

Missouri  
Department  
of Transportation



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Pete K. Rahn, Director

## 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 Highway Safety with MU Sports Properties. Bid # D5-08-005 SFS

**Description:** The Missouri Department of Transportation, Central District Traffic Division, has determined that only one source can provide the marketing and advertising through sporting events for the Missouri Coalition for Highway Safety for its intended market. This market is through the University of Missouri Athletic Department and its radio and television coverage of sporting events. To our knowledge, the University of Missouri Athletic Department is the only medium that can provide the scale of advertisement to the intended target market with the expected advertisement. Advertising related to this marketing campaign will exceed \$25,000 cumulatively. A contract to purchase the above advertising may be executed with Mizzou Sports Properties starting August 2007.

Ads could include, but not limited to, the following:

Promotion during six (6) home Mizzou Football games; one (1) :30 commercial during twelve (12) Mizzou Football broadcasts; traffic report during twelve (12) Mizzou Football broadcasts; logo placement on the Mizzou Football and Men's Basketball press backdrops; Other promotional offers.

**Contract Period:** August 2007 through May 31, 2008

**Renewal Options:** None

**Agency:** Missouri Department of Transportation

**Supplier:** MU Sports Properties

**Buyer:** Corey Duemmel

**Phone Number:** (573) 526-6956

**E-Mail:** Corey.Duemmel@modot.mo.gov

**Posting Date:** 7/24/07

**Response Date:** July 30, 2007