

## 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

UHM Athletics Women's Cross Country / Track & Field Program (Department/Campus) for exemption from Standard Methods of Source Selection for the following goods, services, or construction:

Exclusive uniform/apparel sponsorship agreement with Under Armour for the Women's Cross Country and Track & Field Program.

**Vendor:** Under Armour  
(If known)  
**Address:**

<b>Term of Contract:</b> (If known)	From: -----	To: -----	Cost: \$70,000 (est.)
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<b>Direct any inquiries to:</b> Department: UHM Athletics, Women's Cross Country/Track & Field Contact Name/Title: Tiffany Kuraoka, Asst. Athletics Director for Business Operations Address: 1337 Lower Campus Road, PE/A 109 Honolulu, HI 96822	Phone Number: 956-6505 Fax Number: 956-4637
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Date Posted: August 15, 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

## REQUEST FOR EXEMPTION FROM STANDARD METHODS OF SOURCE SELECTION

TO: OFFICE OF PROCUREMENT AND REAL PROPERTY MANAGEMENT

FROM: Athletics Department - Women's Cross Country / Track & Field Program  
(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 Cross Country and Track & Field Program. Under the proposed Agreement, the University would receive a cash value product allotment each year for the 3 years. As a condition of its receipt of such annual product allotments, the University would be required to purchase all of its Cross Country and Track & Field competition, practice and travel apparel requirements in excess of the allotted amount from Under Armour at 50% off the current retail pricing ("Team Pricing"). Please see the attached terms sheet.

Estimated Cost: \$ 70,000.00 *over 3 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 cross country and track & field gear including Adidas and Nike. Adidas was not interested and the proposal by Under Armour was determined to be more advantageous to the Athletics Department and the Women's Cross Country and Track & Field Program than the one submitted by Nike. The Under Armour proposal provides over twice the amount product allotment that the Nike proposal does and any purchases over the product allotment would be at 50% off the current retail pricing.

(3) A description of the Department's internal controls and approval requirements for the exempted procurement; and

Tiffany Kuraoka, Assistant Athletics Director for Business Operation, and Carl Clapp, Associate Athletics Director for Operations will review and sign every order and purchase requisition.

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

Tiffany Kuraoka - Assistant Athletics Director for Business Operations  
Carl Clapp - Associate Athletics Director for Operations

Direct questions to: Tiffany Kuraoka Phone: 956-6505

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

Carmyn James, Head Coach CC/Track & Field  
Full Name of Principal Investigator, Department Head, or Administrator

Carmyn James Aug 5/11  
Signature Date

Tiffany Kuraoka  
Full Name of Fiscal Officer

Tiffany Kuraoka 8/5/11  
Signature Date

APPROVED:

Virginia S. Hinchey  
Full Name of Vice President or Chancellor

Virginia S. Hinchey 8/8/11  
Signature Date

FOR OPRPM USE ONLY

OPRPM COMMENTS:

Recommend Approval.

APPROVED  DENIED

Howard K. Sato 8/26/11  
VICE PRESIDENT FOR BUDGET & FINANCE/CHIEF FINANCIAL OFFICER, UNIVERSITY OF HAWAII DATE