

NOTICE

SOLE/SINGLE SOURCE – INTENT TO AWARD

FLORIDA VIRTUAL SCHOOL

October 31, 2024

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Notice of Intended Action: Sole/Single Source Purchase

The products and/or services listed below or on the attached pages are believed to be of a unique or proprietary nature and therefore only available from one source. This Notice is to inform the public that FLVS intends to enter into a non-competitive Agreement to purchase a product/service.

Posting Start Date/Time	Product/Service	Source	Posting End Date/Time
October 31, 2024 at 2:00 PM EST	Pinterest Ads: search engine marketing (online advertising) through the Pinterest search engine using keywords.	Pinterest Inc.	November 12, 2024 2:00 PM EST

Description: Pinterest advertising provides an effective method to increase brand awareness and engagement, drive traffic, and boost sales. The platform reaches 465 million subscribers who use Pinterest regularly for product discovery and subsequent purchases. People view close to one billion videos per day on Pinterest. Social media marketing is a key driver of business development, and Pinterest is experiencing rapid growth in the market share among school marketing professionals. The total not to exceed spend for these services is \$299,000.00 per year.

The description of products or services intended for purchase from a single/sole source is posted in accordance with FAC 6A-1.012(12)(d) and will remain posted for a period of seven (7) business days. If you believe you have a “like” product or service to offer, submit descriptive literature and detailed technical specifications via mail or email to the attention of the buyer listed above no later than the Posting End Date/Time noted above. Descriptive literature and detailed technical specifications received after this date/time will not be considered.

NOTICE OF INTENT TO AWARD SOLE/SINGLE SOURCE

Posting Start Date/Time	Notice	Source	Posting End Date/Time
November 12, 2024 at 2:30 PM EST	Intent to Award	Pinterest Inc.	November 15, 2024 at 2:30 PM EST

Failure to file a protest within the time prescribed in Section 120.57(3) Florida Statutes shall constitute a waiver of proceedings under Chapter 120 Florida Statutes.

Web:
www.flvs.net

[www.flvs.net/about/
procurement](http://www.flvs.net/about/procurement)

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