

**REQUEST FOR EXEMPTION FROM CHAPTER 103D, HRS**

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: Manoa Athletics Department - Director's Office

---

(Department/Program)

Pursuant to APM Section A8.220, the Department requests a procurement exemption to purchase the following:

## Description of goods, services, or construction:

The UH Athletic Department wishes to explore options to enter into a multi-media rights arrangement with a company that will provide marketing and account management services. The arrangement could provide UH with guaranteed rights fees, trade commitment, capital investments and media commitment, in exchange for allowing the multi-media company the right to sell to other parties the use and availability of UH Athletics logo and other marks, advertising space and other capabilities of its Athletics venues.

Estimated Cost: \$ 0

- (1) Explanation describing how procurement by standard competitive means is either not practicable or not advantageous to the University;

It is impractical to utilize standard procurement procedures for the purpose of soliciting proposals from marketing vendors for sponsorship programs for the universities athletic program. Marketing vendors do not adhere to a common set of requirements and criteria typical of advertised procurement solicitation for purposes of formulating their proposals for each college sports program. It is more advantageous in the sports marketing area to solicit such proposals by approaching vendors on an informal, one on one basis.

- (2) Details of the process or procedures to be followed in selecting the vendor to ensure as fair and open competition as practicable;

There are a few sport marketing companies that would be able to market our athletic program. Learfield, IMG and Outfront Media are a few vendors that would be explored. The proposals from the different companies will be varied in the amount of rights fees, trade, capital and media commitment that they will be providing. The proposals will be reviewed by the Athletics Director, David Matlin and his executive team. The proposal that gives the university the best package of rights fees, trade, capital and media commitment will be chosen.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and  
The agreement will be reviewed by the Athletic Director and Associate Athletic Directors.

(4) A list of Department personnel, by position title, who will be involved in the approval process and administration of the contract:

David Matlin - Athletics Director  
Joel Matsunaga - Associate Athletics Director  
Carl Clapp - Associate Athletics Director  
Tiffany Kuraoka - Fiscal Authority

Direct questions to: Joel Matsunaga Phone: 956-0912

I CERTIFY THAT THE INFORMATION PROVIDED ABOVE IS TO THE BEST OF MY KNOWLEDGE, TRUE AND CORRECT.

David Matlin  
Full Name of Principal Investigator, Department Head, or Administrator

David A. K. Matlin  
Signature

4/7/17  
Date

Tiffany Kuraoka  
Full Name of Fiscal Officer

Tiffany Kuraoka  
Signature

4/7/17  
Date

APPROVED:

David Lassner  
Full Name of Vice President or Chancellor

David Lassner  
Signature

4/27/17  
Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

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

David Lassner APPROVED \_\_\_\_\_ DENIED  
PRESIDENT, UNIVERSITY OF HAWAII

4/27/17  
DATE