

**DESCRIPTION OF INTENDED
SINGLE SOURCE PURCHASE
(PUR 7776)**

AGENCY: Department of Environmental Protection

TITLE: Single Source with The Crawford Group, Inc., dba Crawford Entertainment
Short description of the commodity or service desired: Purchase a ten (10) episode sponsorship of The Outsiders Club, an established children's themed outdoors show with the segments filmed in Florida State Parks.

CONTACT

Name: Belinda Croft

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Internal tracking number, if any: 2020SS012

Date posted: 2/20/2020 Last day for receipt of information: 3/2/2020

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes, and will remain posted for a period of at least 7 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

82101600: Broadcast Advertising

82101602: Television Advertising

82101605: Television Commercials Production Service

82101902: Television Placement

Quantity or Term (as appropriate):

March 2020 - September 2020

Requestor (division, bureau, office, individual, as appropriate):

Division of Recreation and Parks, Bureau of Operational Services, Interpretive Services

Performance and/or Design Requirements (e.g. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

258.037 Florida Statute Policy of division.—It shall be the policy of the Division of Recreation and Parks: To promote the state park system for the use, enjoyment, and benefit of the people of Florida and visitors; to acquire typical portions of the original domain of the state which will be accessible to all of the people, and of such character as to emblemize the state's natural values; conserve these natural values for all time; administer the development, use and maintenance of these lands and render such public service in so doing, in such a manner as to enable the people

of Florida and visitors to enjoy these values without depleting them; to contribute materially to the development of a strong mental, moral, and physical fiber in the people; to provide for perpetual preservation of historic sites and memorials of statewide significance and interpretation of their history to the people; to contribute to the tourist appeal of Florida.

Florida State Parks Sponsorship Opportunity for The Outsiders Club Season 5 and how to Do Florida Season 11

The Outsiders Club is a unique television series created to appeal to kids and families. It separates itself from the current fare of kids' television programming by focusing on inspiring today's kids to seek adventure through outdoor activities, and the importance of physical fitness.

Link to series website: www.theoutsidersclub.com

SERIES DISTRIBUTION/REACH FOR THE OUTSIDERS CLUB:

Season 5 of The Outsiders Club is expected to air year-round, according to the following 3-Phase Distribution Model:

- Phase 1 - Broadcast Affiliates (ABC/CBS/NBC/FOX)

All ten (10) episodes will be syndicated, and are expected to air once, to all eleven (11) Florida broadcast markets (June 2020 through August 2020)

Example schedule:

- Orlando - WFTV ABC (Sunday, 3:00 pm)
- Tampa - WTSP CBS (Sunday, 12:00 pm)
- Miami - WFOR CBS (Sunday, 1:00 pm)
- Jacksonville-WJXT (Saturday, 1:00 pm)
- Gainesville - WFTV ABC (Sunday, 1:00 pm)
- Tallahassee - WTZL ABC (Sunday, 3:00 pm)
- Panama City - WFTV ABC (Sunday, 3:00 pm)
- Pensacola- WFGX My 35 (Sunday, 12:00 pm)
- Ft. Myers- ABC (Sunday, 12:00 pm)
- West Palm Beach-WTVX (Sunday, 12:00 pm)
- Mobile AL- WEAR ABC (Sunday, 12:00 pm)
- Sarasota- WWSB ABC (Sunday, 1:00 pm)

- Phase 2 - Cable Networks

All ten (10) episodes are expected to air, in rotation, 3-4 times per week, on FOX Sports. (Sundays from October 2020 to October 2021)

Combining Phases 1 and 2, there will be an estimated two hundred (200) airings over a 16-month period.

- Phase 3 - Online/Digital

All ten (10) episodes will be placed on:

1. "Discover Florida Channel" OTT channel in perpetuity.

- a. Currently, the channel has over 70,000 subscribers. This channel is a travel destination guide for visitors and gives Florida State Parks the opportunity to advertise globally.
2. Vimeo on Demand
3. Potentially in other media, including Amazon, Visit Florida website, Public Broadcasting Service (PBS), The Outsiders Club YouTube channel, and in-flight video and international territories.

*Through all platforms combined, The Outsiders Club Season 5 is expected to reach more than seven (7) million people.

CUSTOM TITLE SPONSORSHIP FOR FLORIDA STATE PARKS

In Season 5 of The Outsiders Club all ten (10) episodes will be set inside Florida State Parks with special focus on the way's visitors can stay fit inside a State Park. Crawford Entertainment will film in five (5) State Parks, filming seven (7) new activities, and repurposing two (2) activities featured in previous seasons. Crawford Entertainment will employ the same format as Season 4, using a mix of activities, table time, and "Did You Know's" to communicate the park's desired message.

Title Sponsorship Package Includes:

Broadcast Exposure - Total Value = \$250,000

1. Eight-second (:08) open and close billboards in all ten (10) episodes of Season 5 with scripted VO, tag, and visual logo.

Episode Breakdown:

Seven (7) episodes will feature new park activities, two (2) episodes will feature repurposed activities from past seasons and one (1) episode will feature outside park activities.

- All ten (10) half-hour episodes will consist of Florida State Park content and can feature State Park activities and/or Florida State Parks programs, with a content range of 13-15 minutes per episode.

- Seven (7) new activities will be filmed and 2 activities will be repurposed from existing content.

- Six (6) new "Table Time" segments filmed in a State Parks (using hiking stick from last year).

- One (1) "Outdoor Set Locations" in a State Park will be the setting for all series intros and outros.

- The episodes will feature Florida State Parks messaging by using a mix of activities/table time/biologists/research.

- The episodes will feature four (4) hosts, who will open the show at an undisclosed outdoor location and toss to State Park activities.

- Florida State Parks must approve all additional sponsors.

- Each episode will follow the format outlined in Addendum A.

2. Three (3) thirty-second (:30) broadcast commercials placed within all ten (10) episodes of The Outsiders Club Season 5, thirty (30) airings across all Florida DMAs (Designated Market Area).

3. Three (3) thirty-second (:30) cable commercials placed within all ten (10) episodes of The Outsiders Club Season 5, six hundred (600) airings across all Florida DMAs (Designated Market Area).
4. Florida State Parks will choose all parks for episodes and approve all park content to be featured.
5. URL graphic during episodes will encourage viewers to visit Florida State Parks website.
6. Florida State Parks will receive approximately 130-145 minutes of in-content exposure.

Digital Content - Total Value is = \$52,500

1. Fifteen (15) – two to four (2-4) minute videos cut down from Season 5 Florida State Parks content for Florida State Parks social media/marketing purposes.
2. These videos will be pulled from each episode, activities, table times, etc.
3. Select cut downs will be posted on The Outsiders Club’s Facebook page.
4. In perpetuity.

Selfie-Mentory User-generated Adventure - Total Value = \$20,000

1. Eight (8) – thirty to sixty (30-60) second videos will be gathered from users and incorporated in the episode.
2. Used as bumps to commercials as hosts watch videos on iPad and provide commentary.
3. This will provide additional State Parks mentions in each episode.
4. State Parks will have access to the videos for social media marketing.
5. The search for this content will be a marketing effort to expand the reach of the series.

Total for Combined Packages = \$322,500

TOTAL DISCOUNTED COST FOR COMBINED PACKAGES = \$150,000

Added Value at No Cost - Estimated Market Value = \$105,000

1. Web Package including hyperlinked Florida State Parks logo and URL.
2. Thirty (30) commercial placed throughout Discover Florida Channel June-August 2020 (estimated ten thousand (10,000) views in 3 months).
3. One (1) thirty (30) commercial placed within how to Do Florida cable run on Fox Sports Sunday (estimated two hundred (200) airings across all Florida DMAs (Designated Market Area)).
4. The potential to place The Outsiders Club on select Public Broadcasting Service (PBS), affiliates around Florida.
5. Any high-resolution stills shot while on location will be delivered.
6. Potential to use State Park content from Seasons 2, 3, and 4 to repurpose for Season 5
7. Crawford Entertainment will design marketing materials and provide digital assets for Florida State Parks to support printing of those materials, which will be distributed in Florida State Parks. These materials will promote the show as well as the Parks’ participation in it.
8. Chad Crawford, Creative Director, Crawford Entertainment, and/or host will be available to speak at or attend an event (travel costs excluded if farther than two (2) hours away from Orlando)

PROPOSED DELIVERABLE PAYMENT SCHEDULE

Payment Number – Deliverable - Amount Due - Due Date

Payment One - Delivery of filming schedule, set locations and cast approval - \$50,000.00 - Due upon delivery of filming schedule, set locations and cast approval

Payment Two - Delivery of final script - \$50,000.00 - Due upon delivery of final script

Payment Three - After Episode 5 airs - \$25,000.00 - On or before August 1, 2020

Payment Four - After Episode 10 airs - \$25,000.00 - On or before September 1, 2020

ADDENDUM A - THE OUTSIDERS CLUB SEASON 5 FORMAT

Below you will find the breakdown of how we see the episodes being formatted.

EPISODE KEY

- 8 “Park Activity” Segments (These will be 5-7 min segments and be the main content for each episode)

- 7 “Table Time” Segments (This is an opportunity to focus on interpretive content, have the hosts speak with Park Rangers/Junior Rangers in order to understand what is being accomplished at the table. Table time is for kids to be hands-on with a task or project and in the end, they learn something from each other or a park professional.)

- 8 “Animal Nerd” these will be short segments within the activity where our host will nerd out over an animal. They will deliver detailed info and cool DYK facts.

- 10 “Moos News” (Our kid hosts, playing news anchors, will deliver nutritional information in a fun format)

- 8 “Selfie-mentary” (30-60 sec videos will be gathered from users and incorporated in each episode)

Note: “Call to Action”, “Check This Out” and “Did You Know” content will be woven into the above segments like Park Activity, Table Time, Animal Nerd.

SEGMENT ONE

1:00 Episode billboard-what will be on the show

:35 Show open- title sequence

:08 State Parks Sponsor identification

1:00 Hosts are outside on set at state park location, welcome and toss to Park Activity #1

4:00 Park Activity - Part One

:05 Show animation bump out

Segment One Length 7:38

Commercial Break Number One 2:02

SEGMENT TWO

:05 Bump in animation

2:00 Table Time

1:00 Moos News

2:00 Park Activity - Part Two

:18 Hosts in outdoor set comment on activity and bump to commercial /voice over tease

:05 Show animation bump out

Segment Two Length 5:58

Commercial Break Number Two 2:32

SEGMENT THREE

:05 Bump in animation
1:00 Park Activity conclusion
:10 Voice over tease
:05 Don't go away from outdoor set
:05 Show animation bump out animation
Segment Three Length 4:50
Commercial Break Number Three 2:32

SEGMENT FOUR

:05 Bump in animation
:45 Selfie-mentary (host pull up on iPad & talk thru it)
:20 Hosts wrap show
:08 State Parks Sponsor identification
:20 Trade announcements
:20 Credits
:15 Closing animation
Segment Four Length 3:28

TOTAL LENGTH: 21:24

Florida State Parks Content Per Episode is 15:46
10 Episodes of The Outsiders Club will meet the 139-minute requirement

Intended Single Source:

The Crawford Group, Inc., dba Crawford Entertainment

Estimated Dollar Amount:

\$150,000.00

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

Based on the research of the Division of Recreation and Parks, Bureau of Operational Services, Interpretive Services team, The Crawford Group, Inc., dba Crawford Entertainment can provide The Outsiders Club, unique, established, television series created to appeal to kids and families. It separates itself from the current fare of kids' television programming by focusing on inspiring today's kids to seek adventure through outdoor activities, and the importance of physical fitness.

The children's themed outdoors show will be filmed in Florida State Parks. The ten (10) episode sponsorship of The Outsiders Club, a Florida, outdoors themed television show to be shown in first run network, syndication and web formats will be filmed in various Florida State Park locations and will contain exclusively State Park activities and content. Production will include collateral media and marketing materials. The purpose of this show is to promote Florida State Parks to a younger and more diverse audience through peer demonstration (actors of the targeted age group presenting the activities available in Florida State Parks), reach the widest possible audience with episodes shown in first run network and syndication, and have the content

available in web formats. After researching Florida Production companies and available children's themed content, Crawford Entertainment's, The Outsiders Club, was the only company and show able to provide this service.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Zachariah Robinson, Government Operations Consultant I

Greg Turrall, Budget/Program Consultant

Robert Barrett, Government Operations Consultant II

Jim Brooks, Bureau Chief

Bryan Bradner, Assistant Division Director

Belinda Croft, Purchasing Specialist Supervisor

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall: provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Section 120.57(3), F.S.