

Attachment 2: Request for Sole Source Memo Format

**DEPARTMENT OF VETERANS AFFAIRS**

**Justification and Approval**

**For**

**Other Than Full and Open Competition**

**1. Contracting Activity:**

Department of Veterans Affairs, VISN 11, Detroit VA Healthcare System proposes to enter into a contract on a basis of other than full and open competition with Professional Sports Publications INC. to obtain an advertisement in the 2014 MLB Detroit Tigers Baseball Yearbook. (553-14-2-2195-0020).

**2. Nature and/or Description of the Action Being Processed:**

The request is to purchase a full page color advertisement in the 2014 MLB Detroit Tigers Yearbook. Benefit of advertising is the repeat exposure. Souvenir publications are true collectibles that are taken home and used as a reference piece throughout the season, providing repeat exposure for your advertising message.

**3. Description of Supplies/Services Required to Meet the Agency's Needs:**

Agency will supply the art work and message content for the advertisement. Professional Sports Publications INC. will provide the final product and placement in the stadium throughout the baseball season. Total: \$8,500. Vendor: Professional Sports Publications, 570 Elmont Rd., Elmont, NY 11003.

**4. Statutory Authority Permitting Other than Full and Open Competition:**

- (X) (1) Only One Responsible Source and No Other Supplies or Services Will Satisfy Agency Requirements per FAR 6.302-1;
- ( ) (2) Unusual and Compelling Urgency per FAR 6.302-2;
- ( ) (3) Industrial Mobilization, Engineering, Developmental or Research Capability or Expert Services per FAR 6.302-3;
- ( ) (4) International Agreement per FAR 6.302-4
- ( ) (5) Authorized or Required by Statute FAR 6.302-5;
- ( ) (6) National Security per FAR 6.302-6;
- ( ) (7) Public Interest per FAR 6.302-7;

**5. Demonstration that the Contractor's Unique Qualifications or Nature of the Acquisition Requires the Use of the Authority Cited Above (applicability of authority):**

Professional Sports Publication is the sole proprietor of the official MLB 2014 Detroit Tigers Yearbook.

6. **Description of Efforts Made to ensure that offers are solicited from as many potential sources as deemed practicable:** There are no other vendors that can provide. Professional Sports Publication is the sole proprietor of the official MLB 2014 Detroit Tigers Yearbook.

7. **Determination by the Contracting Officer that the Anticipated Cost to the Government will be Fair and Reasonable:**

The Contracting Officer has determined the anticipated cost will be considered fair and reasonable based on historical prices paid for similar services. Last PO #553-C30236 - \$8,500.00

8. **Description of the Market Research Conducted and the Results, or a Statement of the Reasons Market Research Was Not Conducted:** Market research was not conducted. Professional Sports Publication is the sole proprietor of the official MLB 2014 Detroit Tigers Yearbook.

9. **Any Other Facts Supporting the Use of Other than Full and Open Competition:**

None

10. **Listing of Sources that Expressed, in Writing, an Interest in the Acquisition:**

Lee Hedlund  
VP Sales

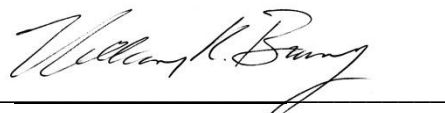
O: 813-405-2613  
M: 631-786-3676  
F: 813-405-2605

11. **A Statement of the Actions, if any, the Agency May Take to Remove or Overcome any Barriers to Competition before Making subsequent acquisitions for the supplies or services required:**

Should a requisition of this nature recur, the market will be surveyed to locate possible new vendors.

12. **Requirements Certification:** I certify that the requirement outlined in this justification is a Bona Fide Need of the Department of Veterans Affairs and that the supporting data under my cognizance, which are included in the justification, are accurate and complete to the best of my knowledge and belief.

*(This signature is the requestor's supervisor, chief of service, someone with responsibility and accountability)*



William R. Browning  
Chief, Community Relations & Voluntary Service

20 Feb 14  
Date

**13. Approvals in accordance with FAR 6.304**

- a. **Contracting Officer's Certification: (required)** I certify that the foregoing justification is accurate and complete to the best of my knowledge and belief.

\_\_\_\_\_  
Name

Title

Network 11 Contracting Office

\_\_\_\_\_  
Date

- b. **DOC/PCM (Required \$3K and above)**: I certify the justification meets requirements for other than full and open competition.

\_\_\_\_\_  
Name

Director of Contracting/Supervisory Contract Specialist (as appropriate)

Network 11 Contracting Office

\_\_\_\_\_  
Date

- c. **SAO (If over \$650K)**: I certify the justification meets requirements for other than full and open competition.

\_\_\_\_\_  
Ricky L. Lemmon

SAO Director

Central Region

\_\_\_\_\_  
Date

- d. **VHA HCA Review and Approval**: I have reviewed the foregoing justification and find it to be complete and accurate to the best of my knowledge and belief and recommend approval (if over \$12.5 million) or approve (\$650K to \$12.5 million) for other than full and open competition.

\_\_\_\_\_  
NORBERT S. DOYLE  
Chief of Procurement and Logistics Officer  
VHA, Head of Contracting Activity (HCA)

\_\_\_\_\_  
Date

- e. **VA Deputy Senior Procurement Executive Approval (over \$12.5 million but not exceeding \$50 million):** I have reviewed the foregoing justification and find it to be complete and accurate to the best of my knowledge and belief and approve for other than full and open competition.

\_\_\_\_\_  
C. FORD HEARD  
Deputy Senior Procurement Executive (DSPE)  
Assistant Secretary for Acquisition and Logistics  
Department of Veterans Affairs

\_\_\_\_\_  
Date

- f. **VHA Senior Procurement Executive Approval (over \$50 million):** I have reviewed the foregoing justification and find it to be complete and accurate to the best of my knowledge and belief and approve for other than full and open competition.

\_\_\_\_\_  
JAN R. FRYE  
Deputy Assistant Secretary for Acquisition and Logistics  
Senior Procurement Executive (SPE)  
Department of Veterans Affairs

\_\_\_\_\_  
Date