

**JUSTIFICATION FOR
SOLE SOURCE PROCUREMENT**

Agency: Office of Communications and Marketing, The Citadel

Sole Source Vendor: Cumulus Media

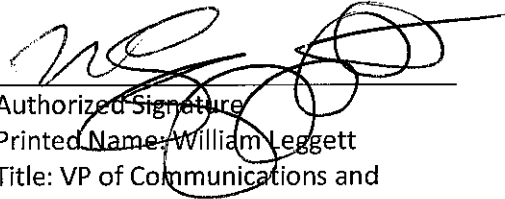
Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. §11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets: The Office of Communications and Management oversees The Citadel's efforts in media relations, public affairs, marketing, publications, executive communications, photography, advertising, videography, social media, branding and the college website.

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: OTT (Over TheTop) Digital Marketing enables advertisers to follow their audiences across several platforms to include websites, mobile apps, streaming services and gaming platforms. This helps maximize your reach well beyond streaming services, keeping your brand top-of-mind. Then, this can then lead to more interest and recognition for our brand, eventually increasing lead conversion.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: OTT (Over TheTop) Digital Marketing will follow our audience across multiple digital advertising platforms including video ads on streaming video platforms.

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency: Cumulus Media was awarded a contract as the result of an RFP in March 2017 and will serve our digital display advertising across websites. For OTT advertising to be effective the advertising must be able to cross platforms from websites, to mobile applications, to video platforms and to streaming services. Since Cumulus Media is our current digital advertising vendor, any other vendor that would serve digital advertisements on websites would violate our contract with Cumulus Media.


Authorized Signature
Printed Name: William Leggett
Title: VP of Communications and
Marketing
Date: 4/15/2022

Notes:

**Authorized signature is the agency head unless the agency head has delegated that authority.
Delegation of authority must be submitted to the Materials Management Officer in writing.**

The Agency must obtain a Drug-free Workplace certification from the Vendor if the sole source procurement is \$50,000 or greater.