

SOLE SOURCE DETERMINATION

The Purchasing Division has been requested to approve a sole source purchase for the commodity or service described below. Pursuant to West Virginia Code 5A-3-10c, the Purchasing Division is attempting to determine whether the commodity or service is a sole source procurement. If you believe your company meets the required experience and qualification criteria stated below, please e-mail the Purchasing Division Buyer at Krista.S.Ferrell@wv.gov with a copy to Ron.n.price@wv.gov to express your interest in the project. Please forward any and all information that will support your company's compliance with required qualification and eligibility criteria along with any other pertinent information relative to this project to the Purchasing Division no later than 04/05/2010.

Requisition Number: CHP10022 Department/Agency: Children's Health Ins.

Detailed Description of Project: Dance Dance Revolution Contest Sponsorship
See attached.

Proposed Sole Source Vendor:

B2B Demand, LLC

Specific Eligibility Criteria:

Vendor must be able design, activate and integrate the sponsorship prior to April 2010, including:

- Integration of WVCHIP content, branding, and communications throughout all elements of the overall tournament;
- Access to all aspects of communications within the tournament;
- Creation of all required tournament content and materials by April 1, 2010;
- Activation of sponsorship during all tournament activities;
- Maintain the required systems and expertise to report on program/marketing performance on an ongoing basis through all tournament phases.

Specific Qualification Criteria:

Vendor must have an established relationship with Konami, the publisher of the Dance Dance Revolution video game.

Section II (to be completed by Purchasing Division Buyer)

B2B Demand, LLC – Scope of Work/Project Description

The West Virginia Children's Health Insurance Program (WVCHIP) provides affordable health care coverage to children of working families. The program continually seeks innovative ideas that will help children be healthy and active. WVCHIP also tries to find effective outreach methods to educate families about our services.

WVCHIP desires to purchase a sponsorship in the **2010 Dance Dance Revolution West Virginia State Championship** from B2B Demand, LLC. B2B Demand, LLC has an established relationship with Konami, the publisher of Dance Dance Revolution. The tournament starts in April 2010. Contests will be conducted at each registered school site, with division winners competing in regional contests, and then finally a state-wide contest to determine the state Champion.

Scope/Deliverables

As a sponsor of the **2010 Dance Dance Revolution West Virginia State Championship**, WVCHIP expects to receive the following:

WVCHIP's logo or name will be on all information (electronic and paper) throughout the program. WVCHIP will be included in the program information sent out to the teachers, present in all program information, and have the option to be present at each competition.

The tournament has three distinct phases: Registration; Qualifier Play; and Regional and State Finals. During each phase there is electronic, fax, and paper communication. WVCHIP is to be present in all communication, during all three primary program periods.

During the entire tournament, communication is sent out to teachers, who actually administer the preliminary portion of the tournament (round- one) at their individual schools. Sponsor information is included in the information packet provided to teachers in round- one. During round- one, teachers are asked to print out and distribute WVCHIP information to their students.

WVCHIP is to be present on the tournament website and in the e-updates that will go out to all teachers regarding the round- two and round- three results. On the tournament website, there will be a page pertaining to WVCHIP and a link to the WVCHIP website.

At each live competition, WVCHIP will be present on signage, have program information distributed, and the option to be present with a booth display.

The activation process within the tournament begins with the teachers responsible for executing the round- one competitions at their schools. From a sponsor standpoint, WVCHIP enrollment information is included in the teacher information packet and referenced during the round- one competition. In rounds- two and three, sponsor information dissemination will be conducted by tournament staff (i.e, passing out WVCHIP information cards or other enrollment materials) or WVCHIP can have a staffed presence (at WVCHIP expense) at the live competitions. The recommendation is to have tournament staff distribute enrollment information at the round- two competitions and then, if WVCHIP wants to attend a competition, be present at the round- three competition (the state finals).

The signage throughout the competition is as follows: round-one competitions -- which take place in registered schools – WVCHIP is referenced in the teacher information packet, on the administrative forms, on the parental forms, and in all electronic communications; and rounds- two and three, the signage is pop- up, table top, and backdrop. WVCHIP will be prominently featured in all tournament signage.

WVCHIP will receive interim and final reporting. The reporting will address web impressions, e- impressions (via email), fax impressions, and paper impressions. In addition, for the round -two and round- three competitions, impressions will be tracked by attendees, and (assuming WVCHIP wants to make use of approved content) via utilization of this content. Summary reporting will document the overall reach of the tournament via all channels, including live competitions.