Pursuant to New Mexico Procurement law, the UNM Purchasing Department will post your completed form on the UNM Sunshine Portal for 30 days prior to purchase of the goods/services.

### I. GENERAL INFORMATION. PLEASE PROVIDE THE FOLLOWING:

<table>
<thead>
<tr>
<th>Date of Request</th>
<th>7/17/19</th>
<th>Requisition Number (If Applicable)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Request Submitted by:</td>
<td>Melissa Romine</td>
<td></td>
</tr>
<tr>
<td>Title</td>
<td>UNMHS Marketing Director</td>
<td></td>
</tr>
<tr>
<td>Department</td>
<td>UNM Health System Marketing</td>
<td></td>
</tr>
<tr>
<td>Email</td>
<td><a href="mailto:mromine@salud.unm.edu">mromine@salud.unm.edu</a></td>
<td></td>
</tr>
<tr>
<td>Phone</td>
<td>925-2418</td>
<td></td>
</tr>
<tr>
<td>Proposed Vendor</td>
<td>Rebecca Elise</td>
<td></td>
</tr>
<tr>
<td>Estimated Amount</td>
<td>$88,997</td>
<td></td>
</tr>
</tbody>
</table>

Provide a basic description of goods/services to be provided:

To serve as the producer for the UNM Health television production to include pre-production scouting, talent search, coordination of hiring crew and renting equipment and overall coordination of the production into post-production editing and final product delivery. The following outlines the scope of services to be provided:

1. Casting main Spokesperson voice talent - gather casting audio tapes
2. Casting for healthcare talent among UNMHS employees and providers
3. Casting for community and/or patient talent
4. Develop a list of locations for television and filming based on the approved storyboards
5. Facilitate scouting of locations and arrangements for final production
6. Supervise and facilitate location scouts as per approved storyboards
7. Identify the equipment crew needs working with creative director and director
8. Secure equipment and crew
9. Identify edit, music production studios and rates
10. Negotiate fees and deliverables for all crew and production teams for work in July and August 2019
11. Supervise production of television and radio advertisements
12. Provide NM Film office license
13. Provide general liability insurance

Why is this purchase needed?

Per Health System Leadership, the UNM Health System Marketing team is to educate the public and raise awareness of the UNM Health System, branding the system as UNM Health. Part of the awareness strategy includes advertising on television and radio. In order to do so, a producer is needed to partner with the UNM Health System Marketing department and the UNM Health System agency of record to coordinate, negotiate and implement a production.

### II. BASIS FOR SOLE SOURCE PROCUREMENT. CHOOSE APPLICABLE BOX(ES) AND PROVIDE ADDITIONAL INFORMATION, AS REQUESTED:

- Proprietary item, technology or service only available from the proposed vendor. (Check box and describe proprietary component)
Rebecca Elise has served as a producer for Jason Walker and Michelle Campbell of Campbell and Associates, the agency of record for UNM Health System, for over a 20-year period. Due to this long-standing previous experience, she has proprietary negotiation information and rates unique to her skill set of working with the Director of Photography and Creative Director, resulting in a unique process that delivers a streamlined effective and efficient production.

A review of her experience will show that she is a New Mexico based Woman-Owned/Native American company. She has over thirty years of production experience working with local, regional and national clients from such diverse industries as healthcare, casinos, amusement parks, Universities, State and City entities, utility companies, shopping malls, beverage and bread corporations, which have won numerous Addy’s and other awards. She specializes in television commercials produced in New Mexico. She is a full-time NM-based producer specializing in television commercials that is certified as a Qualified Film Maker with the State Film Office.

☐ Compatibility requirement with existing item, technology or service. (Check box and describe compatibility requirement)

☐ Renewal of support/maintenance/subscription of software, technology or other intellectual property. (Check box and describe)

☒ Other Basis for Sole Source: Please describe below:
Rebecca is the only local producer with a proven track record specifically with the UNM Health System agency of record, Campbell and Associates, having served in this role for over a 20 year period.
### III. SUPPLEMENTAL DETAILS. PLEASE PROVIDE ADDITIONAL INFORMATION AS REQUESTED BELOW:

**Describe in detail the unique capabilities of the proposed vendor's goods/service and/or personnel performing the work and why this constitutes the only source. Focus on what is unique about the goods/service and why no other vendor could meet your needs.**

Elise has over thirty years of production experience working in New Mexico. Her proposal presents a portfolio that integrates a New Mexico based edit studio, sound studio, and cinematographer; which are critical elements for a professional outcome and for local production. Additionally, she has a proven track record with the UNM Health System agency of record, Campbell Consulting, having served as a producer for Jason Walker and Michelle Campbell, over a 20-year period. The combined package presented by Rebecca Elise - integrating NM Based pre and post-production entities together with her proven track record with the advertising agency is proprietary to her for this specific project.

**Describe the due diligence made to locate other possible sources including communications with other universities, communications with similar providers, web searches, yellow page searches, review of advertisements and trade publications, etc.**

As the UNM Health System Marketing Director, I did review the strategic marketing plan and the creative proposal with Cinnamon Blair, UNM Chief Marketing and Communications Officer, and she is aware of the agency of record for the UNM Health System and the production services related to the agency. We did not contact any other producers for the production as Rebecca is the only producer with over 20 years of producing as related to the UNM Health System consulting agency of record.

**List the other vendors who were contacted. Please describe the specs/qualifications/criteria that the other vendors were unable to satisfy.**

There were no other vendors contacted. The combined package presented by Rebecca Elise - integrating NM based pre and post-production entities together with her proven track record with the advertising agency is proprietary to her in this specific situation and for this specific project.