

## 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:\$ 39,950.00

2.) Requested Supplier: Neutron Media

### 3.) Description of Item/Service:

Fifteen second airtime package looping a minimum of four times per hour, airing 20 hours per day, from 6am to 2am, over the 91 day period, delivering a minimum of 7,280 x :15 second spots displayed in total. This will include weekly commercial swap-outs at no additional charge. The 1500 Broadway Spectacular is located in Times Square, New York City and has a 56' wide x 29' high, two-sided HD LED screen for a total 1,624 square feet of viewing space.

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

This advertising space will provide impression-based marketing for The Citadel with the ability to adjust the messaging weekly. This billboard will provide 4,495,055 impressions per day to over 1,500,000 daily visitors to Times Square. There is no other marketing opportunities in the United States that can deliver that many impressions in a day.

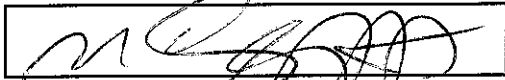
### 5.) Explanation as to why no other supplier can offer a comparable Item/Service:

This particular advertising space is available to us because the previous space lessee has claimed bankruptcy and as such, Neutron Media is willing to lease the space at a considerable discount. This is the only advertising space that will provide the amount of impressions per dollar that we require for impression based marketing.

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

Aug 19, 2022

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.