



Purchasing Use Only:	
Approval#:	161002

SOLICITATION WAIVER JUSTIFICATION AND REQUEST FORM

ALL FIELDS ARE REQUIRED – INCOMPLETE REQUESTS WILL BE RETURNED TO THE AGENCY

1a	Agency Contact Information - Note: Approved copy will be sent to only the contact(s) listed below:		
	State Agency:	Nevada Film Office	
	Contact Name and Title	Phone Number	Email Address
	Steve Woodbury, ASO	775-687-9909	scwoodbury@diversifynevada.com

Vendor Information:	
Identify Vendor:	Launch Point Marketing
Contact Name:	Andy Houston
Address:	3260 Sammy Davis Jr. Drive, Bldg C, Las Vegas, NV
Telephone Number:	312-823-5728
Email Address:	

1c	Type of Waiver Requested – Check the appropriate type:	
	Sole or Single Source:	<input checked="" type="checkbox"/>
	Professional Service Exemption:	<input type="checkbox"/>

Contract Information:					
1d	Is this a new Contract?	Yes	<input checked="" type="checkbox"/>	No	<input type="checkbox"/>
	Amendment:	#			
	CETS:	#			

1e	Term: (Intended one-time purchase but may repeat if initial buy is successful.)			
	One (1) Time Purchase:	<input checked="" type="checkbox"/>		
	Contract:	Start Date:	Upon approval	End Date:

1f	Funding:	
	State Appropriated:	
	Federal Funds:	
	Grant Funds:	
	Other (Explain):	Room tax transfer from Tourism

1g	Total Estimated Value of this Service Contract, Amendment or Purchase:
	\$7,500

2	Provide a description of work/services to be performed or commodity/good to be purchased:
	<i>This is for an advertising purchase at McCarren International Airport in Las Vegas.</i>

3	What are the unique features/qualifications required for this service or good that are not available from any other vendor:
	<i>Launch Point Marketing is the exclusive provider for McCarren airport. They have a 3 year contract with McCarren to manage and sell video advertising space. All video advertising at the airport can only be purchased through Launch Point Marketing. It is a proprietary product in which they have the exclusive rights for through the end of 2017.</i>

4	Explain why this service or good cannot be competitively bid and why this purchase is economically only available from a single source:
	<i>Since Launch Point is an exclusive vendor of the airport, the NFO must utilize them to be able to advertise there. Launch Point Marketing's exclusive contract with McCarren airport does not permit any other vendor to sell this product. All video advertising must be purchased from this exclusive provider until their contract with McCarren airport expires at the end of 2017.</i>

5	Were alternative services or commodities evaluated? Check One.	Yes:	<input type="checkbox"/>	No:	<input checked="" type="checkbox"/>
	a. <i>If yes, what were they and why were they unacceptable? Please be specific with regard to features, characteristics, requirements, capabilities and compatibility.</i>				
	b. <i>If not, why were alternatives not evaluated?</i>				
	<i>There are no alternatives.</i>				

6	Has the agency purchased this service or commodity in the past? Check One. Note: If your previous purchase(s) was made via solicitation waiver(s), a copy or copies of <u>ALL</u> previous waivers <u>MUST</u> accompany this request.			Yes:	<input type="checkbox"/>	No:	<input checked="" type="checkbox"/>
	a. <i>If yes, starting with the most recent contract and working backward, for the entire relationship with this vendor, or any other vendor for this service or commodity, please provide the following information:</i>						
	<i>Term Start and End Dates</i>		<i>Value</i>	<i>Short Description</i>	<i>Type of Procurement (RFP#, RFQ#, Waiver #)</i>		
			\$				
			\$				
			\$				

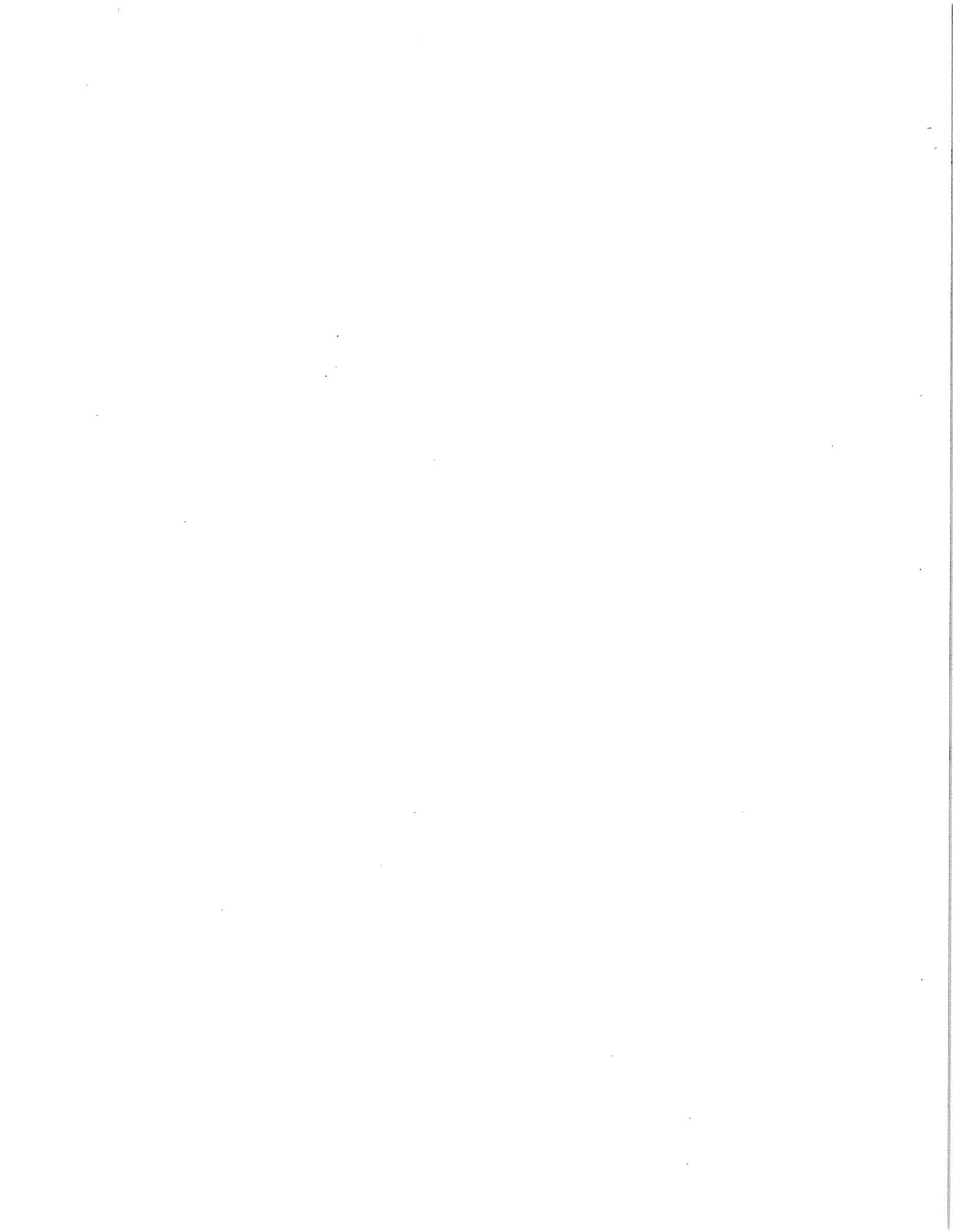
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	<i>Start and End Dates</i>				<i>(RFP#, RFQ#, Waiver #)</i>		
			\$				
			\$				
		\$					
		\$					

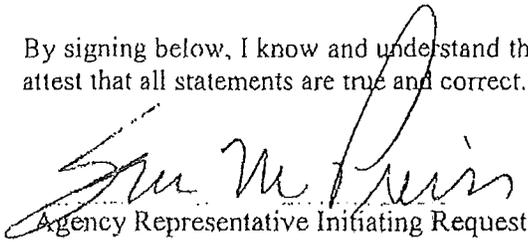


	<p>What are the potential consequences to the State if the waiver request is denied and the service or good is competitively bid?</p>
7	<p><i>The State would not be able to reach its film industry customers using this marketing channel, potentially hindering Nevada's film industry. This particular media buy could not be competitively bid because of the reasons stated above.</i></p>

	<p>What efforts were made or conducted to substantiate there is no competition for the service or good and to ensure the price for this purchase is fair and reasonable?</p>
8	<p><i>Other advertising efforts are being made, including using social media, but this is a unique way to reach customers traveling to Nevada for industry conventions and meetings.</i></p>

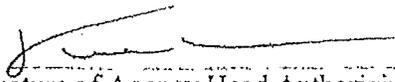
	<p>Will this purchase obligate the State to this vendor for future purchases? <u>Before selecting your answer, please review information included on Page 2, Section 9 of the instructions.</u></p>	Yes:		No:	X
	<p>a. <i>If yes, please provide details regarding future obligations or needs.</i></p>				
9	<p><i>There is no obligation for future purchases from this vendor as a result of this purchase. If however, the NFO elects to continue this type of advertising in the future, it will have to be purchased through this exclusive vendor until the end of 2017. The agency does not yet know whether we will continue this type of advertising in the future but may do so if this initial effort is successful.</i></p>				

By signing below, I know and understand the contents of this Solicitation Waiver Request and Justification and attest that all statements are true and correct.


Agency Representative Initiating Request

ERIC M. PREISS
Print Name of Agency Representative Initiating Request

10-10-16
Date

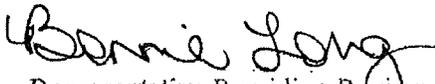

Signature of Agency Head Authorizing Request

STEVE WOODROW
Print Name of Agency Head Authorizing Request

10/17/16
Date

PLEASE NOTE: In an effort to avoid possible conflict with any equipment, system or process already installed or in place by the State of Nevada or to assist in our due diligence, State Purchasing may solicit a review of your request from another agency or entity. The signature below indicates another agency or entity has reviewed the information you provided. **This signature does not exempt your agency from any other processes that may be required.**

GOED
Name of agency or entity who provided information or review:

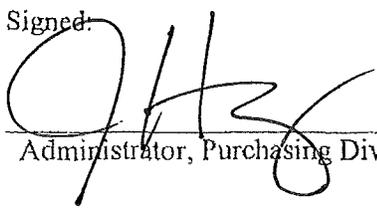

Representative Providing Review

Bonnie Long
Print Name of Representative Providing Review

10/10/16
Date

Please consider this memo as my approval of your request. This exemption is granted pursuant to NAC 333.150(2)(a)(b)(c), NRS 333.400. This exemption may be rescinded in the event reliable information becomes available upon which the Purchasing Administrator determines that the service or good sought may in fact be contracted for in a more effective manner. Pursuant to NRS 284.173(6), contracts for services do not become effective without the prior approval of the State Board of Examiners (BOE).

If you have any questions or concerns please contact the Purchasing Division at 775-684-0170.

Signed: 
Administrator, Purchasing Division or Designee

10-14-2016
Date