

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

AGENCY: Florida Department of Highway Safety and Motor Vehicles (FLHSMV)

TITLE: Advertising Services - NASCAR Enterprise, LLC

Short description of the commodity or service desired: Advertising services for FLHSMV public safety and education campaigns targeted to fans of NASCAR Enterprise, LLC

CONTACT

Name: Mina Barekat

Address: 2900 Apalachee Parkway, Tallahassee, Florida 32399-0500

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Internal tracking number, if any: SS-013-21

Date posted: September 9, 2021

Last day for receipt of information: September 30, 2021

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 seven (7) business days.

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

82101801 – Advertising Campaign Services

Quantity or Term (as appropriate):

Fiscal Year 2021-2022

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

Aaron Keller, Communications Director

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):

FLHSMV intends to contract with NASCAR Enterprise, LLC to produce advertisements based on artwork provided by FLHSMV including, but not limited to, digital displays, on-site branding, social media, and event displays. The advertisements are planned to start in October 2021 for varying events.

Intended Single Source:

NASCAR Enterprise, LLC

One Daytona Boulevard

Daytona Beach, Florida 32114-1252

Estimated Dollar Amount:

\$100,000.00

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):

NASCAR Enterprise, LLC is the sole source provider for advertising and sponsorship opportunities in conjunction with the NASCAR franchise in the central Florida region. No other source is authorized to facilitate advertising with NASCAR in connection with the Daytona International Speedway.

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

Mina Barekat, Senior Procurement Consultant, Purchasing and Contracts
Aaron Keller, Communications Director
Stephanie Sanford, Procurement Administrator, Purchasing and Contracts

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), FS.