

**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 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

Telephone: 850-617-3198

Email: [MinaBarekat@flhsmv.gov](mailto:MinaBarekat@flhsmv.gov)

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

DMS Single Source number, if applicable: N/A

**Date posted:** September 30, 2021

**Time Posted:** Please refer to the Vendor Bid System posting

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

82101801 – Advertising Campaign Services

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

Aaron Keller, Communications Director

**Performance and/or Design Requirements** (intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, 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 Purchase** (what is necessary and unique about the commodity, contractual 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

**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.**