



Office of the Comptroller  
**PURCHASING SERVICES**

210 Martin Luther King, Jr., Blvd. Room 513  
Tel: 608 266 4521; Fax: 608 266 5948  
www.ci.madison.wi.us/purch.html

### SOLE SOURCE / SOLE BRAND JUSTIFICATION FORM

REQUISITION NO.: <u>15004034</u>	DATE: <u>August 31, 2015</u>
REQUESTOR NAME: <u>Bill Zeinemann</u>	TEL. & FAX #: <u>261-4010 261-4049</u>
SIGNATURE: <u>Wm. Zeinemann</u>	

Supply sufficient detail to justify the use of a waiver instead of competitive bidding. Purchasing Services will determine the appropriateness of waiving the bid process on a case by case basis.

This is a request for: (Check one)  **SOLE SOURCE** Vendor Name: The Hiebing Group, Inc.  
 **SOLE BRAND** Product Mfg/Model: \_\_\_\_\_

#### REASON FOR REQUEST

Check all applicable items and **provide detailed explanation** below. Attach additional information as needed.

- SOLE SOURCE - UNAVAILABLE FROM ANY OTHER SOURCE.** Item is one-of-a-kind and is not sold through distributors, manufacturer is sole distributor. (Explain unique performance features of the product or brand requested that are not available in any other product or brand. For services, detail the unique qualifications this vendor possesses. Identify specific, measurable factors and qualifications.)

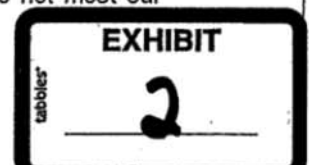
The Hiebing Group, Inc. is full-service advertising agency that has provided services to the City (Monona Terrace) on a similar basis in the recent past and it will be economical and effective for the City on the basis of time, money and quality of services to retain the same consultant.

Hiebing has worked on numerous projects for Monona Terrace since the "Monumental" campaign used to promote the grand opening of Monona Terrace in 1997.

Using Hiebing for the placement of digital and print advertising saves money two ways, rather than charging 10% to 15% of the cost of placing an ad as their commission fee (a common practice among ad agencies) Hiebing charges for this service at an hourly rate (an uncommon practice among ad agencies). Other ad agencies have a built in conflict because the cheaper they get the ads, the less their 10% to 15% commission will be based on the cost of the ad to the client. The second way is by a combination of expert media placement negotiating skills and leveraging purchasing power to get excellent pricing on advertising placements. This drives down to cost of advertising placements and saved Monona Terrace an estimated \$26,000 in 2014 alone.

Using Hiebing for other ad agency services saves money by saving time, and makes money by obtaining high quality marketing support for Monona Terrace. Hiebing has more than an 18 year history with Monona Terrace and a deep knowledge of our vision, mission, operation and goals. We don't have to spend time educating them on who we are, what we do, and why it matters. High quality marketing support makes money by attracting more customers. Hiebing often provides advice and feedback on a pro-bono basis because of the long standing business relationship.

- SOLE BRAND.** Various vendors can supply the specified model and brand and competitive bids will be solicited for the requested brand only. Other manufacturers of this type of product do not meet our





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minimum requirements. **List other brands that were evaluated, rejected and the reason why?** A minimum of three products must be surveyed and noted below.

Manuf/Model: \_\_\_\_\_

Reason: \_\_\_\_\_

Manuf/Model: \_\_\_\_\_

Reason: \_\_\_\_\_

Manuf/Model: \_\_\_\_\_

Reason: \_\_\_\_\_

**ITEM MUST MATCH EXISTING EQUIPMENT because:**

\_\_\_\_\_  
\_\_\_\_\_

**OTHER REASONS:**

\_\_\_\_\_  
\_\_\_\_\_

**PURCHASING SUPERVISOR:**

Signature: \_\_\_\_\_

Date: \_\_\_\_\_