

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:		DACF/ARD			
Department Contract Administrator or Grant Coordinator:		Leigh Hallett			
(If applicable) Department Reference #:					
Amount: (Contract/Amendment/Grant)	\$9,052.50	Advantage CT / RQS #:	RQS: 20200710*0034		
CONTRACT	Proposed Start Date:	08/01/2020	Proposed End Date:	12/31/2020	
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:		Maine Public Lewiston, Maine			
Brief Description of Goods/Services/Grant:		Radio, TV, Digital and Print advertisements as part of the Real Maine rebranding campaign			

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
X	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:

1. Provide a more detailed description and explain the need for the goods, services or grant to supplement the response in Part I.

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PART III: SUPPLEMENTAL INFORMATION

The Division of Agricultural Resource Development recently rebranded the Maine agricultural marketing program, formerly known as *get real. get Maine!*, and now known as Real Maine. Real Maine is a marketing tool for farmers and food producers to help them market their agricultural products. Alerting consumers to the rebranding, and increasing awareness of the brand is critical to its success as a marketing tool. Maine Public's cooking contest aligns with ARD's long-term effort to promote interest in food and cooking. It also aligns with our work to celebrate Maine's bicentennial, and the Maine Bicentennial Community Cookbook (particularly since one phase of the Create Campaign is a cooking contest using recipes from the book.) These services are a part of that campaign to further promote the new Real Maine brand in radio and TV spots as well as social media promotion, an email campaign and other opportunities.

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

ARD has worked with Maine Public in the past as part of the rebranding campaign. Maine Public is without peer in the state in terms of the nature of the organization, its affordability, and particularly its coverage of the state via multiple media. It is the only statewide broadcaster that is free to the public and broadcast across so many platforms. Maine Public has radio broadcast towers statewide, multiple TV stations that are available free in every region of the state, a strong social media presence, plus web and print media. The Create It campaign offers comprehensive access to all of Maine Public's platforms. Additionally, Maine Public agreed to be flexible in planning the Real Maine underwriting messages, allowing us to change our content multiple times as the rebranding proceeded.

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

The cost of the underwriting includes promotion of Real Maine on all of Maine Public's platforms, including 34 radio spots, 150 TV spots, articles in their print magazine (Experience), social media promotion, email promotion, and mention on their website. We have compared the cost of advertising on other radio and TV stations (none of which offer the statewide reach of Maine Public) and found that the price available through this package is highly competitive. Additionally, we have purchased other advertising from Maine Public, and it has proven to be very effective for outreach.

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

DACF does put marketing projects out to bid from time to time.

PART IV: APPROVALS

Signature of requesting Department's Commissioner (or designee):		<i>By signing below, I signify that I approve of this procurement request.</i>	
	<small>DocuSigned by:</small> <i>Randy Charette</i>	<small>DocuSigned by:</small> <i>Amanda E. Beal</i>	
Printed Name:	8F3DD450C23241F...	Date:	7/15/2020 7/16/2020
Signature of DAFS Procurement Official:			
	<small>DocuSigned by:</small> <i>Justin Franzose</i>		
Printed Name:	AEEED9C7B3A8044E... Justin Franzose	Date:	7/21/2020