The University of Mississippi (UM) anticipates purchasing the item(s) listed below as a sole source purchase. Anyone objecting to this purchase as a sole source shall follow the procedures outlined below.

Commodity or commodities to be purchased (manufacturer, model, description):
Brazil Business Reports Education

The need to be fulfilled by this item(s) and why it is the only one that can meet the specific needs of the department:
The University of Mississippi Office of Global Engagement is one of the main institutional departments tasked with increasing international student enrollment as we strive to meet the 2020 flagship goal of university internationalization. By receiving access to BBR's advertisement services, the university would greatly enhance its digital footprint within Latin America, reaching a significantly greater amount of potential students from Latin American countries who would be interested in attending the University of Mississippi. BBR Education institutional online guides and advertisement/recruitments services are strategic recruiting tools that serve as the sole alternative to costly agents and student fairs. The Office of Global Engagement's internal marketing plan is to focus on the underserved area of Latin America. The promotional outreach services offered by BBR Education are very much in line with our marketing plan. BBR Education is the sole provider of online Education guides that solely target countries in Latin America. Latin Americans use BBR's guides as a trusted, local online resource with relevant and timely information for studying abroad. Accessible for free in Spanish, Brazilian Portuguese and English, families use BBR's online guides as a resource for engagement with international programs to kick start the application process. The University of Mississippi, as a participating school, would have the opportunity to increase student interest from the region and receive traceable ROI from direct contact forms, among many other services. Our institutional guide would be published directly on the BBR Education website.

Name of company/individual selling the item and why that source is the only possible source that can provide the required item(s):
Brazil Business Reports, Inc. (BBR) Education is the sole provider of online Education guides that solely target countries in Latin America. Other providers of promotional outreach target multiple regions across the world and utilize multiple forms of outreach such as fairs, agents, and digital
materials. BBR Education only provides online guides and they only promote those guides to countries in Latin America.

Why the amount to be expended is reasonable:

The BBR regular rate includes the following services: basic profile creation, ROI analytics, translations to Spanish and Portuguese, lead generation form, direct link to school website, institutional feature of BBR topic page, institution feature on BBR homepage, social media posts, blog articles, student matchmaking quiz, video placement, student testimonials, program of the week, news announcement, and lead nurturing.

Efforts to obtain the best possible price for this purchase:

For the services listed above, the University of Mississippi has secured a discount of 20% off the regular rate.

Submission Instructions and Format of Response from Objecting Parties:

Interested parties who have reason to believe that the item(s) above should not be certified as a sole source should provide information in the following format for UM to use in determining whether or not to proceed with awarding the Sole Source purchase.

1.1 Interested Party Information
   1.1.1 Contact Name, Phone Number, Address and email address
   1.1.2 Company Website URL, if applicable

1.2 Objection to Sole Source Certification
   1.2.1 Interested parties must present specific objections to the Sole Source certification using the criteria listed above.
   1.2.2 A statement regarding the Interested Party's capabilities as related to this Sole Source Certification Request.

1.3 Comments will be accepted at any time prior to Monday, December 11, 2017 at 3:00 pm (Central Time) to Katherine Jones at kajones4@olemiss.edu (with Cc: to purchase@olemiss.edu) at The University of Mississippi Procurement Services Department, 164 Jeanette Phillips Drive, PO Box 1848, University, Mississippi 38677. Responses may be delivered by hand, via regular mail, overnight delivery, or e-mail. The envelope or email should reference the sole source number. UM WILL NOT BE RESPONSIBLE FOR DELAYS IN THE DELIVERY OF RESPONSES. It is solely the responsibility of the
Interested Parties that responses reach UM on time. Interested Parties may contact Katherine Jones to verify the receipt of their Responses. Responses received after the deadline will be rejected.

If after a review of the submitted notice and documents, UM determines that the commodity in the proposed sole source request can be provided by another person or entity, then UM will withdraw the sole source certification and submit the procurement of the commodity to an advertised competitive bid or selection process.

If UM determines after review that there is only one (1) source for the required commodity, then UM will follow applicable ITS procedures for making the purchase.