

## SUMMARY SCHEDULE OF STATE AGENCY CONTRACTS FOR ARKANSAS LEGISLATIVE COUNCIL REVIEW *Out-of-State Contracts*

<b>1. Agency:</b> Department of Finance and Administration - Office of Arkansas Lottery		<b>Contractor:</b> LEARFIELD SUB LLC	
		<b>Location:</b> DALLAS	<b>State:</b> TX
<b>Service Type:</b> Professional Consultant Services (PCS)			
<b>Total Authorized:</b>		\$0.00	<b>Org. Term:</b> 09/15/2025 06/30/2026 <b>Procurement:</b> SSJ
<b>Total After Review:</b>		\$86,800.00	<b>Funding:</b> State - 100%
<b>Total Projected:</b>		\$86,800.00	<b>MOF:</b>
		<b>Contract Number:</b> 4600056598	
<u>Org/Amt:</u>	<u>Amount</u>	<u>Paid To Date</u>	<u>Objective:</u>
	86,800.00		This Marketing and Sponsorship Agreement is for the University of Arkansas at Fayetteville, aimed at promoting the Arkansas Scholarship Lottery brand on campus. The marketing efforts will encompass a range of activities, including event promotions, advertising at sporting events, online presence through the university's website, and engagement across various media platforms (social, digital, traditional, etc.).



Department of Transformation and Shared Services  
Governor Sarah Huckabee Sanders  
Secretary Leslie Fiskien

## OSP Justification Form Sole Source Procurement

Complete all sections of this and follow the steps specified in the *Sole Source Procurement Procedures*. Email the completed form to the Office of State Procurement review mailbox at [osp.review@arkansas.gov](mailto:osp.review@arkansas.gov) to ensure timely review.

### Procurement Unit Requesting the Sole Source Procurement

Requesting Department: 0613 - DFA - Management Services Division - Office of Arkansas Lottery

Requesting Division: Advertising & Marketing Purchasing Contact: Tiffany McNeal

Phone Number: 501-680-1779 Email: Tiffany.McNeal@arkansas.gov

### General Information

Description of Service/Commodity: Marketing and Sponsorship Agreement

Vendor Name: Learfield College, LLC (Learfield)

Contract Number (if available): Click here to enter text. Total Projected Cost: \$86,800.00

Start Date of Resulting Contract: 9/15/2025

Expiration Date of Resulting Contract: 6/30/2026

### Why is the commodity/service needed?

The Office of Arkansas Lottery is dedicated to maximizing proceeds in a responsible manner. To date, we have raised more than \$1.5 billion in proceeds for scholarships that support students across Arkansas. We take immense pride in this initiative, and it is essential to communicate this message effectively throughout the state. Our strategy includes forming partnerships with colleges to enhance our outreach to their student populations and the wider communities. By collaborating with educational institutions, we promote our brand through event activations and advertising at sporting events, as well as across their digital platforms and traditional media channels. As the largest university in the state, the University of Arkansas at Fayetteville has received over \$283.2 million in proceeds, equating to approximately 160,000 scholarships awarded to its students. This institution benefits from the highest amount of proceeds and scholarships in the state of Arkansas. Given that Northwest Arkansas is one of the fastest-growing and most densely populated regions in the state, maintaining a strong presence on the University campus and within the community is crucial for our brand's continued success and impact.

### How did the agency determine a lack of responsible competition exists for the commodity/service?

Learfield College, LLC (Learfield) is the exclusive multimedia rights holder and manages all aspects of the rights relationship, providing business partners, both traditional and new media, with opportunities related to the university.

### How did the agency determine the commodity/service can only be provided by one source?

Learfield College, LLC (Learfield) is the sole representative of the University of Arkansas.

### Can requirements be modified so the commodity/service may be competitively bid? If not, why?

No. Learfield College, LLC (Learfield) is the sole representative of the University of Arkansas.

### Are there patent, copyright, or proprietary rights that make the required commodity/service

**unavailable from other sources?**

Yes. The University of Arkansas brand logo and the Razorbacks logo.

**What would the requestor do if the commodity/service were no longer available?**

We would not have a sponsorship opportunity at the University of Arkansas.

**What program consideration details make the use of a Sole Source Procurement critical to the requestor?**

The University of Arkansas at Fayetteville stands out as a distinctive institution. Given its status as a Division I SEC school, the sponsorship amount is higher compared to other colleges. As previously mentioned, a greater share of scholarships and proceeds is allocated to the University of Arkansas at Fayetteville than to any other college in the state. Therefore, it is essential to maintain a strong presence at this institution.

**Provide additional details as needed.**

Learfield College, LLC (Learfield) serves as the exclusive representative for the University of Arkansas. In partnership with the university, Learfield aims to enhance the engagement of the Razorbacks with businesses and corporations of various sizes, seeking to connect with the collegiate fan base. As the sole multimedia rights holder, Learfield manages all aspects of the rights relationship, offering corporate partners a range of opportunities that include both traditional and emerging media platforms in association with the university. The contract in question will be established with Learfield.



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Governor Sarah Huckabee Sanders  
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June 23, 2025

Ms. Tiffany McNeal  
Office of Arkansas Lottery  
DFA – Management Services Division  
Via email: Tiffany.McNeal@arkansas.gov

Re: Approval of Sole Source Procurement Request  
Vendor: Learfield College, LLC

Dear Ms. McNeal,

The Office of State Procurement (OSP) has reviewed the Sole Source Procurement request submitted by the Office of Arkansas Lottery (OAL) requesting approval for a marketing and sponsorship agreement with Learfield College, LLC (Learfield). The projected total cost of the contract is \$86,800.00, with a contract start date of September 15, 2025, through June 30, 2026.

The legal standard for sole source procurement is codified at Arkansas Code Annotated § 19-11-232, which provides, "a contract may be awarded for a required or designated commodity or service to a sole or mandatory supplier when the State Procurement Director, ... determines in writing that it is not practicable to use other than the required or designated commodity or service."

In its request, OAL explains the University of Arkansas brand logo and the Razorbacks logo involve patent, copyright, and proprietary rights. Learfield is the exclusive multimedia rights holder and the sole representative for the University of Arkansas at Fayetteville. Therefore, no other vendor can provide access to the specific marketing and sponsorship opportunities associated with the University of Arkansas and its athletic programs.

Given the exclusive nature of Learfield College, LLC's rights and its sole representation of the University of Arkansas, I find that there is only one source for the requested service. Therefore, OAL's request to enter into an agreement with Learfield for the marketing and sponsorship agreement is approved pursuant to Ark. Code Ann. § 19-11-232.

Respectfully,

Jessica Patterson  
State Procurement Director