



**NOTICE OF PROPOSED SOLE SOURCE PROCUREMENT**  
**this is not a competitive bid/proposal**

The Utah Transit Authority (UTA) Procurement Policy provides that sole source procurements may be used only when the Award of a Contract is infeasible under other source selection methods, and at least one of the following circumstances applies: (a) The required goods or services are of a specialized nature requiring expertise that is only available from a single source; (b) The public exigency or emergency for the required goods or services will not permit a delay resulting from competitive solicitations; (c) After solicitations of a number of sources, competition is determined inadequate.

The UTA Purchasing Department has received a request to make the following sole source procurement:

**Product and/or Service to be purchased:** Sponsorships for Advertising for UTA

**Contract Duration:** Three Years – March 23, 2025 through March 22, 2028

**Proposed Sole Source Supplier:** Larry H Miller, Grizzlies, Ogden Raptors

**Estimated Totals:** Larry H Miller Bees Stadium \$157,000; Utah Grizzlies Hockey Club \$90,999; Ogden Raptors \$24,000.00

**Sole Source Justification:** The sponsorships are crucial for UTA's brand awareness, especially with the new South Jordan Downtown TRAX station and the additional stop at the stadium, set to open at the end of the month. We have data showing high ridership for event-specific use, and by partnering with the Bees, we can cross-promote to their ticket holders, encouraging them to take transit to the games. This collaboration is expected to increase ridership. crucial for UTA's brand awareness, especially with the new South Jordan Downtown TRAX station and the additional stop at the stadium, set to open at the end of the month. We have data showing high ridership for event-specific use, and by partnering with the Bees, we can cross-promote to their ticket holders, encouraging them to take transit to the games. This collaboration is expected to increase ridership. UTA also seeks investment opportunities to demonstrate partnership and support of community venues that are transit-adjacent and reach potential ridership. The Utah Grizzlies Hockey Club at the Maverick Center and the Ogden Raptors baseball organization presents an advertising and sponsorship opportunity to reach new customers, support community engagement, and increase ridership to and from the games.

<b>Notice Start Date:</b>	March 20, 2025	10:00 AM MST
<b>Notice End Date:</b>	March 30, 2025	10:00 AM MST
<b>Due Date for Comments:</b>	March 25, 2025	10:00 AM MST
<b>Earliest Date for Purchase:</b>	March 23, 2025	10:00 AM MST

**Action to be Taken:** No action is required if you agree this proposed purchase, is a valid sole source. If for any reason you do not agree with the proposed sole source procurement, you wish to comment, or object, please email your comments noting so to Pat Postell, UTA Contract and Grants Administrator, at [ppostell@rideuta.com](mailto:ppostell@rideuta.com) prior to the “Due Date for Comments” indicated above. Please do not submit questions, bids, no-bids, or proposals in response this notice. This is a request for information only.

**Bid Contact:** Pat Postell  
[ppostell@rideuta.com](mailto:ppostell@rideuta.com)

**Bid Comments:** THIS IS NOT A REQUEST FOR BID OR PROPOSAL – THIS IS A PUBLIC POSTING FOR A SOLE SOURCE PURCHASE ONLY.

A copy of information related to this sole source procurement will be made available for public inspection, upon request, at the main office of UTA.