



Purchasing Use Only:	
Approval#:	180607

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: DCFS		
	Contact Name and Title	Phone Number	Email Address
	Maria Hickey	684-1975	mhickey@dcfs.nv.gov
	Betsey Crumrine	684-1979	bcrumrine@dcfs.nv.gov

Vendor Information:	
1b	Identify Vendor: FM Marketing, LLC
	Contact Name: Susan Somers
	Address: 7473 West Lake Mead, Suite 100 Las Vegas NV 89128
	Telephone Number: (702) 227-8700 or cell (702) 249-9900
	Email Address: susan@fmmnpr.com

Type of Waiver Requested -- Check the appropriate type:	
1c	Sole or Single Source: X single source
	Professional Service Exemption:

Contract Information:				
1d	Is this a new Contract?	Yes	X	No
	Amendment:	#		
	CETS:	#		

Term:				
1e	One (1) Time Purchase:			
	Contract:	Start Date:	Upon Approval	End Date: June 30, 2022

Funding:	
1f	State Appropriated:
	Federal Funds:
	Grant Funds: Title XX
	Other (Explain):

1g	Total Estimated Value of this Service Contract, Amendment or Purchase:
	\$49,000.00

2	<p>Provide a description of work/services to be performed or commodity/good to be purchased:</p> <p>Create custom media lists for placement of media plan/advertising; follow up with civic groups, non-profits and education organizations that DCFS has presented panel discussions to recruit/create awareness for potential referral sources; provide public relations services, such as writing & distributing press releases, media alerts, place radio, TV, print and online media, schedule for TV and radio interviews, news stories, briefs, sound bites, online submissions and listings, promote upcoming foster parent training and events, coordinate media interviews, photo shoots, media training in rural Nevada communities; provide updated content for Childs Journey Home, Facebook page, Instagram or twitter messaging.</p>
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3	<p>What are the unique features/qualifications required for this service or good that are not available from any other vendor:</p> <p>This media campaign was developed in 2014, FM Marketing knows DCFS and the rural region and has the expertise to reproduce our advertising and/or place the media with the most effective outlets available.</p>
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4	<p>Explain why this service or good cannot be competitively bid and why this purchase is economically only available from a single source:</p> <p>This advertising campaign was developed including print, media, and radio content in 2014. To put this out to bid would mean starting over and creating something different, and we would lose the recognize-ability that we already have with the print material that now defines our "brand" and message. The service provider developed relationships with media outlets in rural Nevada and we want to capitalize on those relationships where available.</p>
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5	<p>Were alternative services or commodities evaluated? Check One. Yes: <input type="checkbox"/> No: <input checked="" type="checkbox"/></p>
	<p>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></p>
	<p>b. <i>If not, why were alternatives not evaluated?</i></p> <p>This advertising campaign was developed including print, media, and radio content in 2014. To put this out to bid would mean starting over and creating something different, and we would lose the recognize-ability that we already have with the print material that now defines our "brand" and message. The service provider developed relationships with media outlets in rural Nevada and we want to capitalize on those relationships where available.</p>

6	<p>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 ALL previous waivers MUST accompany this request.</p>				Yes: <input type="checkbox"/>	X	No: <input type="checkbox"/>	
	<p>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></p>							
	<p>Term Start and End Dates</p>		<p>Value</p>	<p>Short Description</p>	<p>Type of Procurement (RFP#, RFQ#, Waiver #)</p>			
	<p>July 1, 2014 September 30, 2014</p>		<p>\$60,175.00</p>	<p>Create media plan and positive awareness opportunities in rural</p>	<p>See attached</p>			

				<i>Nevada communities by using developed media lists, create and publicize DCFS message through press releases, radio, TV, print & online media, billboards and content for DCFS facebook page, Childs Journey Home, etc.</i>	
	<i>October 1, 2014</i>	<i>September 30, 2015</i>	<i>\$93,525.00</i>	<i>Same as above, this was an amendment.</i>	
			<i>\$</i>		
			<i>\$</i>		
			<i>\$</i>		

	What are the potential consequences to the State if the waiver request is denied and the service or good is competitively bid?
<i>7</i>	<i>This advertising campaign was developed including print, media, and radio content in 2014 at a substantial cost. To put this out to bid would mean starting over and creating something different, and we would lose the recognize-ability that we already have with the print material that now defines our "brand" and message.</i>

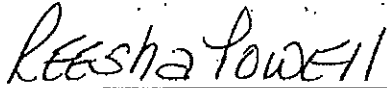
	What efforts were made or conducted to substantiate there is no competition for the service or good and to ensure the price for this purchase is fair and reasonable?
<i>8</i>	<i>FM Marketing created this media plan in 2014 and having done so, they have everything needed to recreate the plan, with enhancements where requested, in an effective and timely manner.</i>

	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>	Yes:	X	No:	
<i>9</i>	<i>a. If yes, please provide details regarding future obligations or needs.</i> <i>If the Division of Child and Family Services has future funding available to use these print, media, and radio materials again we need to do so. It is vital to keep the need for foster/relative/adoptive resource homes for rural children in the forefront in all rural communities. The need to keep children in their community and schools of origin is in the best interest for the children and their parents.</i>				

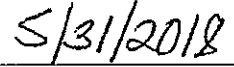
By signing below, I know and understand the contents of this Solicitation Waiver Request and Justification and attest that all statements are true and correct.



Agency Representative Initiating Request



Print Name of Agency Representative Initiating Request



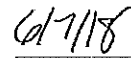
Date



Signature of Agency Head Authorizing Request



Print Name of Agency Head Authorizing Request



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.

Name of agency or entity who provided information or review:

Representative Providing Review

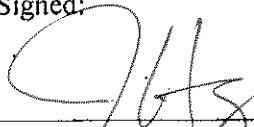
Print Name of Representative Providing Review

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



Date