

## Missouri Department of Transportation

David B. Nichols, Director

573.751.2551

Fax: 573.751.6555

1.888.ASK MODOT (275.6636)

### SINGLE FEASIBLE SOURCE PURCHASE POSTING NOTICE

**The Missouri Department of Transportation has determined that only one source can provide the products or services described below**

**Title:** Marketing/Advertising for Missouri Coalition for Roadway Safety (MCRS) with Missouri State High School Activities Association (MSHSAA).  
**Bid # CD-14-061SFS**

**Description:** The Missouri Department of Transportation, Central District Traffic Division, has determined that only one source can provide the marketing and advertising through high school sporting events for the Missouri Coalition for Roadway Safety for its intended market. To our knowledge, the Missouri State High School Activities Association is the only medium that can provide the scale of advertising to the intended target market. Advertising related to this marketing campaign will not exceed \$25,000 cumulatively.

Marketing and Advertising could include, but not limited to, the following:

PA announcements, high profile signage, advertisements placed in event programs, provide on-site interactive exhibit space and tents in high traffic areas at each event, distribute MCRS branded material, other promotional offers.

**Contract Period:** Date of award through May 31, 2015

**Renewal Options:** At the sole option of the Missouri Department of Transportation, four, (1) one year contract renewals.

**Agency:** Missouri Department of Transportation

**Supplier:** Missouri State High School Activities Association,  
1 N Keene Street, Columbia, MO 62505-1328

**Buyer:** Sheldon Redel

**Phone Number:** (573) 751-7708

**E-Mail:** [Sheldon.Redel@modot.mo.gov](mailto:Sheldon.Redel@modot.mo.gov)

**Posting Date:** 5/5/2014

**Response Date:** 5/7/2014



*Our mission is to provide a world-class transportation experience that delights our customers and promotes a prosperous Missouri.*

[www.modot.org](http://www.modot.org)