

SOLE SOURCE JUSTIFICATION

A waiver from the competitive solicitation process may be granted when based upon operational compatibility with existing equipment, strong technological grounds, a unique and cost-effective feature requirement, or when it is clearly in the State's best interest.

1.) Contract Amount: \$ 75,000.00

2.) Requested Supplier: Adams Outdoor

3.) Description of Item/Service:

- Provide a static billboard for Corps Day advertising for a 4 week period
- Provide digital billboards in the Charleston metro for the CGC Open Houses in October and April.
- Provide digital billboards for admission's puchs for the CGC from November through January.

4.) Establish the reasons The Citadel absolutely requires this specific Item/Service and the unique benefits that will be realized:

Almost 70% of our registered CGC students are within 100 mile radius. Digital billboard advertising combined with other types of advertising is proven to drive a higher conversion rate. The static billboard will show recognition for our alumni and create a sense of family for anyone considering the SCCC.

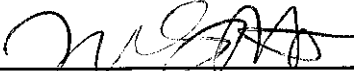
5.) Explanation as to why no other supplier can offer a comparable Item/Service:

The combination of both digital and static advertising space provided by Adams the only advertising firm in the specific locations which will generate the highest number of impressions for our specified demographic and location.

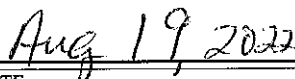
Right to Protest: If you are aggrieved in connection with the intended award of this project you may be entitled to protest, but only as provided in Section 11-35-420 (1) South Carolina Code of Laws. Any intent to protest or actual protest must be
(a) via email to protest-mmo@mmo.sc.gov or
(b) vis USPS or any other carrier to 1201 Main St., Suite 600, Columbia, SC 29201 submitted in writing to the Chief Procurement Officer, Materials Management Office

I hereby certify that the above information is accurate and request that a waiver from the State mandated bidding process be approved for the procurement of the above stated equipment, commodity, or service.

Based on the determination above, the proposed procurement action described is being procured pursuant to the authority of Section 11-35-1560 of the South Carolina Procurement Code and 19-445.2105 of the Rules and Regulations, 1976 South Carolina Code of Laws.



SIGNATURE



DATE

William Leggett

PRINT NAME OF DEPARTMENT HEAD

Office of Communications and Marketing

DEPARTMENT

FOR PROCUREMENT SERVICES USE ONLY

APPROVED BY: _____
Director of Procurement Services

DATE: _____

APPROVED BY: _____
VP Finance & Business

DATE: _____

*VPFB signature only required for requests over \$100,000

GUIDANCE:

Section 3; Provide a description of the item or service being requested with sufficient detail so that it is clear to the reviewer of this form what is being sought and the purpose it serves.

Section 4; Detail the specifics about the item or service and explain how it is uniquely positioned to meet the need at The Citadel. This section should address the role that will be played by the item/service and how it is positioned to be the only option that will work in this scenario. Factual evidence must be presented to substantiate why this is the sole item/service that will work.

Section 5; Cite the reasons why alternatives would not be acceptable and how comparable products or services from other suppliers could not meet the need. Also, include details about the market research that was performed to substantiate the sole source request. Detail the specific, quantifiable facts as to why this type of item/service cannot be purchased from any other supplier.

The Drug-free Work Place certification must be obtained for sole source procurements greater than \$50,000.