



DEPARTMENT OF ADMINISTRATIVE AND FINANCIAL SERVICES
DIVISION OF PROCUREMENT SERVICES
 STATE OF MAINE

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:		DACF/ARD/Real Maine		
Department Contract Administrator or Grant Coordinator:		Michelle Webb		
(If applicable) Department Reference #:				
Amount: (Contract/Amendment/Grant)	\$ 6,000.00	Advantage CT / RQS #:	RQS 01A 20221103*0639	
CONTRACT	Proposed Start Date:	10/28/2022	Proposed End Date:	01/31/2023
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
X	E. Emergency		K. Client Choice
	F. University Cooperative Project		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 Division of Agricultural Resource Development manages an agricultural marketing program called "Real Maine." Any Maine agricultural producer can participate at no charge, and the DACF operates the program to promote all Maine ag products, and to engage and educate consumers in Maine ag. In order to appeal to consumers, we use a variety of promotional efforts. Television and radio have proven particularly effective.

The "[Dash of Maine Cooking Challenge- Holiday 2022](#)" is a contest being conducted by Maine Public. By sponsoring the campaign, Real Maine will receive extensive radio, television, online, social media, and print promotion. The contest requires that entries feature Maine grown and/or produced ingredients. Real Maine members will be encouraged to participate and will be recognized as Real Maine members in the online "recipe book" that Maine Public will produce. Key to the campaign is featuring both Maine grown and produced ingredients and Real Maine members.

Winners will be selected by a celebrity panel including Maine chef Stephen Corry (Petite Jacqueline and 555 North) and chef David Turin (David's and David's 388) based on these criteria – originality, connection to the holidays, and use of Maine ingredients. Two winners will each receive a \$250 gift certificate to Now You're Cooking in Bath. The winners will be invited to cook their dish in the professional kitchen at one of the judge's restaurant establishments. The two contest winners will also be provided with a Real Maine logo apron to wear during filming and photos of them cooking in the celebrity kitchens. These mini-cooking sessions will be videotaped and shared online and over social media in January.

The Dash of Maine Cooking Challenge is well aligned with ARD's goals to promote Real Maine, secure regular advertising, engage and educate the public, and encourage the public to explore the back roads of Maine to find Maine agricultural products.

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

ARD has worked with Maine Public for several years to promote the Real Maine brand. 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.

Although we were provided a short window of opportunity to confirm underwriting sponsorship of the 2022 Dash of Maine Cooking Challenge, it is a contest that Real Maine/DACF ARD has supported in the past with great public outreach benefits and was deemed a worthwhile investment in Real Maine during the 2022 holiday season.

Sponsorship offers comprehensive access to all of Maine Public's platforms. Additionally, Maine Public is flexible in planning the Real Maine underwriting messages, allowing us to customize and adapt our content to align with key strategies related to promoting Real Maine members, products, and the January Agricultural Trade Show.

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.

PART III: SUPPLEMENTAL INFORMATION

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: 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

Signature of requesting Department's Commissioner (or designee):		<i>By signing below, I signify that I approve of this procurement request.</i>	
DocuSigned by: <i>Randy Charette</i>		DocuSigned by: <i>Amanda E. Beal</i>	
Printed Name:	3F3DD450C23241F...	Date:	12/1/2022 12/5/2022
Signature of DAFS Procurement Official:	DocuSigned by: <i>Justin Franzose</i>		
Printed Name:	AEE99C7B3A8044E... Justin Franzose	Date:	12/8/2022