

# MANATEE COUNTY GOVERNMENT

## NOTICE OF INTENT TO AWARD A SINGLE SOURCE CONTRACT

<b>SUBJECT/TITLE</b>	Partnership with Wasserman Golf	<b>DATE POSTED</b>	MC Website _____
<b>PROCUREMENT REPRESENTATIVE</b>	Kelly Driscoll, Procurement Agent I	<b>DATE CONTRACT SHALL BE AWARDED</b>	August 28, 2025
<b>DEPARTMENT</b>	Bradenton Area Convention and Visitors Bureau	<b>AUTHORIZED BY DATE</b>	Jacob Erickson, Purchasing Official
<b>TASK NO.</b>	25-R088280KD		

### NOTICE OF INTENT TO AWARD A SINGLE SOURCE CONTRACT

The Manatee County Procurement Division provides notice of its intent to award a single source contract with a value of \$75,000.00 with Wasserman Media Group, LLC for the provision of Partnership with Wasserman Golf.

### 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 Partnership with Wasserman Golf from Wasserman Media Group, LLC without conducting a competitive solicitation process for the following reason(s):

The Partnership will promote Manatee County at the 2026 Senior Golf Association (PGA) Championship. Manatee County will be showcased as a premier destination on the National Broadcasting Company (NBC), Golf Channel, and other PGA Platforms. Wasserman Media Group, LLC is the only agency with direct rights and an existing partnership framework with the PGA. Their services ensure that Manatee County branding, digital integrations, and hospitality activations are embedded in the PGA Championship coverage.

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](mailto:purchasing@mymanatee.org) no later than August 27, 2025 for evaluation and consideration.