

**MANATEE COUNTY GOVERNMENT
NOTICE OF INTENT TO AWARD
A SINGLE SOURCE CONTRACT**

SUBJECT/TITLE	IMG Academy Media and Event Sponsorship	DATE POSTED	MC Website _____
PROCUREMENT REPRESENTATIVE	Bonnie Sietman	DATE CONTRACT SHALL BE AWARDED	August 11, 2021
DEPARTMENT	Bradenton Area Convention & Visitors Bureau (BACVB)	REQUISITION NO.	21-R077402BLS
AUTHORIZED BY	Elliott Falcione, Director	SIGNATURE DATE	

NOTICE OF INTENT TO NEGOTIATE FOR AWARD

The Manatee County Procurement Division provides notice of its intent to award a single source contract with a value of \$150,000 with IMG Academy for the provision of IMG Academy Media and Event Sponsorship.

ENABLING/REGULATING AUTHORITY

Federal/State law(s), administrative ruling(s), Manatee County Comp Plan/Land Development Code, ordinances, resolutions, policy.

Manatee County Code of Laws

BACKGROUND/DISCUSSION

Manatee County Procurement Division has completed a due diligence review and intends to procure IMG Academy Media and Event Sponsorship from IMG Academy without conducting a competitive solicitation process for the following reason(s):

Inclusive opportunity with IMG Academy to showcase the destination to visitors, students and athletes at IMG Academy which aligns with our demographics and platform for promotions of travel. Sponsorship would allow the BACVB to have sponsorship branded venue advertising at the IMG Academy as well as social media presence including:

- Opportunity for signage at IMG Academy events;
- Dedicated @IMGAcademy Instagram, Twitter and Facebook messaging package;
- Dedicated sponsored event on one of @IMGAcademy's Instagram channels;
- Sporting event sponsorships.

Any company that believes it can provide this good/service, must submit detailed information about its good/service to the Manatee County Procurement Division at purchasing@mymanatee.org no later than August 11, 2021 for evaluation and consideration.