

Sole Source Request Form

Sole Source Bidsync # 042-2337001-RT-SS

SECTION II – DEPARTMENT INFORMATION (Complete in its entirety)

Department: Health Care Agency				October 19, 2022				
Vendor Name:				Sole Source BidSync Number:				
Angels Baseball LP	Angels Baseball LP			042-2337001-RT-SS				
Is the above named ver		-	_	•	□ Yes ⊠ No s prior to contract execution	on.		
Contract Term (Dates):		Is Agreement Grar		nt Funded?	Percent Funded:	December 1		
January 6, 2023- January 5, 2026		Funding Source ☐ Yes ☒ No				Proprietary? ⊠ Yes □ No		
Contract Amount?				Is this renewo	able? If yes, how many ye	ars?		
\$ 9,618,024				No.				
Type of Request:	⊠ Multi-Year		□ Renev	val	☐ Amendment	☐ Increase		
				Did vendor provide a sole source affidavit? Yes No If yes, please attach				
Board Date:	ASR Number: If not s		If not sc	scheduled to go to the Board explain why?				
December 6, 2022 22-001048		It is schedule for Board review and approval						
Does Contract include N	Non-Standard Lang	guage? If y	es, explc	iin in detail.				
Was Contract Approved by Risk Mgmt.?				Was Contract Approved by County Counsel?				
Yes, It was reviewed and approved on 11/1/2022				Yes, It was reviewed and approved on 11/1/2022				
Were any exceptions ta	ken? If yes, explaii	n in detail.						
Yes, See Attached.								
DPA certifies the source requirement	•				ormation is true and s val.	atisfies the sole		
Solicitation Exer (For purchases with	-	nces, and/	or when	it is determined	d to be in the best interest	of the County.)		



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SECTION III – SOLE SOURCE JUSTIFICATION

1. Provide a description of the type of contract to be established. (For example: is the contract a commodity, service, human service, public works, or other – please explain.) Attach additional sheet if necessary.

This is a professional services contract between the Health Care Agency (HCA) and Angels Baseball LP (ABLP) for a branding and outreach campaign designed to promote positive messages about mental health and wellness.

2. Provide a detailed description of services/commodities and how they will be used within the department. If this is an existing sole source, please provide some history of its origination, Board approvals, etc. (This information may be obtained from the scope of work prepared by the County and the vendor's proposal that provides a detailed description of the services/supplies.) Attach additional sheet if necessary.

The Mental Health Services Act (MHSA) includes regulations requiring counties to use Prevention and Early Intervention (PEI) funds to: 1) combat stigma associated with mental illness and/ or the seeking of mental health services and 2) to engage in prevention-based mental health activities that reduce risk factors for developing a potentially serious mental illness and/or to build protective factors with the goal of promoting mental health.

The services provided below will directly address the limitations of HCA's existing mental health and well-being outreach efforts by strategically placing its messaging in a professional sports venue attended by families and fans of all ages. These activities will not only considerably increase the total number of people reached through HCA's mental health awareness campaigns, but also reach Orange County residents who might not otherwise be exposed to these messages and information.

Angels Baseball Assets (preseason March; regular season ~April-September):

Mental Health Awareness

- Home Plate Rotational Half Inning
- Outfield Wall Sign
- LED 360 package
- Big A LED
- "Smile/Dance Cam"

In-Person Outreach Events

- Game Day Sponsorship, including:
 - a. Booth Activation for In-Person Outreach
 - b. 500 tickets for each Game Day Sponsorship date.
 - c. Logo inclusion on all media support of the premium item (i.e., television, radio, print, billboards, instadium, digital) during a two (2) week promotional schedule for each premium item.
 - d. Premium Item Giveaways, co-branded with County and Contractor logos, such as the Rally Monkey, Bobblehead, and Wall Calendar, as well as an additional Premium Item selected each season and designed to reach an underserved and/or at-risk population
 - e. Children's Item Giveaway, such as a pop-it spinner, poster, etc.
 - f. In-stadium Public Service Announcements (PSA)
- Post-Game Concert Sponsorship

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• Co-branded t-shirts provided to approximately 2,000 youth participants in the Angels Foundation Community Baseball/Softball Clinics that include mental wellness workshops

MLB Digital Media

- Banner ads on angels.com targeting OC residents (1,000,000 impressions)
- Three (3) angels.com homepage takeovers, each 24 hours in length
- Two (2) dedicated email blasts to angels.com subscribers
- Presenting sponsor of Angels Social Media Series (2 posts per month)
- One enter-to-win promotion to be run for approximately one month during the regular season with comprehensive in-market support including paid social boosting

Wellness Outreach Incentives

• Angels tickets and/or \$10 Angels gift cards (total of 15,000 tickets and gift cards combined each Contract Year) to incentivize fans to participate in wellness activities at Angels home games or events

Broadcast Regional Media

- Angels Radio AM830 commercials
- Angels Baseball spots on Bally Sports West television, including in-game spots and billboards, Gameflow features, re-airs, postgame 30-second telecast, Angels Weekly ads, 'Sports ROS' spots, title sponsorship of the Angels Postgame Show, and season sponsorship on the Bally Sports app during Angels broadcasts

By engaging in a large-scale effort with ABLP, the HCA has a unique opportunity to connect with a diverse audience not normally reached in its usual mental health campaigns. This kind of expansive, upstream wellness campaign aligns with the Prevention Pillar of the OC Cares initiative and helps promote awareness of available mental wellness and supportive resources and reduce mental health-related stigma among the broader Orange County community.

3. Explain why the recommended vendor is the only one capable of providing the required services and/or commodities. How did you determine this to be a sole source and what specific steps did you take? Please list all sources that have been contacted and explain in detail why they cannot fulfill the County's requirements. Include vendor affidavit and/or other documentation which supports your sole source. (Responses will include strong programmatic and technological information that supports the claim that there is only one vendor that can provide the services and/or commodities. Your response will include information pertaining to any research that was conducted to establish that the vendor is a sole source, include information pertaining to discussions with other potential suppliers and why they were no longer being considered by the County.)

Attach additional sheet if necessary.

ABLP is the only Major League Baseball team in Orange County and is the largest sporting event venue in Orange County at just over 45,000 seats. A contract with ABLP enables the HCA to sustain raised awareness and continuous outreach regarding mental wellness and available resources to Orange County residents during the baseball season (April-October). During long stretches of away games, Angel Stadium also hosts other events and performances, allowing for additional opportunities to reach the community at-large.

4. How does recommended vendor's prices or fees compare to the general market?

Attach quotes for comparable services or supplies. Attach additional sheet if necessary.

There are no others to compare to as Angels Baseball LP is the only Major League Baseball team in Orange County.

5. If the recommended vendor was not available, how would the County accomplish this particular task?

Attach additional sheet if necessary.

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Without this contract, the HCA would lose a significant opportunity to provide mental health and wellness information to large Orange County audiences, many of whom may not otherwise be exposed to this information. Although the HCA does currently fund other mental health and wellness promotion efforts, these existing campaigns and events are specifically promoted around a mental health theme or to a mental health audience. While such targeted outreach is essential to increasing needed service utilization among unserved communities, the potential impact of these existing efforts is constrained by the fact that participants self-select into attending a mental health-focused event. By engaging in a large-scale effort with the ABLP, the HCA has the unique opportunity to reach a large, diverse Orange County audience not normally reached in its mental health promotion efforts. This kind of expansive effort could help promote wellness, reduce mental health-related stigma, and increase awareness of available resources.

6. Please provide vendor history – name change, litigation, judgments, aka, etc. for the last 7 years.

Through the normal County of Orange vetting process, Angels Baseball LP has had no name changes or judgements within the last seven (7) years. They do have five (5) litigation item(s) on public record, none of which are of any major significance to the County and immaterial to their delivery of services describe above.

7.	If vendor is a r	etired, former	employee, has the	vendor previously	, been rehired	as a contractor	within the last
	three	years?	☐ Yes	⊠ No			

If yes, provide explanation/support for hiring the retired, former employee as a vendor and provide contract dates, scope of work, and total amounts paid under each contract.

8. Explain (in detail) why a request for Solicitation Exemption is needed. *(Only applicable for Solicitation Exemption)*Attach additional sheet if necessary.

N/A

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Print Name:	,	Date:	
N/A			
ENT CONCURRENCE			
Print Name:		Date:	
Roland Tabangin			11/1/2022
ROVAL			
Print Name:		Date:	
Dr. Clayton Chau			11/1/2022
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LIST OF EXEPTIONS/NON-STANDARD LANGUAGE

General Terms and Conditions:

- Article D. Taxes
- Article E. Delivery
- Article H. Paten/Copyright Materials/Propriety Infringement
- Article J. Non-Discrimination
- Article R. Force Majeure
- Article T. Freight
- Article Y. Indemnification

Additional Terms and Conditions:

- Article 6. Disputes-Contract
- Article 19. MLB Subservience
- Article 20. Non-Exclusive Right and Regular Season Only

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Release Bid Workflow **Bid Information** Name: Roland Tabangin Phone: 7148343151 Bid Number: Email: rtabangin@ochca.com Status: Submitter Nov 1, 2022 11:14:40 AM PDT 042-2337001-RT-SS Bid Title: OUTREACH AND COMMUNITY AWARENESS CAMPAIGN WITH ANGELS BASEBALL LP Roland Tabangin Adriana Nieto Roland Tabangin Submitter (for Bid Release Group (Group)) (for CPO SS Routing (Group)) Approved Approved Status Status: Approved Comments: Proprietary View Workflow History Close

Questions? Contact a Periscope Source representative: 800-990-9339 or email: source-support@periscopeholdings.com

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