



# OC Procurement

## Sole Source Request Form

Sole Source Bidsync # 042-C026097-LR

**SECTION II – DEPARTMENT INFORMATION (Complete in its entirety)**

Department: Health Care Agency		Date: December 3, 2019	
Vendor Name: Angels Baseball LP		Sole Source BidSync Number: 042-C026097-LR	
<b>Is the above named vendor a retired employee of the County of Orange?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No <b>If "Yes", review and approval is required from CEO Human Resource Services prior to contract execution.</b>			
Contract Term (Dates): December 17, 2019 – December 30, 2020		Is Agreement Grant Funded? Funding Source <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	Percent Funded:  Proprietary? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No
Contract Amount? \$1,060,000		Is this renewable? If yes, how many years? Two (2) additional one-year periods	
<b>Type of Request:</b> <input checked="" type="checkbox"/> New <input type="checkbox"/> Multi-Year <input type="checkbox"/> Renewal <input type="checkbox"/> Amendment <input type="checkbox"/> Increase			
Renewal Year:		Did vendor provide a sole source affidavit? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No If yes, please attach	
Board Date: December 17, 2019	ASR Number: #19-001348	If not scheduled to go to the Board explain why?	
Does Contract include Non-Standard Language? If yes, explain in detail. Yes – mutual indemnification			
Was Contract Approved by Risk Mgmt.? Yes		Was Contract Approved by County Counsel? Yes	
Were any exceptions taken? If yes, explain in detail. No			
<input checked="" type="checkbox"/> DPA certifies that they have read and verified that the information is true and satisfies the sole source requirements listed in the County Contract Policy Manual.			
<input type="checkbox"/> Solicitation Exemption <i>(For purchases with special circumstances, and/or when it is determined to be in the best interest of the County.)</i>			



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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 services contract between Health Care Agency (HCA) and Angels Baseball LP (ABLP) for marketing services to raise awareness and expand outreach efforts about mental health and well-being (i.e., Mental Health Awareness).

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.*

Per Prevention and Early Intervention (PEI) regulations established by the state Mental Health Services and Oversight Accountability Commission, counties are required to use 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.

Orange County has funded campaigns using multi-media platforms to promote positive messages about mental health and well-being and to reduce stigma. These efforts largely focus on specific at-risk groups (i.e., school-aged youth, unserved and underserved ethnic communities, etc.) and the campaigns, outreach and educational events are frequently advertised or promoted around a mental health theme. While such targeted outreach is essential to increasing needed service utilization among unserved communities, the potential impact is nevertheless constrained by the fact that participants self-select into attending community events focused on mental health. Thus, HCA may fail to reach Orange County residents who are not inherently interested in or gravitate towards mental health issues but who may nevertheless still benefit from such messaging and information.

The services to be provided through this sole source will directly address the limitations of HCA's existing mental health and well-being campaigns by strategically placing its advertising in a professional sporting event venue, i.e., Angels Stadium, over the course of the baseball season. In addition, HCA will partner with the ABLP to sponsor a game day during which time HCA will promote mental health and well-being information and resources. Together, these two 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.

**Mental Health Awareness Advertising (season-long):**

- County Mental Health Awareness Artwork, using Each Mind Matters, Know the Signs and/or Help@Hand branding, placed on the Outfield Wall in Right Field at Angel Stadium.
- County Electronic Mental Health Awareness Artwork, using Each Mind Matters, Know the Signs and/or Help@Hand branding, on the screen positioned behind home plate during one half (1/2) inning during each Angels regular season home games played at Angel Stadium for a minimum of seventy-six (76) regular season games played at

Angel Stadium, excluding blackout telecasts and in accordance with MLB rules and regulations.

- Two (2) :30 radio commercials promoting County Mental Health Awareness messages, using Each Mind Matters, Know the Signs and/or Help@Hand branding, during the in-game broadcast for all 162 regular season game broadcasts on Angels Radio AM830 KLAA.

**Sponsored Game Day Activities (May 31, 2020):**

- Booth activation in two (2) locations in Angel Stadium where HCA can hand out materials promoting County Mental Health Awareness messages, using Each Mind Matters, Know the Signs and/or Help@Hand materials, and County behavioral health resources to Angel Fans in attendance.
- Distribution of one (1) co-branded Premium Item (i.e., rally monkey with the Each Mind Matters lime green ribbon logo) to a minimum of 30,000 Angel Fans in attendance prior to the game on May 31, 2020 vs. New York Yankees. ABLP will promote the Premium Item with television ads, radio, and online.
- Sponsor the post-game viewing of the Disney Pixar movie *Inside Out* at Angel Stadium following the game on May 31, 2020 vs. the New York Yankees.
- Public service announcement (PSA), created by HCA using Each Mind Matters, Know the Signs and/or Help@Hand branding/materials and approved by the ABLP, that runs on the main scoreboard in right field and the Angel Vision video board in left field.
- Commercial advertisement promoting County Mental Health Awareness, using Each Mind Matters, Know the Signs and/or Help@Hand branding, displayed during in-game (15 seconds in duration) on the main scoreboard in right field and the Angel Vision video board in left field.
- 500 View Level tickets and 500 food/drink vouchers for the May 31, 2020 game vs. New York Yankees for HCA to distribute.
- Honorary first pitch.

This contract provides the ability to reach tens of thousands of Orange County residents with valuable messaging concerning Mental Health Awareness and Well-Being. ABLP is one of the only two Major League Baseball teams with three million fans per game for 15 straight years providing a valuable audience for outreach over the entire baseball season (March – October).

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. A contract with ABLP enables HCA to sustain raised awareness and continuous outreach concerning Mental Health Awareness to Orange County residents during the baseball season (March – October). ABLP is one of only two Major League Baseball teams with three million fans for 15 straight years.



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**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 is no comparable general market since ABLP 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.

Without this contract, HCA would lose a significant opportunity to provide mental health and well-being information to large Orange County audiences, many of whom may not otherwise be exposed to this information. Although HCA does currently fund other mental health and well-being promotion efforts, these existing campaign, and events are specifically promoted around a mental health theme. While such targeted outreach is essential to increasing needed service utilization among unserved communities, the potential impact of existing efforts is nevertheless 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, 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 reduce mental health-related stigma, promote awareness of signs, symptoms and available resources, and, ultimately, save lives.

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

No litigation or judgments exist that are pertinent to the contract with ABLP.

**7. If vendor is a retired, 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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**SECTION IV – AUTHOR/REQUESTOR**

Signature: 	Print Name: Sharon Ishikawa	Date: 12-9-2019
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**SECTION V – CEO Human Resource Services APPROVAL** (Review and approval is required when vendor is a Retired, Former Employee.)

Signature:	Print Name: N/A	Date:
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**SECTION VI – DEPUTY PURCHASING AGENT CONCURRENCE**

Signature: 	Print Name: Lyle Rossow	Date: 12/9/2019
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**SECTION VII – DEPARTMENT HEAD APPROVAL**

Signature: 	Print Name: Richard Sanchez	Date: 12-9-19
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**SECTION VIII – COUNTY PROCUREMENT OFFICE**

Prior to execution of a contract, the County Procurement Officer or designee shall approve All Sole Source requests for Commodities that exceed \$250,000, Capitol Assets and services exceeding \$75,000, and All other Sole Source requests that require Board approval despite the amount. Approvals are obtained electronically through the County's online bidding system.

**SOLICITATION EXEMPTION – CEO USE ONLY:**

Board of Supervisor Notification Date:			
Comments:			
CPO: <input type="checkbox"/> Approved <input type="checkbox"/> Denied		CFO: <input type="checkbox"/> Approved <input type="checkbox"/> Denied	
CPO Authorized Signature:		CFO Authorized Signature:	
Date:		Date:	

Release Bid Workflow

Name: Lyle Rossow  
Phone: 7148342961  
Email: lrossow@ochca.com  
Status: Submitter Dec 9, 2019 1:32:48 PM PST

**Bid Information**

**Bid Number:**

042-C026097-LR

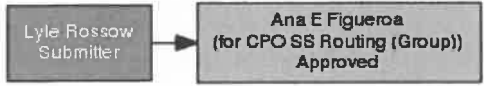
**Bid Title:**

Angels Baseball LP Sponsorship Agreement

**Status**

**Status:**  
Approved

[View Workflow History](#)



Close

Questions? Contact a BidSync representative: 800-990-9339 or email: [support@bidsync.com](mailto:support@bidsync.com)

