

## REQUEST FOR INFORMATION (RFI)

### 1. Introduction

As part of a market consultation process and in order to collect information on solutions available on the market for the implementation of the subject of this inquiry, including the related implementation costs, the Polish Football Association (PZPN) hereby invites you to submit relevant information.

This document sets out the essential requirements necessary to prepare a response to this inquiry. The inquiry is confidential in nature. Neither party may disclose any technical or commercial information related to the inquiry without the prior consent of the other party.

The invitation is addressed both to entities offering comprehensive ticketing systems together with matchday operational services, as well as to companies providing selected components of the solution (e.g. ticketing system only, mobile application, box office operations, stadium support or helpdesk services), which may operate as standalone modules or be integrated with other elements of PZPN's infrastructure.

PZPN allows for the performance of the scope of services by a single entity or by several specialized entities operating independently or within a partnership model.

### 2. Information about the Contracting Entity

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| <b>Contracting Entity:</b> | Polish Football Association ( <b>PZPN</b> )<br>ul. Bitwy Warszawskiej 1920 r. nr 7<br>nr KRS: 0000091546<br>NIP: 526-17-27-123<br>REGON: 000866550 |
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### 3. Subject of the Request

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| <b>Subject of the Request</b> | <p>The subject of this inquiry is the delivery, implementation, and maintenance of a modern ticketing system for events organized by PZPN, including national team matches and other centrally organized events.</p> <p><b>1. The system should include in particular:</b></p> <ul style="list-style-type: none"> <li>a) online and on-site ticket sales;</li> <li>b) a mobile application (including in a white-label model) compliant with international standards;</li> <li>c) stadium seating plan management and access control;</li> <li>d) handling of high-demand sales peaks (virtual queue, scalability);</li> <li>e) advanced security mechanisms (anti-bot, anti-scalping, cybersecurity);</li> <li>f) advanced sales reporting and analytics;</li> <li>g) integration with PZPN systems (SSO, user profile, accounting system);</li> <li>h) integration with stadium systems, payment gateways, analytical tools, and external partners;</li> <li>i) compliance with applicable laws and regulations (including the Mass Events Security Act, GDPR, and KSeF);</li> <li>j) the ability to build a unified fan profile and develop loyalty features;</li> <li>k) support for historical data migration.</li> </ul> <p><b>2. Cooperation Model and Scope of Services</b></p> <p>PZPN allows the individual components of the scope of services to be delivered either by a single entity or by several specialized entities.</p> |
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|                                                                  | <p><b>2.1. In particular, the following areas are distinguished:</b></p> <ul style="list-style-type: none"> <li>a) Delivery and maintenance of the ticketing system;</li> <li>b) Matchday operational services. Tools required from the bidder or its designated partner for operating box offices or information points: fiscal cash registers, payment terminals, computers, printers, handheld scanners for event operations, and on-site technical support at the stadium.</li> <li>c) Event configuration and ongoing system administration.</li> </ul> <p><b>2.2 Accordingly, the Bidder may:</b></p> <ul style="list-style-type: none"> <li>a) deliver all of the above components independently; or</li> <li>b) designate subcontractors; or</li> <li>c) submit a proposal covering selected areas only.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |
| <p><b>Detailed description of the subject of the inquiry</b></p> | <p><b>The system must:</b></p> <ul style="list-style-type: none"> <li>1. comply with the requirements of the Act of 20 March 2009 on the Safety of Mass Events (Journal of Laws 2023, item 616);</li> <li>2. provide a modern, intuitive, and visually appealing user interface enabling easy navigation and interaction.</li> </ul> <p><b>I. Key elements of the homepage and user interface should include:</b></p> <ul style="list-style-type: none"> <li>1. availability 365 days a year, 24/7, without limitations, including geographic restrictions;</li> <li>2. availability in both desktop and mobile versions;</li> <li>3. an integrated mobile application (optionally in a white-label model) enabling comprehensive management of all ticket types in Polish and English. The application should offer functionalities comparable to the standards set by “UEFA Mobile Tickets,” ensuring intuitiveness, security, and user convenience, with the option of integration with PZPN’s target mobile application;</li> <li>4. an interactive calendar presenting upcoming events available for sale, with filtering options by date, location, event type, and ticket category, ensuring easy access to information and quick navigation;</li> <li>5. a virtual queue mechanism managing user traffic during high-demand sales periods;</li> <li>6. a detailed and interactive stadium map enabling users to easily locate the venue and intuitively select available seats, including price categories, views from the stands, and additional sector information;</li> <li>7. the system must enable configuration of sales modes in compliance with applicable regulations, including the option to restrict ticket purchases exclusively to registered users / account holders within the system;</li> <li>8. the option to purchase tickets in physical form, with the possibility of self-printing or saving the ticket to an external medium such as an NFC card or other compatible device, including digital wallets; as well as the ability to print thermal tickets (compliant with KV standards);</li> <li>9. the possibility to extend the offer with additional matchday-related products/services or to integrate with solutions providing such functionalities;</li> <li>10. access to a wide range of payment methods, including payment cards, bank transfers, electronic wallets, mobile payment systems (in particular those designated by PZPN, as well as other modern financial solutions);</li> <li>11. the use of rotating graphics/sliders, redirects/buttons, and icons with defined functionalities;</li> <li>12. customization of visual theme, color scheme, functional layout, and personalization of visual content;</li> </ul> |

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|  | <ol style="list-style-type: none"> <li>13. access to full purchase history, presenting detailed information on completed transactions, such as date, type of product purchased, amount, and payment method, with options to filter and sort data for user convenience;</li> <li>14. compatibility with KSeF (National e-Invoicing System).</li> </ol> <p><b>II. Additionally, the system’s development capabilities should enable the implementation of the following solutions:</b></p> <ol style="list-style-type: none"> <li>1. creation and expansion of a unified fan profile;</li> <li>2. user scoring based on purchasing and behavioral activity;</li> <li>3. customer lifetime value (LTV) modeling;</li> <li>4. identification of “no-show” risk and attendance prediction for individual events;</li> <li>5. implementation of loyalty mechanisms based on matchday activity and ticket tokenization;</li> <li>6. integration with biometric solutions in the long term.</li> </ol> <p><b>III. User Communication:</b></p> <p><b>The system should enable the generation of personalized messages to users, including, among others:</b></p> <ol style="list-style-type: none"> <li>1. automatic purchase confirmations;</li> <li>2. personalized email templates and push notifications;</li> <li>3. reminder emails about upcoming events and marketing campaigns;</li> <li>4. personalized advertisements and partner marketing banners, with dynamic content and placement management within the user interface depending on audience segments or promotional campaigns;</li> <li>5. product banners with the option to redirect users to promotional pages;</li> <li>6. information about available additional matchday-related services and products;</li> <li>7. welcome and farewell SMS messages;</li> <li>8. enhancement of brand visibility;</li> <li>9. the ability to share information about ticket purchases on social media platforms such as Facebook, X (Twitter), TikTok, Instagram, or others, including the generation of personalized promotional messages supporting marketing activities;</li> <li>10. affiliate marketing tools, such as generating tracking links;</li> <li>11. the ability for users to contact support directly via phone, email, chat, or chatbot, with a particular emphasis on high-quality communication automation;</li> <li>12. guaranteed response to user inquiries within a specified maximum timeframe (e.g., 24 hours);</li> <li>13. automatic confirmation of submitted inquiries;</li> <li>14. the ability for users to edit their contact details provided in the context of ticket delivery;</li> <li>15. the ability to create customer satisfaction surveys;</li> <li>16. gamification elements based on automated features, such as predicting match results, line-ups, or goal scorers;</li> <li>17. a dedicated FAQ section.</li> </ol> <p><b>IV. Provide advanced ticket sales and management functionalities tailored to the various needs of users and cooperating entities. Key requirements include:</b></p> <ol style="list-style-type: none"> <li><b>1) Special sales handling:</b> <ol style="list-style-type: none"> <li>a) the ability to sell tickets to corporate accounts, including access to privileged sectors, with active links enabling data entry and quick ticket generation; with options to manage access rights and the scope of functionalities according to individual needs;</li> <li>b) the ability to sell away match packages, including tickets for matches played outside home stadiums, through a flexible sales mechanism that does not require adding a new stadium to the system, while ensuring precise management of ticket availability and allocation;</li> </ol> </li> </ol> |
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|  | <ul style="list-style-type: none"> <li>c) accreditation handling and VIP zone management;</li> <li>d) voucher distribution, as well as organization and handling of free events.</li> </ul> <p><b>2) Refund and change management:</b></p> <ul style="list-style-type: none"> <li>a) handling ticket refunds; reimbursement of funds in the event of match cancellation, with the process completed within no more than 14 days from the date of event cancellation, in compliance with applicable regulations and payment processing rules;</li> <li>b) the ability to modify ticket holder details or upgrade to a higher price category, within a defined time limit for making such changes.</li> </ul> <p><b>3) Flexible sales configurations:</b></p> <ul style="list-style-type: none"> <li>a) creation of differentiated offers, such as packages (e.g. “guardian + child”) or subscriptions aimed at increasing attendance;</li> <li>b) implementation of dynamic pricing to boost attendance by adjusting ticket prices depending on the time remaining until the event, including the possibility of conducting pricing model tests (A/B testing);</li> <li>c) the ability to grant discounts to specific user groups and to enable ticket purchases during pre-sale phases;</li> <li>d) the ability to set a limit on the number of tickets that can be purchased in a single transaction;</li> <li>e) the ability to configure and launch new ticket sales modes (e.g. a lottery for a previously registered group of interested users).</li> </ul> <p><b>4) Purchases tailored to specific user groups:</b></p> <ul style="list-style-type: none"> <li>a) sales for foreign nationals and persons with disabilities, based on a defined identification and eligibility verification process;</li> <li>b) restriction of ticket purchases for children under the age of 13;</li> <li>c) age verification based on the PESEL number;</li> <li>d) the ability to purchase tickets for individuals who do not have a PESEL number, based on a defined identification process;</li> <li>e) automatic discounts for fans meeting specific criteria, such as being below a defined age threshold or possessing other qualifying attributes (e.g. student status or disability), based on the data provided and in accordance with the event’s pricing policy.</li> </ul> <p><b>Furthermore, the system should:</b></p> <ul style="list-style-type: none"> <li>V. store user information and enable data migration from the current system, ensuring the complete retrieval and preservation of all existing user data, such as personal data, transaction history, and marketing consents, in compliance with applicable data protection and information security regulations;</li> <li>VI. ensure full support in the creation and configuration of all stadiums and venues designated by PZPN, enabling precise customization of parameters such as sectors, seats, and ticket options to the specifics of each venue and event, as well as integration of the system with existing access control solutions available on the market to ensure efficient event operations and ticket sales;</li> <li>VII. provide flexible options for managing ticket printing and distribution, allowing PZPN to use the services of the system provider (optionally) or to enter into independent agreements with selected external partners, depending on operational and strategic needs;</li> <li>VIII. support advanced cross-selling mechanisms, enabling the bundling of ticket sales with additional products or services, such as merchandise, parking tickets, vouchers, or promotional packages, with dynamic offer adjustments based on user preferences and marketing strategies;</li> <li>IX. enable on-site ticket sales;</li> </ul> |
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|  | <p>X. allow for the exclusion of seats/sectors for camera positions, buffer zones, away fan sectors, etc., together with rapid generation of graphical visualizations;</p> <p>XI. enable integration with stadium ban databases (e.g., CBDK) and, where necessary, allow blocking of specific tickets/PESEL numbers in the ticketing system in accordance with court-imposed or other bans;</p> <p>XII. ensure the ability to assign and segment ticketed seats according to designated entry gates and turnstile sections in line with the stadium access control system;</p> <p>XIII. as part of optional operational services, the system provider or its designated partner may provide comprehensive matchday operations, including the presence of qualified personnel at customer service points to resolve fan issues, as well as technical and operational support at all active turnstile sections, ensuring smooth access management and prompt response to any matchday incidents (approximately 25-30 staff members in the case of the National Stadium);</p> <p>XIV. as part of optional operational services, the system provider or its designated partner may provide and organize ticket sales at box offices for matches designated by PZPN, in particular Women's National Team matches, the Women's Polish Cup Final, and U21 national team matches. This includes their own fiscal cash registers, ticket printers, and staffing of ticket offices and information points;</p> <p>XV. as part of optional operational services, the system provider or its designated partner may provide full-time personnel (PZPN Event Administrator) on their side to perform tasks commissioned by PZPN, including event setup in accordance with guidelines, ongoing match configuration, preparation of sales phases, configuration of the system for privileged groups, and overall system operation, for which the provider or its designated partner is fully responsible from stadium setup through post-match complaint handling;</p> <p>XVI. as part of optional operational services, the system provider or its designated partner shall be responsible for event setup within the system, including entering stadium data and conducting stadium seat inventory (stadium seating plan), preparation of VIP stand layouts, preparation of press stand layouts, integration with the stadium access control system, and submission and verification of barcode functionality on scanners for matches commissioned by PZPN. PZPN will facilitate contact with stadium personnel and enable seat inventory activities by the provider's staff for commissioned events;</p> <p>XVII. the system should ensure continuity of access control operations in the event of loss of internet connectivity, including the ability to verify tickets in offline mode and synchronize data once the connection is restored.</p> <p><b>XVIII. Provide a loyalty program that:</b></p> <ol style="list-style-type: none"> <li>1) enable users to redeem accumulated points to reduce the price of tickets/merchandise or to receive rewards;</li> <li>2) offer different membership tiers;</li> <li>3) provide various promotions depending on the membership tier;</li> <li>4) inform users about their status within the loyalty program and how to upgrade it;</li> <li>5) display a leaderboard presenting the most engaged users;</li> <li>6) reward users for specific actions;</li> <li>7) allow users to earn different numbers of points depending on the transaction value or the type of actions undertaken;</li> <li>8) enable users to access exclusive content or events based on their activity, loyalty program status, or other defined criteria.</li> </ol> <p><b>XIX. With regard to reporting and analytics, the System should:</b></p> |
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|  | <ol style="list-style-type: none"> <li>1) enable comprehensive reporting and analysis of user behavior, including purchasing activity such as transaction frequency and value, preferred payment methods, number of tickets purchased, ticket utilization rate, and key stages of the customer journey. Additionally, the system should allow identification of the most and least active users and provide geographic sales visualizations to support strategic marketing and operational decisions;</li> <li>2) provide an advanced sales reporting module tailored to the needs of the Finance Department, enabling the generation of detailed reports covering revenue data, payment methods, ticket categories, and sales analysis both in real time and after the event;</li> <li>3) generate advanced sales and ticket usage reports containing detailed information to support customer behavior analysis and sales process optimization, including: <ol style="list-style-type: none"> <li>a) a list of individuals who purchased tickets for a specific match;</li> <li>b) ticket purchases made within a specified time period;</li> <li>c) ticket purchases for selected matches (with the option to select multiple events);</li> <li>d) ticket utilization status (elimination of “no-shows”);</li> <li>e) the number of tickets purchased by a user for themselves and accompanying persons, including minors;</li> <li>f) categories of purchased tickets (e.g., standard, collector’s);</li> <li>g) user segmentation based on criteria such as age, place of residence, gender, nationality, phone number, ticket type, and purchase history;</li> <li>h) marketing consents granted by users;</li> <li>i) information about accompanying persons for whom tickets were purchased, including whether they have an account in the system;</li> <li>j) match entry status (confirmation of attendance at the event);</li> <li>k) data regarding ticket refunds;</li> </ol> </li> <li>4) enable export of selected information in PDF/CSV/Excel formats, with the ability to filter and customize reports according to specific analytical and operational needs;</li> <li>5) provide real-time reporting including ticket price, payment method, delivery method, and sector.</li> </ol> <p><b>XX. Personal Data Processing:</b></p> <ol style="list-style-type: none"> <li>1) PZPN must act as the data controller within the system.</li> <li>2) The system owner must act as the data processor, processing personal data exclusively on behalf of PZPN and for PZPN’s purposes.</li> <li>3) The system owner may not use personal data for which PZPN is the controller for its own purposes, such as sales or marketing.</li> <li>4) The system must enable automatic deletion of personal data after a period of 5 years.</li> <li>5) The system must ensure the protection of data, including special categories of data related to declarations of foreign origin and disability status.</li> <li>6) The system must store records of marketing consents granted by users.</li> </ol> <p><b>XXI. Technical Requirements:</b></p> <ol style="list-style-type: none"> <li>1) Integration with the PZPN SSO system: login.laczynaspilka.pl.</li> <li>2) Integration with the PZPN user profile system: profil.laczynaspilka.pl.</li> <li>3) The system must operate on Azure, GCP, AWS cloud infrastructure or an equivalent infrastructure meeting the specified security and availability standards.</li> <li>4) Provision of data through database interfaces to PZPN reporting systems.</li> <li>5) Import of historical sales data from legacy systems – covering a period of 10 years.</li> </ol> |
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|                                | <p>6) Communication with PZPN systems using a secure VPN API tunnel.</p> <p><b>XXII. Integrations</b></p> <p><b>The system should support integration with external services, including:</b></p> <ol style="list-style-type: none"> <li>1) the official fan shop, offering products recommended based on purchase history;</li> <li>2) services verifying stadium bans in real time;</li> <li>3) analytical tools such as Google Tag Manager, Facebook Pixel, Google Analytics, and Tableau;</li> <li>4) stadium systems;</li> <li>5) PZPN's accounting system, Comarch ERP XL (invoice import and export);</li> <li>6) social media platforms such as Facebook, X (Twitter), TikTok, as well as other future tools, enabling dynamic presentation of the latest official content and updates, with the option to expand functionalities as new technologies and communication channels emerge;</li> <li>7) payment gateways designated by PZPN;</li> <li>8) another external application for the purpose of privileged sales to its users.</li> </ol> <p><b>XXIII. Compliance with Best Practices in Functional Requirements</b></p> <p>As part of the response to this RFI, the prospective Provider or its designated partner should present, in addition to the elements listed above, information regarding the following system functionalities:</p> <ol style="list-style-type: none"> <li>1) Cybersecurity requirements (including compliance with ISO/IEC 27001 or an equivalent standard, certifications related to payment data processing, DDoS protection mechanisms; multi-factor authentication for administrators, logging and auditing of system events, readiness for periodic penetration testing, mechanisms to prevent bot activity and automated ticket purchasing);</li> <li>2) Performance and scalability requirements (including the minimum proposed annual SLA level, declared system response time under standard load conditions, high-demand drop standards, auto-scaling/load balancing mechanisms, key Disaster Recovery assumptions, including RTO and RPO parameters);</li> <li>3) Data management and interoperability (including ensuring PZPN raw data access, with the ability to export the full database at any time);</li> <li>4) Proposed mechanisms to prevent abuse and ticket scalping (including secondary marketplace solutions, fraud detection engines, and dynamic QR codes).</li> </ol> |
| <b>Implementation timeline</b> | To be discussed and agreed in detail by the parties.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |

#### 4. Submission of responses to the Request for Information (RFI)

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| <b>Offer submission deadline</b>         | <b>3 April 2026, 23:59:59 (CET)</b>                                                                                                                                                                                                                       |
| <b>Place for submitting offers</b>       | to the following email address: <b>tomasz.flakowski@pzpn.pl</b>                                                                                                                                                                                           |
| <b>Offer preparation rules</b>           | Please submit your response [e.g. in a single electronic copy (PDF file) electronically signed by an authorized representative of the bidder].                                                                                                            |
| <b>Required elements of the response</b> | <p><b>In response to the RFI, please indicate:</b></p> <ol style="list-style-type: none"> <li>a) the elements that the Bidder delivers independently, those delivered with the involvement of partners, and those not covered by the proposal;</li> </ol> |

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|                            | <ul style="list-style-type: none"> <li>b) a description of the architecture and key functionalities of the solution;</li> <li>c) information regarding security, scalability, and SLA parameters;</li> <li>d) a description of the implementation and maintenance model;</li> <li>e) financial terms and conditions;</li> <li>f) experience in delivering similar projects, in particular within sports organizations.</li> </ul> <p><b>Please present the information divided into the following areas:</b></p> <ul style="list-style-type: none"> <li>a) delivery and maintenance of the ticketing system;</li> <li>b) matchday operational services (box offices, information points, on-site technical support);</li> <li>c) event configuration and ongoing system administration.</li> </ul> <p><b>Furthermore, the response should include at least:</b></p> <ul style="list-style-type: none"> <li>a. identification details of the entity submitting the response and any partners indicated by it (registration data, including full legal name and address);</li> <li>b. contact details of the responding entity and any indicated partners;</li> <li>c. a description of the proposed approach to delivering the scope of services, with reference to the subject of the inquiry;</li> <li>d. the estimated timeline and schedule for potential implementation;</li> <li>e. the net and gross price for the performance/delivery of the service, including applicable value added tax (VAT), if any;</li> <li>f. experience and competencies of the responding entity (e.g. years on the market, completed implementations in sports clubs or associations; where applicable, presence in Poland or Europe, indicating the clubs or federations where your solutions are in operation, together with information on scale, scope of implementation, and achieved performance parameters);</li> <li>g. a description of the offered system/software;</li> <li>h. the product name;</li> <li>i. technical and functional details;</li> <li>j. recommended use cases;</li> <li>k. financing and pricing model (purchase / lease / subscription);</li> <li>l. costs of hardware, software, and additional services;</li> <li>m. a description of the offered technical support and service, including response times;</li> <li>n. SLA terms.</li> </ul> |
| <b>PZPN contact person</b> | <p>Any questions regarding this request for proposal or any additional information necessary from the bidder's perspective should be directed to:</p> <ul style="list-style-type: none"> <li>o <b>Tomasz Flakowski</b></li> <li>o Head of Digital Innovation</li> <li>o e-mail: <b>tomasz.flakowski@pzpn.pl</b></li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |

## 5. Disclaimer

PZPN reserves the right to contact only selected recipients of this request, to conduct additional commercial negotiations, to freely choose the most advantageous offer, to reject any offer without providing reasons, and to select none of the submitted offers. This request does not constitute an offer within the meaning of the Polish Civil Code of 23 April 1964 (Journal of Laws 2020, item 1740, as amended), nor does it constitute an announcement or any other form as defined by the Public Procurement Law of 11 September 2019 (Journal of Laws 2019, item 2019, as amended).

## 6. Attachments

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| <b>Attachments to the request for proposal:</b> | - |
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