



Procurement Services
171 Moultrie Street
Charleston, SC 29409-6500
843-953-2737
procurement@citadel.edu

Intent to Sole Source

Notice Date: April 7, 2021

Description: The Citadel intends to make a purchase without competition on the basis of a sole source in accordance with SC Consolidated Procurement Code (11-35-1560) from Joe Bosack & Co. The contractor will work to create a new mascot identity for The Citadel Bulldogs athletic brand. The Citadel previously contracted with Joe Bosack & Co. to complete a project to refresh the athletics brand assets. A major portion of that work involved engaging with key stakeholders — including cadets, cadet-athletes, coaches, athletics staff, college staff, and alumni — to seek input on what The Citadel Bulldogs brand should look like and how the brand assets can reflect The Citadel brand. While a new mascot identity project was not originally expected to be undertaken, the discovery process that was completed during the refresh of The Citadel athletics brand uncovered that the existing mascot identity did not meet the complex needs of the college's stakeholders. The previously completed work uniquely positions this particular vendor with the data and input acquired over the course of approximately two months that is necessary to be applied to the newly uncovered mascot project. Soliciting for a new contractor to complete the mascot project would require a duplication of the same work previously completed in addition to the time that the mascot redesign will take. That would both delay the timeline for completion and result in significant extra costs to pay a second time for the discovery work. Taking advantage of the previous time and work invested in the discovery phase makes the most financial sense for The Citadel and also cuts down on the time frame for completion.

Awarded To: Joe Bosack & Co.
1661 Oak Road
Pottsville, PA 17901

Award Total: \$24,500.00

Right to Protest: If you are aggrieved in connection with the intended award of a contract pursuant to Section 11-35-1560, you may be entitled to protest, but only as provided in Section 11-35-4210. To protest an award, you must (i) submit to the appropriate Chief Procurement

Officer, in writing, your intent to protest within five (5) business days of the date that notification of intent to award is posted, and (ii) submit your actual protest within fifteen (15) calendar days of the date that notification of intent to award is posted in accordance with this code. Days are calculated as provided in Section 11-35-310(13). Both the notice of intent to protest and the actual protest must be in writing and filed with the appropriate Chief Procurement Officer within the time provided, and set forth the grounds of the protest and the relief requested with enough particularity to give notice of the issues to be decided.

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) via USPS or any other carrier to 1201 Main Street, Suite 600, Columbia, SC 29201