

COORDINATION AND APPROVAL DOCUMENT

Contracting Activity: 10 CONS/LGCB

Purchase Request/Local Identification Number: F4BHM02191A003

Project/Program Name: Bluechip Recruiting Database

Estimated Contract Cost (including options): \$187,500.00

Type Program: Other Contracting

Authority: FAR 6.302-1(a)

Type J&A: Individual

Approval:



Date: 1 NOV 12

Russell W. Jordan,

Contracting Officer (LGCB)

DSN: 333-3961, COM: (719) 333-3961

**JUSTIFICATION FOR OTHER THAN
FULL AND OPEN COMPETITION**

I. Contracting Organization

DEPARTMENT OF THE AIR FORCE
10 CONS/LGCB
Purchase Request F4BHM02191A003

II. Description of Action

This acquisition will be awarded as a firm fixed price purchase order IAW Federal Acquisition Regulation (FAR) 16.2 Fixed price contracts. Award will be for one base year with two (2) one (1) year option periods.

III. Description of Supplies/Services

The requiring activity, HQ USAF/AD, requests the purchase of a base year contract along with two (2) one year options for Bluechip Athletic Solutions recruiting radar software solution package.

IV. Statutory Authority

FAR 6.302-1(a)

V. Applicability of Authority

FAR Part 6.302-1 Only one responsible source and no other supplies or services will satisfy agency requirements. The supplies or services required by the agency are available from only one responsible source.

Bluechip Athletic Solutions (BAS) has been utilized by the Air Force Academy Athletic Department for five continuous years. They offer the only software solution package that covers all the unique qualities of Air Force Football through strategy sessions with the entire coaching staff. This information is then used to drive the development of the custom website and disseminates into all the other products and services. With all the areas (website, identity package, marketing services, Recruiting Radar) using the results of these strategy sessions, Air Force Football is assured a consistent message is being delivered.

The Recruiting Radar as offered through BAS is the only recruiting technology that fully integrates with the XOS family of products and services, currently in use by Air Force Football. Maintaining this relationship assists with protecting the initial investment in both companies, and allows for seamless integration and growth.

Other companies offer one or two of BAS's products and services individually, however, there are no other companies that offer all of the services integrated. This provides BAS clients a number of unique benefits, including the features of the Recruiting Radar technology. During the Academy's relationship with Bluechip, since 2005, their version of this recruiting radar software has undergone extensive customizations. These customizations include but are not limited to; automated official visit process, customized auto responses to online questionnaire submissions, player evaluation tool, rules engine that includes service academy specialty rules and customized fields that include Senator and U.S. Representative District contact information. Aerial photography and custom videos designed to showcase the campus and facilities, an immersive way to virtually tour the Academy. This customized data and features would not be transferable and to fully integrate them into a new software package would necessitate excessive down time the cost of which could not be recaptured through competition.

VI. Efforts to Obtain Competition

A notice of intent to sole source will be posted on FedBizOps on or around 2 November 2012. Market Research has shown that Bluechip Athletic Solutions is the developer and sole authorized maintainer of the software currently being utilized by the Air Force Academy.

VII. Fair and Reasonable Cost

The anticipated cost will be considered fair and reasonable through comparisons of previous purchases and prices charged to other universities.

VIII. Market Research

It has been determined that IAW FAR 10.002(b), (d), and (e), through this market research, this acquisition is in accordance with Federal Acquisition Regulation (FAR) Part 12. Attached is data on the market research to include sufficient rationale indicating that this requirement is considered commercial and in accordance with the definition stated in FAR Part 2.

IX. Other Facts

The previous maintenance contract for this requirement was awarded under contract FA7000-12-P-0007 on 4 November 2011 with a period of performance from 12 November 2011 to 11 November 2012. The price the contract was awarded for was \$62,500.00. This year's government estimate is for \$62,500.00 remaining unchanged from last year. Market research also revealed that this item is not available via a required source of supply such as; GSA or ESI.

X. Interested Sources

It is recommended that this procurement proceed as a sole source/brand name acquisition through Bluechip Athletic Solutions using the procedures for soliciting from a single source as required in FAR part 6.302, circumstances permitting other than full and open competition.

XI. Steps to Foster Competition

Competition is limited due to the fact that Bluechip Athletic Solutions is the developer and sole authorized maintainer of the software currently being used at the Air Force Academy. Future opportunities will be researched and scrutinized to determine what is in the Governments best interest.

XII. Contracting Officer's Certification

The contracting officer's signature on the Coordination and Approval Document evidences that he has determined this document to be both accurate and complete to the best of his knowledge and belief.

XIII. TECHNICAL/REQUIREMENTS PERSONNEL'S CERTIFICATION

See attached activity justification.

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USAFA JUSTIFICATION FOR OTHER-THAN-FULL-AND-OPEN-COMPETITION
(Soliciting from a Single Source <\$100,000)

1. REQUIRING & CONTRACTING ACTIVITY/AGENCY:

A. Requiring Activity/Organization: HQ USAFA/ADF
2168 Field House Drive
USAF A CO 80840

B. Contracting Activity: Department of the Air Force/LGC
8110 Industrial Drive
USAFA CO 80840

2. NATURE OR DESCRIPTION OF ACTION BEING PROCESSED:

HQ USAFA/ADF proposes the Recruiting Database be procured from Bluechip Athletic Solutions, LLC (BAS), 3340 Peachtree Road, Suite 1800, Atlanta, GA 30326 on a fixed price, sole source basis.

3. DESCRIPTION OF THE SUPPLIES AND SERVICES/SERVICES REQUIRED TO MEET THE AGENCY'S NEEDS:

1. Following are the specifications for the recruiting database ADF would like to purchase for Football (Platinum) + Men's/Women's Basketball, Volleyball, and Hockey (Silver) + 16 Sport (Enterprise) annual subscriptions:

- 100% Web based system that has real time data and can be accessed from any computer/laptop with an internet connection, while coaches are on the road recruiting

- Recruit tracking software that has ability to log all NCAA compliance events (phone calls, contacts, evaluations, and text messages) and allows for a printed report to be turned into compliance that meets NCAA requirements

- NCAA compliant website specifically generate for Air Force Football that has secure username/password access for all recruits, donors and alumni.

 - Site has tracking capability to see who and when the site was accessed and is continuously updated to show current and accurate data concerning AF football upcoming events (schedule, TV Games, milestones, recruiting information, etc)

 - Site has to be completely kept up to date by non-AF Academy personnel

- Complete overhaul of all printed recruiting materials to include (Camp Brochures, letterhead, note cards and email/text message templates) that meet all NCAA compliance regulations

- New AF Football web based Questionnaire system that can be accessed by recruits from any internet connection

 - Data can be pulled by AF Academy at anytime to drop into USAFA system

-- Web based System is up and running

Estimated Cost to perform these services is \$62,500.00

Service period: 12 Nov 2012 thru 11 Nov 2013

4. STATUTORY AUTHORITY PERMITTING OTHER-THAN-FULL-AND-OPENCOMPETITION; FAR 13.106-1(b) Soliciting from a Single Source <\$100,000.

5. DEMONSTRATION THAT THE CONTRACTOR'S UNIQUE QUALIFICATIONS OR NATURE OF THE ACQUISITION REQUIRES THE USE OF THE AUTHORITY CITED ABOVE (APPLICABILITY OF AUTHORITY):

1. BAS is the only company that uncovers all the unique qualities of Air Force Football through Strategy Sessions with the entire coaching staff. This information is then used to drive the development of the custom website and disseminates into all the other products and services. With all the areas (website, identity package, marketing services, Recruiting Radar) using the results of these strategy sessions, Air Force Football is assured a consistent message is being delivered.

2. The custom website is integrated with the Recruiting Radar database. This provides invaluable information directly to the coaches about a prospect. This vital information is unavailable without this relationship and includes: How often is a prospect visiting the website, once on the website - what features are most intriguing to the prospect, the location a prospect is accessing the website from, if when a prospect is opening emails, is a prospect opening and responding to postal mail and much more. With the log-in feature enabled on the website Air Force Football will be able to offer a prospect the ability to send text messages directly to coach's cell phones - without the prospect incurring the associated cost. There will be a location for Football coaches to send, and prospect to receive, emails - without needing a prospect's email address. This feature enables coaching staffs to reach 100% of their prospects via email vs. the typical 30%-40%.

3. Recruiting Radar is the only recruiting technology that fully integrates with the XOS family of products and services. This protects Air Force Football's initial investment, and allows for seamless integration and growth - with both companies.

4. Other companies offer one or two of BAS's products and services individually, there are no other companies that offer all the services integrated. This provides BAS clients a number of unique benefits as described above, including the unique features of the Recruiting Radar technology.

6. DESCRIPTION OF EFFORTS MADE TO ENSURE THAT OFFERS ARE SOLICITED FROM AS MANY POTENTIAL SOURCES AS DEEMED PRACTICABLE: ADF checked with the following vendors who perform similar services, and they do not meet our requirements:

XOS Recruiting Service
Assistant Coaches System (ACS)

7. DETERMINATION BY THE CONTRACTING OFFICER THAT THE ANTICIPATED COST TO THE GOVERNMENT WILL BE FAIR AND REASONABLE.

8. DESCRIPTION OF THE MARKET SURVEY CONDUCTED AND THE RESULTS OR STATEMENT OF THE REASONS A MARKET SURVEY WAS NOT CONDUCTED. ADF checked with the following vendors who perform similar services, and they do not meet our requirements:

XOS Recruiting Service
Assistant Coaches System (ACS)

9. ANY OTHER FACTS SUPPORTING THE USE OF OTHER-THAN-FULL-AND-OPEN-COMPETITION. AD has used BAS for nearly five years and has been fully satisfied with services/product.

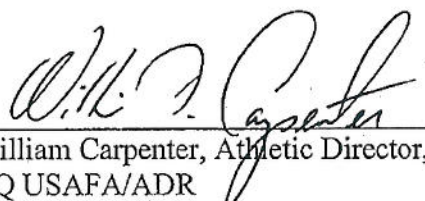
10. A LISTING OF SOURCES IF ANY, THAT EXPRESSED A WRITTEN INTEREST IN THE ACQUISITION. None.

11. A STATEMENT OF THE ACTIONS, IF ANY, THE AGENCY MAY TAKE TO REMOVE OR OVERCOME BARRIERS TO COMPETITION BEFORE MAKING SUBSEQUENT ACQUISITION FOR THE REQUIRED SUPPLIES OR SERVICES.

As long as USAF Academy Athletic Department uses the Bluechip Database, Bluechip Athletic Solutions is the only company qualified to perform installation or maintenance.

12. TECHNICAL REQUIREMENTS PERSONNEL CERTIFICATION.

I certify that the data supporting the recommended use of other than full and open competition is accurate and complete to the best of my knowledge and belief.



William Carpenter, Athletic Director, Recruiting
HQ USAFA/ADR

20 JUN 2012
DATE

13. CONTRACTING OFFICER'S CERTIFICATION.

Based upon the data set forth above, I have determined the recommended use of other than full and open competition is accurate and complete to the best of my knowledge and belief.

Contracting Officer

DATE