

STATE OF WASHINGTON
WASHINGTON STUDENT ACHIEVEMENT COUNCIL
LEGAL NOTICE
SOLE SOURCE TRANSPARENCY POSTING

The Washington Student Achievement Council contemplates awarding a sole source contract to TeamSnap, Inc. to provide a comprehensive youth sports marketing sponsorship to Washington College Savings Plans (WA529), a division of Washington Student Achievement Council (WSAC).

WA529 includes Guaranteed Education Tuition (GET) College Savings Program and DreamAhead College Investment Plan. GET and DreamAhead are administered by the Washington Student Achievement Council with oversight from the Committee on Advanced Tuition Payment and College Savings (WA529 Committee), which meets quarterly to review policies, pricing, and investments. The Washington Student Achievement Council supports both programs, based on the Committee's direction.

GET opened in 1998 to help Washington families save for their child's future higher education. Since then, more than 57,000 students have used over \$1.2 billion in GET benefits to help pay for qualified higher education expenses at colleges, universities, and technical schools nationwide and around the world. The state of Washington created DreamAhead College Investment Plan in 2018 as a complement program to GET.

As part of its administrative duties, WA529 is charged with marketing GET to interested families in order to encourage participation, grow the program, and increase educational attainment in Washington state. Tactics employed may include paid advertising, promotions, sponsorships and/or in-person or virtual community outreach. WA529 has identified youth sports sponsorships as a viable strategy for reaching eligible potential GET account owners.

TeamSnap offers a turnkey youth sports sponsorship platform. The vendor will recommend organizations, create partnership agreements directly with organizations, execute and verify campaigns, and measure success. The vendor has the ability to target multiple types of youth sports organizations in every county in the state. Products included in the campaign: physical and digital assets, youth sports jerseys, field banners, web banners, digital communications, photo verification of sponsorship, digital ads in the TeamSnap mobile application, and pre- and post-season survey data and analysis services.

WA529 conducted thorough research to determine that TeamSnap is the only agency that can provide the comprehensive list of services sought by WA529, all of which are crucial to the success of this campaign. Methods used to conduct a review of available sources: Reviewed vendor's competitive analysis; Researched internet for similar companies (youth sports sponsorship – found none other than TeamSnap); Searched youth sports properties on SponsorUnited, the leading global sports and entertainment intelligence platform.

The contract will be issued on or about October 1, 2023 through June 30, 2024. The dollar value is estimated at \$75,000.

Offerors contemplating the above requirements are required to submit capability statements detailing their ability to meet the agency's requirements by 5:00 p.m. PST on August 4, 2023.

Capabilities of the vendor should include: ability to contact, vet, and negotiate sponsorships with multiple youth sports entities nationwide; produce and provide branded jerseys and signage to every sponsored team and league; distribute digital ad banners to be posted on the website(s) of every sponsored team and league; provide photo verification of performance; conduct preseason and postseason surveys of parents of participating athletes in every sponsored team including analysis of results; and post digital ads in the mobile application used by all families participating in sponsored leagues.

In the absence of other qualified sources, it is the agency's intent to make a sole source award of the contract.

To submit capability statements or for questions, contact:

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