

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: \$ 23,997.00 two year contract

2.) Requested Supplier: VIQTORY

3.) Description of Item/Service:

12 Month: Digital Profile
3x: Full Page Ads in G.I. Jobs magazine (October '23-Military Friendly Schools, February '24-
College Presidents Who Served, April '24-Military Friendly Schools)
4x: E-Bast (November '23, March '24, June '24, August '24)
Monthly Virtual College Fairs

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

VIQTORY offers a comprehensive suite of services that is unmatched in recruitment of Veteran and Active Duty students. While other organizations operate in this space and offer elements of what VIQTORY does, in my search for competitors, no organization provides everything with the same reach and access to prospective Veteran and Active Duty students. Veteran and Active Duty student recruitment requires a holistic solution that encompasses a digital profile, print adds targeted at veteran publications, and digital outreach and VIQTORY is the sole provider capable of delivering this breadth of offerings.


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

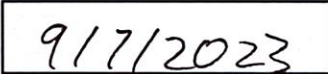
Because VIQTORY is an ad agency that owns the media and a media company that creates ads, CGC can tailor outreach and recruitment efforts specific to The Citadel for prospective Veteran and Active Students. Will searching for competitors I did not find another organization offering options to reach veterans and active duty service members through print and digital assets, events, podcasts, webinars, workshops, social media, blogs, news stories, etc., all while being able to leverage proprietary data.

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


DATE


PRINT NAME OF DEPARTMENT HEAD


DEPARTMENT

FOR PROCUREMENT SERVICES USE ONLY

APPROVED BY: _____ DATE: _____
Director of Procurement Services

APPROVED BY: _____ DATE: _____
VP Finance & Business

*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.