

**JUSTIFICATION FOR  
SOLE SOURCE PROCUREMENT**

Agency: The Citadel

Sole Source Vendor: Hybrid News Limited aka Study International

Based upon the following determination, Agency proposes to acquire the supplies, construction, information technology, and/or services described herein from the Vendor named above per S.C. Code Ann. §11-35-1560 and S.C. Regulation 19-445.2105, Sole Source Procurement.

Description of the Agency need that this procurement meets: International student digital marketing platform with analytical data. One year with four optional annual renewals. Total estimate of spend is \$100,000 for all five years.

Description of market research Agency performed to determine the availability of products or services that would meet the Agency's needs: This vendor provides a unique digital marketing product that offers a multi-layered digital campaign directed specifically toward military students via proprietary software. The integration of analytical data and API's within vendor's software is not reproducible by an alternative vendor.

Description of supplies, construction, information technology, and/or services Vendor will provide under the contract: Content-led digital marketing strategy

Detailed explanation why no other vendor's supplies, construction, information technology, and/or services will meet the needs of the Agency: Campaign Hub is a proprietary software that collects data from twenty five social media platforms is the only supplier with access to this software and it is one of a kind.

Right to Protest: If you are aggrieved in connection with the intended award of this project you may be entitled to protest, but only as provided in Section 11-35-420 (1) South Carolina Code of Laws. Any intent to protest or actual protest must be submitted in writing to the Chief Procurement Officer, Materials Management Office (a) via email to protest-mmo@mmo.sc.gov or (b) vis USPS or any other carrier to 1201 Main St., Suite 600, Columbia, SC 29201

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Authorized Signature

Printed Name: Click or tap here to enter text.

Title: Click or tap here to enter text.

Date: Click or tap to enter a date.

**Notes:**

**Authorized signature is the agency head unless the agency head has delegated that authority. Delegation of authority must be submitted to the Materials Management Officer in writing.**