



## INTENT TO SOLE SOURCE

December 4, 2023

Washington State University Procurement and Contract Services contemplates awarding a sole source contract to Birdsall, Voss & Associates (“BVK”), to provide continued consulting expertise for University Marketing & Communications (“Marketing”).

Marketing conducted Request for Proposal No. CC0420-S220930 (“BVK”) to identify a consultant for Brand, Marketing, and Creating Services. BVK was the successful bidder under the RFP and was awarded the resulting contract. Having developed the forthcoming brand marketing strategy, the university learned, in consultation with its internal subject matter experts, that developing agencies typically also serve as the first year implementing partner as identifying another implementing partner does not fit the needed timeline, is frequently duplicative of work already performed, and is not cost effective.

The dollar value of the additional year of performance is estimated at between \$300,000 and \$400,000. The period of the sole source work would begin on April 1, 2024, and run through March 31, 2025.

The university intends to conduct another request for proposals to identify a marketing agency of record, for an ongoing five-year period, to begin following March 31, 2025.

Offerors with sufficient experience and expertise contemplating the above requirements are required to submit capability statements within five (5) working days of this announcement.

In the absence of other qualified sources, it is the University’s intent to make a sole source award. A copy of the sole source justification and intended contract documents are available upon request.

To submit capability statements or questions, contact:

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