

Office of the Illinois State Treasurer  
Michael Frerichs

Sole Source Procurement Notice

Amendment to Marketing Services Agreement

Kivvit

April 13, 2018

**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 identification, production and administration of pre-paid purchases of media for advertising, 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 pass-through purchases. The additional and related services and pre-paid purchases 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. Jim Underwood  
Chief Procurement Officer  
Illinois State Treasurer's Office  
400 West Monroe, Suite 401  
Springfield, Illinois 62704  
Phone: (217) 782-1708  
E-mail Address: [junderwood@illinoistreasurer.gov](mailto:junderwood@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 State of Illinois recently approved legislation, the Revised Uniform Unclaimed Property Act (“RUUPA”), which was the first major rewrite of unclaimed property law in Illinois in over 50 years. RUUPA expands many of the ways the Treasurer can seek to reunite owners with their unclaimed property. The Treasurer wishes to utilize Kivvit to provide additional marketing services, as directed by the Treasurer, in order to notify and educate Illinois residents on the expanded opportunities to recover unclaimed property.

This amendment will also include the advance payment of certain additional purchases of media for advertising for additional programs, which media purchases are incidental to the performance of the contract and are themselves a listed example of a sole source purchase in the Treasurer’s Procurement Rules, 44 ILAC 1400.2025(b)(6). The cost of this paid media for advertising is estimated at \$2,500,000 from the effective date of the contract amendment through the end of State fiscal year 2018. The media for advertising generally include the following:

- Out-of-Home – Out-of-home advertising placement for advertising inventory in support of general program marketing, Secure Choice and ICash.
- Digital – Paid display, search, video and native in support of general program marketing, Secure Choice and ICash.
- Sponsorship.

### **V. Contract Price**

The cost of this amendment is an estimated \$2,800,000, which includes an additional maximum amount of \$300,000 for services provided by Kivvit, as well as an estimated \$2,500,000 for pass-through media buys.

### **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).