

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

AGENCY: Florida Department of Law Enforcement (FDLE)

TITLE: Digital Advertising

Short description of the commodity or service desired: Digital Advertising Service

CONTACT

Name: Brandon Chew

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Internal tracking number, if any: SS2107

Date posted: October 23, 2020

Last day for receipt of information: November 3, 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

Quantity or Term (as appropriate):

One year

Requestor (Division, Bureau, Office, Individual, as appropriate):

FDLE/Office of Investigations and Forensic Science

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):

"If You See Something, Say Something®" is a national campaign that raises public awareness of the indicators of terrorism and terrorism-related crime, as well as the importance of reporting suspicious activity to state and local law enforcement. The purpose of this campaign is to inform the community of the proper resources used to report suspicious activity and to empower the community to report these behaviors and actions. It is the intent of the FDLE to further this endeavor by utilizing advertising services with professional sports teams to reach broader audiences.

Intended Single Source:

Orlando Magic Ltd.
400 West Church Street
Orlando, Florida 32801

Estimated Dollar Amount:

\$60,000.00

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):

Due to Covid-19 all NBA games are being held at the Amway Center in Orlando, Florida which is considered a safe zone arena that is providing protection for players, thus eliminating the possible cancellation of the season. Professional sports organizations in other leagues cannot guarantee completion of their respective seasons.

The Orlando Magic will be sole provider for signage, advertising, and sponsorship opportunities with an NBA franchise in the Central Florida region in December. Additionally, advertising during Orlando Magic games at the Amway Center must be purchased directly from the Orlando Magic.

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

Sonya Avant, Chief of General Services
Mike Phillips, Director

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 s. 120.57(3), F.S.