

## 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:		MDIFW – Information & Education	
Department Contract Administrator or Grant Coordinator:		Emily MacCabe	
(If applicable) Department Reference #:			
Amount: (Contract/Amendment/Grant)		Adding \$15,000 Total = \$882,500	Advantage CT / RQS #: 09A-20170322*2708
CONTRACT	Proposed Start Date:		Proposed End Date:
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:		Rinck Advertising, Lewiston, Maine	
Brief Description of Goods/Services/Grant:		Develop and execute various communications campaigns for the Department.	

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
X	B. Amendment		H. State Statute/Agency Directed
	C. Single Source/Unique Vendor		I. Federal Agency Directed
	D. Proprietary/Copyright/Patents		J. Willing and Qualified
	E. Emergency		K. Client Choice
	F. University Cooperative Project		L. Other Authorization

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>
Advertising services are not available within the Department or State Government.

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### PART III: SUPPLEMENTAL INFORMATION

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

This vendor has worked well with our existing MDIFW Brand Awareness.

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

A competitive bid process was completed to establish the initial contract. The amendment is being done without an additional competitive bid because it wouldn't be effective to hire a different vendor to continue or complete this project. This contract was awarded under RFP# 201606120

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

Proposals from vendors on the preferred vendor list under RFP #201606120 would be solicited for future projects.

### 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>		
	<i>Emily MacCabe</i>		
<b>Printed Name:</b>	Emily Maccabe	<b>Date:</b>	April 1, 2020
<b>Signature of DAFS Procurement Official:</b>	<small>DocuSigned by:</small> <i>Kathy Paquette</i>		
<b>Printed Name:</b>	<small>41C2BA36FAF44CD...</small> Kathy Paquette	<b>Date:</b>	4/15/2020