

## State of Maine Procurement Justification Form

This form must accompany all contract requests and sole source requisitions (RQS) over \$5,000 submitted to the Division of Procurement Services.

INSTRUCTIONS: Please provide the requested information in the white spaces below. All responses (except signatures) must be typed; no hand-written forms will be accepted. See the guidance document posted with this form on the Division of Procurement Services website (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:		DHHS/Maine Center for Disease Control and Prevention		
Department Contract Administrator or Grant Coordinator:		Chris Moiles /Ryan Roberts		
(If applicable) Department Reference #:		CD0-21-5240		
Amount: (Contract/Amendment/Grant)	\$65,000.00	Advantage CT / RQS #:	CT-10A-20210427000000002958	
CONTRACT	Proposed Start Date:	4/7/2021	Proposed End Date:	6/30/2021
AMENDMENT	Original Start Date:		Effective Date:	
	Previous End Date:		New End Date:	
GRANT	Project Start Date:		Grant Start Date:	
	Project End Date:		Grant End Date:	
Vendor/Provider/Grantee Name, City, State:		GoodFight Media Portland, ME 04101		
Brief Description of Goods/Services/Grant:		Media Campaign - Creative production for a campaign video to promote vaccination across Maine.		

PART II: JUSTIFICATION FOR VENDOR SELECTION			
Mark an "X" before the justification(s) that applies to this request. (Check all that apply.)			
	A. Competitive Process		G. Grant
	B. Amendment		H. State Statute/Agency Directed
	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
<b>X</b>	E. Emergency		K. Client Choice
	F. University Cooperative Project	<b>X</b>	L. Other Authorization: COVID-19

PART III: SUPPLEMENTAL INFORMATION
Please respond to ALL of the following:
<b>1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.</b>

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### PART III: SUPPLEMENTAL INFORMATION

The Department needs to create an editorial campaign to promote vaccination for those Mainers who have not yet gotten their shot; those who may be waiting or who haven't gotten around to booking their appointment. The point is to encourage greater uptake of vaccination across the population as the healthy, safe, Maine-thing to do.

In the event that additional Media Campaigns on vaccinations are needed throughout the duration of this Governor Mill's Civil State of Emergency regarding COVID-19, this PJF will apply.

#### 2. Provide a brief justification for the selected vendor to supplement the response in Part II.

The vendor, GoodFight Media, has an already-crafted and uniquely-Maine take on the messaging that fits with the campaign as it was envisioned by the Communications teams in the Department, targeting the right audiences and with careful messaging. The script includes options for cut-down versions that we could use across digital and on-air media that would allow the campaign to feel consistent and coordinated – an important element of keeping the messaging consistent across the state and across media. GoodFight is a Maine-based company, with Mainers developing and producing the content, all filming will take place here in Maine, and will feature Mainers and Maine talent.

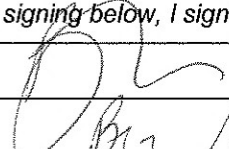
#### 3. Explain how the negotiated costs or rates are fair and reasonable; or how the funding was allocated to grantee.

Due to the pandemic, funding had been set aside in principle to quickly build a campaign message to urge Mainers to get their vaccination. The driving principle here is speed and the ability to have a script written, approved, filmed (in Maine, with Mainers) and edited and ready for production in less than a month. Given the urgent need to move quickly and given the deliverables offered, the total negotiated costs for the contract with GoodFight have been deemed fair and reasonable.

#### 4. Describe the plan for future competition for the goods or services.

COVID Emergency. If needed post emergency, competitive procurement options will be utilized.

### PART IV: APPROVALS

<b>Signature of requesting Department's Commissioner (or designee):</b>	<i>By signing below, I signify that I approve of this procurement request.</i>		
			
<b>Printed Name:</b>	Ben Munn	<b>Date:</b>	5/3/21
<b>Signature of DAFS Procurement Official:</b>	<small>DocuSigned by:</small> <i>Kathy Paquette</i>		
<b>Printed Name:</b>	Kathy Paquette <small>41C2BA36FAF44CD</small>	<b>Date:</b>	5/4/2021