

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 Frank.M.Whittaker@wv.gov with a copy to w.michael.sheets@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 August 30, 2010.

Requisition Number: **DMV110067** Department/Agency: **DMV**

Detailed Description of Project: **Governor's Highway Safety Program to purchase paid advertising on the Digital Display boards in the Joan C. Edwards Football Stadium, the corner of 3rd Ave and the Cam Henderson Center. Impaired Driving message will target the male 18-34 age group in a major college market located in Cabell County and can be viewed by motorists as well as individuals tail-gating on the stadium parking lot before games.**

Proposed Sole Source Vendor: **International Sports Properties**

Specific Eligibility Criteria: **Must have a digital display message board in the Joan C. Edwards Stadium and the Cam Henderson Center which would enable GHSP to display the Driving Impaired message during Football and Basketball games. Must also have a display board that can be seen during tailgate activities in the stadium vicinity. GHSP understands that drinking can occur during sporting events and in order to reach our target group of males 18-34 years old the message boards will display a Driving Impaired message during the game and pre-game activities.**

Specific Qualification Criteria: NA