

## 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:\$

18,585.00

2.) Requested Supplier:

Brand Connex

3.) Description of Item/Service:

The US News and World Report issues yearly rankings amongst colleges and universities in different categories. Ranked schools earn a US News and World Report trademarked badge for each category they are ranked.

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

U.S. News & World Report, the global authority in college rankings. The inclusion in this report, and the subsequent badge, definitively proves the value of a Citadel education.

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

The only provider for these ranking is Brand Connex who is responsible for the US News and World Report. They are the provider that publishes the report and is solely allowed to sell the badges and media rights.

The Full Print /Digital Video Marketing License includes print advertising, signage, posters, brochures, banners, plaques, direct mail, printed billboards, table tents, meeting room materials, staff communications, and similar print products – where such displays are dedicated to promoting the Licensee. It also consists of the right to display the Licensed Content at online properties (including websites, landing pages and splash pages), social media outlets, online advertising, e-mail campaigns, electronic signage, and signature blocks, where such displays are dedicated to promoting the Licensee. It consists of the right to display the Licensed Content in non-broadcast video -- such as web-based videos (ie: online in-banner video, pre-roll and content on streaming devices), closed-circuit television, and in-facility video announcements -- where all such displays are dedicated to promoting the Licensee.

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 submitted in writing to the Chief Procurement Officer, Materials Management Office (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

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

01/23/2023

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.