

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

AGENCY: Florida Department of Health in Broward County

TITLE: Movie Screen Advertising and Social Media Banners

Short description of the commodity or service desired: Advertising on Movie Theatre Screens and social media online platforms.

CONTACT

Name: Erin Lucas

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Internal tracking number, if any: EXP2427

**Date posted: 11/17/21@ 3:30PM**

**Last day for receipt of information: 12/10/21@ 3:30PM**

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):

82101800 Advertising campaign services,

82101605 Television commercials productions service,

82101800 Advertising agency services,

82101801 Advertising campaign services,

82101904 Cinema placement

Quantity or Term (as appropriate):

One Year

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

Florida Department of Health in Broward County

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):

The Department of Health in Broward County has a need to purchase digital marketing campaign which includes advertising, accelerator banners and influence on Movie Theatre Screens and online advertising banners. This advertising is needed for HIV Prevention messaging in areas and platform markets frequented by at-risk populations in Broward County. Broward County is # 2 in the nation for new HIV infection rates. These advertisements in the priority zip codes reach people who are heavily impacted by HIV where they directly live, work, play and entertain.

In accordance with 60A-1.045 Florida Administrative Code, Florida Department of Health in Broward County request authorization to purchase, as a single source, digital marketing advertising from National CineMedia, LLC (NCM)

Intended Single Source:

National CineMedia, LLC

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):

- NCM has exclusive sales, advertising and marketing rights for Regal Entertainment Group, AMC Entertainment, Inc., and Cinemark, Inc. for all sales in the Broward County area.

-Through staff research and raw data, cinema advertising has become a vital component of the media mix and has been proven effective in order to reach targeted populations

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

Sonja German- Jones, OMC Manager

Samantha Washington, Chief, Bureau of General Services

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.