

**PROCUREMENT JUSTIFICATION FORM (PJF)**

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 intranet site (Forms page) for additional instructions.

PART I: OVERVIEW				
Department Office/Division/Program:		18L DAFS/BABLO		
Department Contract Administrator or Grant Coordinator:		Michael Boardman		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)		\$ 125,000	Advantage CT / RQS #:	RQS 18L 20250811*0240
CONTRACT	Proposed Start Date:	8/1/2025	Proposed End Date:	2/28/2027
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:		NPS LLC, Foxborough, MA		
Brief Description of Goods/Services/Grant:		New England Patriots and Gillette Stadium Lottery Promotion		

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

Please respond to ALL of the questions in the following sections.

PART III: SUPPLEMENTAL INFORMATION

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

The Maine Lottery is responsible for generating revenue for the state of Maine through the sale of lottery tickets. The lottery offers a variety of game types and play styles including licensed games to attract new players to the lottery. The New England Patriots has a huge following in Maine and attracts new players who are fans of the franchise.

2. Provide a brief justification for the selected vendor to supplement the response in Part II. Reference the RFP number, if applicable.

The New England Patriots is the sole owner of the rights to its brand. There are no other sources available to offer this licensed property.

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

The Maine Lottery has a long-standing relationship with the New England Patriots organization. The lottery negotiates with the organization to receive the best value to the state through special offers for players, digital marketing and use of trademarked images. Funding for the licensed property is paid for through the sale of tickets.

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

Sole Source. The New England Patriots is the exclusive owner of the brand and therefore there is no competitive process, but rather a negotiation of costs and benefit.

PART IV: AMERICAN RESCUE PLAN ACT (ARPA) / MAINE JOBS & RECOVERY PLAN (MJRP)


Does this request utilize ARPA/MJRP funds?

☐ Yes – If Yes, please attach the approved Business Case(s).

☒ No – If No, proceed to Part V.

PART V: APPROVALS

The signatures below indicate approval of this procurement request.

Signature of requesting Department's Commissioner (or designee):			
Typed Name:	Michael Boardman	Date:	8/11/2025

Signature of DAFS Procurement Official:	<div>DocuSigned by: <i>Joan Bolduc</i> 7B0189231C9846A...</div>		
Typed Name:	Joan Bolduc	Date:	8/11/2025