

UNIVERSITY OF HAWAII
NOTICE OF EXEMPTION FROM STANDARD METHODS OF SOURCE SELECTION

The Vice President for Budget and Finance/Chief Financial Officer, University of Hawaii, is in the process of reviewing the request from UNIVERSITY OF HAWAII AT MANOA ATHLETICS (Department/Campus) for exemption from Standard Methods of Source Selection for the following goods, services, or construction:

EXCLUSIVE UNIFORM/APPAREL SPONSORSHIP AGREEMENT FOR THE UHM WOMEN'S SOCCER PROGRAM.

Vendor: UNDER ARMOUR
(If known)
Address:

Term of Contract: (If known)	From: 07/2011	To: 06/2016	Cost: 50,000/5 YRS. (EST)
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Direct any inquiries to: Department: UHM ATHLETICS Contact Name/Title: TIFFANY KURAOKA/ASST. ATHLETICS DIRECTOR Address: BUSINESS OFFICE, 1337 LOWER CAMPUS ROAD, PE/A 109, HONOLULU, HAWAII 96822	Phone Number: 956-6505 Fax Number: 956-4637
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Date Posted: MARCH 3, 2011

Submit written objections to this notice to issue an exemption from Standard Methods of Source Selection, within seven (7) calendar days from the date posted to:

Office of Procurement and Real Property Management
1400 Lower Campus Road, Room 15
Honolulu, Hawaii 96822

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REQUEST FOR EXEMPTION FROM STANDARD METHODS OF SOURCE SELECTION

2011 MAR 17 P 3:32

2011 MAR -3 P 4:15

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: Michele Nagamine
(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 UHM Athletics Department wishes to enter into an Exclusive Uniform/Apparel Sponsorship Agreement with Under Armour for its Women's Soccer Program. Under the proposed Agreement, the University would receive a cash value product allotment each year for the next 5 years from July 2011 through June 2016. As a condition of its receipt of such annual product allotments, the University would be required to purchase all of its soccer uniform and practice apparel requirements in excess of the allotted amount from Under Armour based on wholesale pricing.

Estimated Cost: \$ 50,000.00 OVER 5 YEARS

(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 sports equipment manufacturers for sponsorship and outfitting programs for the University's athletic teams. Manufacturers do not adhere to a common set of requirements and criteria typical of advertised procurement solicitations for purposes of formulating their proposals for each particular college sports team. It is more advantageous in the sports marketing area to solicit such proposals by approaching manufacturers 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;
Other sports manufacturers were solicited for proposals to provide soccer gear including Nike and Adidas. A total of 3 proposals were received from Under Armour, Nike and Adidas. The proposals were reviewed by Michele Nagamine, Head Soccer Coach and the Under Armour proposal was determined to be the most advantageous to the athletics Department and the women's Soccer Program. The Under Armour proposal was considered better than the other proposals based on the amount of product allotment and the fact that any purchases over the product allotment would be at wholesale pricing. The other proposals gave less product allotment. Michele Nagamine made the final determination to proceed with the Under Armour proposal.

