is approved for release upon a prior written consent of the disclosing party; or (vii) is disclosed pursuant to judicial order, requirement of a governmental agency or by operation of law.

11. **Trade Secrets: Acknowledgement and Protection.**

(a) **Acknowledgement.** Client acknowledges that the Carbonhouse Platform contains trade secrets of Carbonhouse and its licensors, and, in order to protect such trade secrets and other interests that Carbonhouse and its licensors may have in the Carbonhouse Platform, Client may not, and Client agrees not to, reverse engineer, decompile or disassemble the Carbonhouse Platform or any portion thereof, or otherwise attempt to create or derive the source code. In addition, Client may not, and Client agrees not to: (i) sell or sublicense the Carbonhouse Platform; (ii) modify the Carbonhouse Platform; (iii) distribute or copy the Carbonhouse Platform in whole or in part; (iv) use the Carbonhouse Platform in any unlawful manner, for any unlawful purpose, or in any manner inconsistent with this Agreement or Carbonhouse’s applicable documentation; (v) access or use any areas of the Carbonhouse Platform for which Carbonhouse has not granted Client authorization, or tamper or interfere with Carbonhouse’s computer systems or the technical delivery systems of Carbonhouse’s providers; or (vi) encourage, authorize, or enable anyone to do any of the foregoing.

(b) **Account Protection.** In order to access and use the Carbonhouse Platform without making vulnerable the trade secrets contained therein, Client will need to register and create an account (“Account”). Client agrees to provide accurate, current and complete information about the Client Account, which includes all individual Authorized User Accounts. Carbonhouse reserves the right to suspend or terminate the Client Account or any individual Authorized User’s Account, if any information provided during the registration process or thereafter is or becomes inaccurate, false or misleading. Client is responsible for maintaining the confidentiality of Client’s passwords and Account, including all user names and passwords information assigned to its Authorized Users, and agrees to notify Carbonhouse if any of the passwords is lost, stolen, or disclosed to an unauthorized third-party, or otherwise may have been compromised. Client is responsible for all activities that occur under the Client Account, including the activities carried out by individual employees. Client acknowledges and agrees that Carbonhouse is not

required to monitor or police communications or data transmitted through the Carbonhouse Platform and that Carbonhouse shall not be responsible for the content of any such communications or transmissions. Client shall use the Carbonhouse Platform exclusively for authorized and legal purposes, consistent with all applicable laws, regulations and the rights of others. Client shall keep confidential and not disclose to any third-parties, and shall ensure that Authorized Users keep confidential and do not disclose to any third-parties, any user identifications, account numbers or account profiles.

12. **Termination.**

Either party may terminate this Agreement (i) if the other party breaches any material term of this Agreement and fails to cure such breach within thirty (30) days after receipt of a written notice thereof or (ii) upon the other party's initiation of any proceeding under applicable bankruptcy or insolvency laws which is not dismissed within thirty (30) days and such party is unable to perform its obligations under this Agreement. Carbonhouse may suspend Client's Account (including individual Authorized User's Account) and Client's use of the Carbonhouse Platform as Carbonhouse deems appropriate to prevent, investigate, or otherwise address any suspected misuse of the Carbonhouse Platform or until any past due amounts have been paid. Upon either party's request, the other party shall return to the requesting party any data, records, or other materials belonging to the requesting Party, including without limitation, all Confidential Information. Upon any termination, the Carbonhouse Platform and the Client website(s) shall be promptly returned to Carbonhouse and any Client Content shall be promptly returned to Client in a commercially standard format. Termination of this Agreement shall not limit either party from pursuing any other remedies available to it, including injunctive relief, nor shall termination relieve Client of its obligation to pay all charges that have accrued prior to such termination for the services.

13. **Disclaimers.**

(a) The Carbonhouse Platform is provided "as is," exclusive of any warranty whatsoever. Carbonhouse makes no warranty that the Carbonhouse Platform will meet Client's requirements or be available on an uninterrupted, secure, or error-free basis.

(b) Carbonhouse expressly disclaims any warranties and conditions, express or implied, including but not limited to any implied warranties and conditions of merchantability, fitness for a particular purpose, and noninfringement, and any warranties and conditions arising out of course of dealing or usage of trade. No advice or information, whether oral or written, obtained concurrently from Carbonhouse or elsewhere will create any warranty or condition not expressly stated in this agreement.

14. **Indemnity.**

(a) Client. Client will indemnify, defend and hold harmless Carbonhouse and its officers, directors, employee and agents, from and against any third-party claims, disputes, demands, liabilities, damages, losses, and costs and expenses, arising out of or in any way connected with (i) Client's access to or use of the Carbonhouse Platform otherwise than in accordance with this Agreement, (ii) Client Images, (iii) Client Content, or (iv) the Client Data, provided that Carbonhouse: (a) promptly notifies Client in writing of the claim; (b) grants Client sole control of the defense and settlement of the claim; and (c) provides Client, at Client's expense, with all assistance, information and authority reasonably required for the defense and settlement of the claim.

(b) Carbonhouse. Carbonhouse will indemnify, defend and hold harmless Client and its officers, directors, employee and agents, from and against any claims, disputes, demands, liabilities, damages, losses, and costs and expenses, including, without limitation, reasonable legal and professional fees, to the extent that it is based upon a third-party claim that the Carbonhouse Platform, as provided by under this Agreement and used within the scope of this Agreement, infringes or misappropriates any intellectual property right in any jurisdiction, and will pay any costs, damages and reasonable attorneys' fees attributable to such claim that are awarded against Client, provided that Client: (i) promptly notifies Carbonhouse in writing of the claim; (ii) grants Carbonhouse sole control of the defense and settlement of the claim; and (iii) provides Carbonhouse, at Carbonhouse's expense, with all assistance, information and authority reasonably required for the defense and settlement of the claim. If use of any of the Carbonhouse Materials and/or Carbonhouse Platform is, or in Carbonhouse's reasonable opinion is likely to be, the subject of a claim specified this section, then Carbonhouse may, at its sole option and expense: (a) procure

for Client the right to continue using the Carbonhouse Materials and/or Carbonhouse Platform; (b) replace or modify the Carbonhouse Materials and/or Carbonhouse Platform so that it is non-infringing while maintaining substantially equivalent in function to the original Carbonhouse Materials and/or Carbonhouse Platform; or (c) if options (a) and (b) above cannot be accomplished despite Carbonhouse's reasonable efforts, then Carbonhouse or Client may terminate this Agreement and Carbonhouse will provide pro rata refund of unused/unapplied fees paid in advance for any applicable subscription term.

(c) The provisions of this Section 14 set forth Carbonhouse's sole and exclusive obligations, and Client's sole and exclusive remedies, with respect to infringement or misappropriation of intellectual property rights of any kind.

15. **Limitation of Liability.**

Except for liability arising from a breach of Section 9 or from indemnification obligations under Section 14, either party's total liability to the other from all causes of action and under all theories of liability will be limited to an amount equal to the amounts paid to Carbonhouse by Client for the Platform in the 12 months immediately preceding the events giving rise to the liability or, in the case of Client's liability only, to an amount equal to such amounts plus all outstanding amounts then owed by Client under this Agreement.

Neither party will be liable to the other for any incidental, special, consequential or punitive damages, or for costs of substitute goods or services, or for loss of profits, data, use, goodwill, or other intangible losses, arising in any way out of this Agreement or resulting from Client's access to, use of, or inability to access or use the Carbonhouse Platform, whether based on warranty, contract, tort (including negligence) or any other legal theory, whether or not the party has been informed of the possibility of such damage, and even if an exclusive remedy set forth herein is found to have failed of its essential purpose.

16. **Miscellaneous.**

(a) **Assignment.** This Agreement may not be assigned by either Party without the prior written consent of the other. . Subject to the foregoing, this Agreement will bind and benefit the Parties and their respective successors and assigns.

(b) **No Election of Remedies.** Except as expressly set forth in this Agreement, the exercise by either Party of any of its remedies under this Agreement will not be deemed an election of remedies and will be without prejudice to its other remedies under this Agreement or available at law or in equity or otherwise.

(c) **Severability.** If any provision of this Agreement is held invalid or unenforceable by a court of competent jurisdiction, the remaining provisions of this Agreement will remain in full force and effect, and the provision affected will be construed so as to be enforceable to the maximum extent permissible by law.

(d) **Survivability.** Rights and obligations under this Agreement which by their nature should survive (including, without limitation, obligations of confidentiality, privacy and data protection, warranties and indemnification) will remain in effect after termination or expiration of this Agreement. No termination of this Agreement will relieve the applicable party from liability arising from breach of this Agreement on or prior to the termination date.

(e) **Notices.** All notices required or permitted under this Agreement will be in writing, will reference this Agreement, and will be deemed given: (i) when delivered personally; (ii) one (1) business day after deposit with a nationally-recognized express courier, with written confirmation of receipt; (iii) three (3) business days after having been sent by registered or certified mail, return receipt requested, postage prepaid; or (iv) twenty-four (24) hours after having been sent via electronic mail to the identified contact person. All such notices will be sent to the addresses set forth below or to such other address as may be specified by either Party to the other Party in accordance with this Section.

If notice to carbonhouse, llc:

Carbonhouse LLC
5727 Westpark Drive, Suite 108
Charlotte, NC 28217
Attn: Brandon Lucas

If notice to [Client]:

NOW Arena
5333 Prairie Stone Pkwy
Hoffman Estates, IL 60192
Attn: Ben Gibbs

(f) Dispute Resolution. This Agreement and any action related thereto will be governed by the laws of the State of Illinois without regard to its conflict of laws provisions. Client and Carbonhouse irrevocably consent to the jurisdiction of, and venue in, the state or federal courts located in the State of Illinois for any disputes arising under this Agreement.

(g) Waiver. The failure by either Party to enforce any provision of this Agreement will not constitute a waiver of future enforcement of that or any other provision. The waiver of any such right or provision will be effective only if in writing and signed by a duly authorized representative of each Party.


(h) Entire Agreement. This Agreement constitutes the complete and exclusive agreement of the Parties with respect to its subject matter and supersedes all prior understandings and agreements, whether written or oral, with respect to its subject matter. Any waiver, modification or amendment of any provision of this Agreement will be effective only if in writing and signed by the Parties hereto.

(i) Counterparts. This Agreement may be executed in counterparts, each of which will be deemed an original, but all of which together will constitute one and the same instrument.

IN WITNESS WHEREOF, the parties have executed this Agreement as of the Effective Date.

Carbonhouse, LLC

NOW Arena

By: 

By: _____

Name: Brandon Lucas

Name: Ben Gibbs

Title: President

Title: General Manager

EXHIBIT A

Carbonhouse Fees

Website Design and Development Fees.

Total website design and development fee:	\$35,000
Payment date:	Payment amount:
Project kick off:	50% of the total fee in the amount of \$17,500
Design approval:	25% of the total fee in the amount of \$8,750
Website launch:	25% of the total fee in the amount of \$8,750

Website Hosting Fee (per website hosted by the Platform)

Unlimited hosting, license and support services	\$750 per month, beginning two weeks from soft launch or live launch. Whichever sooner.
Extensive update, maintenance or administrative services	Current rate card rate which is currently \$250.00/hr.
Deficiency services	Current rate card rate which is currently \$250.00/hr.

New Features and Functionality Fee

New features and functionality	Current rate card rate which is currently \$250.00/hr.
--------------------------------	--

All Website Hosting Fees and New Feature and Functionality Fees shall increase by 5% during each Renewal Year, unless otherwise agreed to in writing by the parties.

EXHIBIT B

[Web Design and Development Proposal]