

Office of the Illinois State Treasurer
Michael Frerichs

Sole Source Procurement Notice

Amendment to Marketing Services Agreement

Kivvit

August 31, 2021

I. Introduction

The Office of the Illinois State Treasurer (the “Treasurer”) is issuing this Sole Source Procurement Notice pursuant to Section 1400.2025 of the Treasurer’s Procurement Rules (the “Rules”), 44 ILAC 1400.2025(e).

The Treasurer entered into a contract on September 5, 2017 with Kivvit following a public request for proposals (“RFP”) process for Marketing Services. Now, the Treasurer seeks to amend that contract to include additional and related services related to the establishment, onboarding, training, development and maintenance of services related to email marketing, which purchases of media for advertising are identified specifically in Section 1400.2025(b)(6) of the Rules as an appropriate circumstance for a sole source procurement and to be provided simply as services incidental and germane to the existing contract. The additional and related services are compatible with the services Kivvit is currently providing and, in order to “better ensure consistent messages and interactions between the Treasurer and Illinoisans” as stated in the RFP, are desirable to be provided by Kivvit in carrying out the Treasurer’s programs.

II. Chief Procurement Officer

The Chief Procurement Office who will perform this Sole Source Procurement is:

Mr. Christopher M. Flynn
Chief Procurement Officer
Illinois State Treasurer's Office
One East Old State Capitol Plaza
Springfield, Illinois 62701
Phone: (217) 208-2001
E-mail Address: cflynn@illinoistreasurer.gov

III. Name of Proposed Sole Source Vendor

Kivvit
222 W. Merchandise Mart Plaza, Suite 2400
Chicago, IL 60654

IV. Brief Description of What Vendor Will Do or Provide

The Treasurer wishes to utilize Kivvit to provide email marketing services, as directed by the Treasurer, in order to directly notify and educate Illinois residents on programs of the Treasurer including the following: Illinoisans' opportunities to recover unclaimed property, Secure Choice Retirement Savings Program, College Savings, Illinois Funds, ePAY, ICash, ABLE Savings Program, Invest in Illinois, Illinois Growth and Innovation Fund, and related financial programs. This includes the provision by Kivvit of a platform for sending emails to a large list maintained by the Treasurer.

V. Contract Price

The cost of this amendment is an estimated \$330,020 over the remaining term of the Agreement, which currently extends through September 1, 2023.

VI. Reason Why Kivvit was Determined to be the Sole Economically Feasible Source

This is appropriate under Section 1400.2025 of the Treasurer's Procurement Rules, 44 ILAC 1400.2025(b)(1), (b)(12) and (c). As stated in the RFP, the Treasurer sought to "coordinate marketing efforts across all of its programs and initiatives as well as across all media platforms to better ensure consistent messages and interactions between the Treasurer and Illinoisans." Kivvit was selected to provide these services, and in order to maintain compatibility of approach and message, is appropriate to provide the additional and related marketing services.

This also includes the advance payment of certain purchases of media for advertising, which are themselves a listed example of a sole source purchase in the Treasurer's Procurement Rules, 44 ILAC 1400.2025(b)(6).