

**NOTICE OF INTENDED DECISION
TO ENTER INTO A SINGLE SOURCE CONTRACT
(PUR 7778)**

This Notice of Intended Decision to Enter into a Single Source Contract is posted in accordance with Section 287.057(3), Florida Statutes.

AGENCY

FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES

TITLE

Short description of the commodity or service desired:

JACKSONVILLE JAGUARS, LLC

CONTACT

Name: **SALENA YARBROUGH, PURCHASING**
Address: **407 S. Calhoun Street, SB-8 Mayo Building, Tallahassee, FL 32399**
Telephone: **(850) 617-7181**
Email: Procurement@FDACS.gov

Internal tracking number, if any: **SS 19 20 143**

DMS Single Source number, if applicable:

**Date Posted: 10/08/2019 Time Posted: 08:00 a.m.
Until
Date Posted: 10/11/2019 Time Posted: 08:00 a.m.**

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model and description, as appropriate): **80171603; 90141600**

Requestor (division, bureau, office, individual, as appropriate): **Paul Davis, Division of Marketing and Development**

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):

1. STADIUM SIGNAGE

- a. **Ribbon LED Signage**: Sponsor shall receive display of a Sponsor Mark on the LED ribbon boards located on the east and west fascia of the Stadium for thirty seconds (:30) of real time (and not game clock time) during each quarter of each regular season Jaguars Home Game. The exact timing of each display shall be determined by Club.
- b. **Menu Board Signage & POS Advertising**: Sponsor shall receive display of a Sponsor Mark on certain (i) in-Stadium digital menu boards located in the general concessions areas of the Stadium and (ii) placards placed adjacent to certain concessions points of sale at the Stadium where Sponsor's products are sold, during each regular season Jaguars Home Game. The Sponsor Mark will rotate with other sponsor advertising on the bottom of each menu board. The exact timing of the display and the locations of the menu boards shall be determined by Club. The exact quantity of the placards and size and placement of the Sponsor Mark shall be determined by Club.
- c. **Club Level Retail Carts**: Sponsor shall receive display of a Sponsor Mark on each of the two (2) Congaree and Penn-branded retail carts in the east and west clubs at the Stadium. The exact size and placement of the Sponsor Mark shall be determined by Club.

2. PRESENTING SPONSORSHIPS

- a. **Presenting Sponsor of “JagWire” E-Newsletter**: Sponsor shall be identified as the presenting sponsor of Club’s “JagWire” e-newsletter distributed by Club to Club’s marketing database (the “Newsletter”). Sponsor’s presenting sponsorship shall consist of the following Benefits:
- i. Display of a Sponsor Mark and link to Sponsor’s website on the masthead of the Newsletter. The exact size and placement of the Sponsor Mark shall be determined by Club;
 - ii. Display of a Sponsor Mark on one (1) banner advertisement in respect of the Sponsor Business that rotates throughout the Newsletter. The exact size and placement of the banner shall be determined by Club; and
 - iii. Display of a Sponsor Mark included in the Newsletter’s health, wellness or nutrition “Pro Tips” feature authored by Club’s Director of Performance Nutrition. The “Pro Tips” feature will run weekly during the regular season and monthly during the offseason.
- b. **Presenting Sponsor of “Fangirl”**: Sponsor shall be identified as the presenting sponsor of Club’s “Fangirl” digital and social media feature (the “Feature”). Sponsor’s presenting sponsorship shall consist of the following Benefits:
- i. Display of a Sponsor Mark on the masthead of the Feature landing page on www.jaguars.com. The exact size and location of the Sponsor Mark shall be determined by Club;
 - ii. Display of a Sponsor Mark in up to one (1) social media post per week advertising the Feature, each authored by Club and published by Club to its official Facebook and Twitter accounts. Each post shall include a tag and link to Sponsor’s corresponding social media account. The timing of publication of the posts shall be determined by Club; and
 - iii. The opportunity to incorporate tailgate recipes along with a call-to-action into the Feature. The recipes and call-to-action shall be mutually agreed upon between Club and Sponsor.

Intended source (vendor, contractor):

JACKSONVILLE JAGUARS, LLC

Price

Approximate Contract Amount: \$75,000

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):

Jacksonville Jaguars, LLC is the only known vendor able to provide this service due to exclusive ownership, property naming rights, licensing and trademarks

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

**Paul Davis, Division of Marketing and Development
Salena Yarbrough, Purchasing Specialist
Joey B. Hicks, Director, Division of Administration**

Failure to file a protest within the time prescribed in Section 120.57(3), Florida Statutes, or failure to file a bond or other security within the time allowed for filing a bond, shall constitute a waiver of proceedings under Chapter 120, Florida Statutes.