

Missouri Department of Transportation

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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 Show-Me STATE GAMES.
Bid # CD-15-35SFS

Description: The Missouri Department of Transportation (MoDOT), 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, Show-Me STATE GAMES 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:

Advertisements placed on sports signs for Soccer, Baseball, Softball and Football. Provide one display booth per weekend. Program ads, general event signage and recognition at events including the VIP Reception, Show-Me STATE GAMES Opening Ceremonies and MFA-OIL Break Time Shootout. Year-round messages shared through the GAMES website, e-newsletter and social media channels.

Contract Period: Date of award through November 30, 2015

Renewal Options: At the sole option of MoDOT, four, (1) one year contract renewals.

Agency: Missouri Department of Transportation

Supplier: 1105 Carrie Francke Dr. Room 01, Columbia, MO 65211

Buyer: Sheldon Redel

Phone Number: (573) 751-7708

E-Mail: Sheldon.Redel@modot.mo.gov

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Response Date: 12/1/2014



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

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