

JUSTIFICATION FOR SOLE SOURCE (Simplified Acquisitions <\$100K)

The service or material listed on N0006015WXP01RT is sole source and competition is precluded for reasons indicated below. There are no substitutes available for this material or service.

Restricted to the following source. (If a sole source manufacturer distributes via dealers, ALSO provide dealer information.)

Dealer / Rep: Comedy is the Cure, Inc. (Mr. Bernie McGrenahan)

Dealer / Rep address / phone nr. Comedy is the Cure, Inc., 7301 Mission Hills Drive, Las Vegas, NV 89113; 1-877-691-3907

X Description of the item or service required, the estimated cost, and required delivery date.

Background. Following the successful Department of the Navy Sexual Assault Prevention Summit held 2-4 May 2011, Navy and Marine Corps leadership directed that SAPR training be taken to the fleet operational and tenant commands for Commanders, senior enlisted leadership, Sailors and Marines. USFF conducts SAPR and other destructive behavior training for multiple audience venues and locations throughout 12 Fleet Concentration Areas. USFF requires an expert to speak and train on alcohol abuse, suicide related behaviors, domestic violence prevention, sexual assault, drug abuse, etc.

This training to the Fleet is provided through Fleet Workshops. These Fleet Workshops are designed to focus on prevention efforts to minimize the impact of destructive behaviors on Sailors and their families which directly impact Fleet readiness. Destructive behaviors include, but are not limited to: alcohol related incidents, suicide related behaviors, domestic violence, sexual assault, drug abuse, etc.

The purpose of this effort is to provide Fleet Personnel Programs support services for U.S. Fleet Forces Command (USFF). Support services shall include Sexual Assault Prevention and Response (SAPR) training, Suicide Prevention Training, drug and alcohol abuse prevention, and domestic violence prevention.

- Presentations to Operational Fleet Commanders (NAVSTA Rota, Spain) – 2 days, 11 - 12 May 2015
- Presentations to Operational Fleet Commanders (NSA Naples, Italy) – 2 days, 14-15 May 2015

*The above costs are inclusive of travel and labor required to perform the training events.

Specific characteristics of the material or service that limit the availability to a sole source (unique features, function of the item, etc.). Describe in detail why only this suggested source can furnish the requirements to the exclusion of other sources.

Comedy is the Cure has been the sole service provider of this training across the Fleet. Destructive behavior prevention training must remain consistent and standardized throughout the USFF AOR to continue to ensure mission continuity and to reduce destructive behaviors that directly impact Fleet readiness. The training documents and material used in the training provided to the fleet are proprietary to Comedy is the Cure and they are the only source who can provide the specific proprietary sexual assault prevention training, training documents and material required to be consistent with the training that has already been provided to the Fleet.

The requested material or service represents the minimum requirements of the government.
CHECK & FILL IN ALL APPLICABLE BLANKS BELOW

The material/service must be compatible in all aspects (form, fit and function) with existing systems presently installed/performing. Describe the equipment/function you have now and how the new item/service must coordinate, connect, or interface with the existing system.

A patent, copyright or proprietary data limits competition.

The below books are used as training materials for each training session provided to the Fleet. This recording content (training material) shown below are Comedy is the Cure proprietary data and cannot be utilized by anyone other than Comedy is the Cure in the execution of sexual assault prevention training.

Recording content:

"Happy Hour Comedy with a Prevention Message" & "Happy Hour with a Four Star Message."

These are "direct replacements" parts/components for existing equipment.

Other information to support a sole source buy:

Market Research: The USFFC destructive behavior team reviewed vendors who have provided interactive trainings focused on reducing sexual assaults for the Navy which include such programs as InterAct, No Zebras, and Catharsis Production's adapted versions of "sex signals." These programs utilize trained performers but are not subject matters experts capable of facilitating required training or delivering the impactful message regarding all destructive behaviors.

Numerous other organizations were also reviewed such as AMER technologies, ASIST T4T, and the Suicide Prevention Resource Center (SPRC) and Training Institute; however, it was indicated that their focus is on development of products such as videos, training materials, online training, Webinars, etc. USFF does not desire self-training and is seeking contractor support to provide in person subject matter expert training.

I CERTIFY THAT STATEMENTS CHECKED, AND INFORMATION PROVIDED ABOVE, ARE COMPLETE AND CORRECT TO THE BEST OF MY KNOWLEDGE. I UNDERSTAND THAT THE PROCESSING OF THIS SOLE SOURCE JUSTIFICATION PRECLUDES THE USE OF FULL AND OPEN COMPETITION.

4/1/2015

X Christine Brashear

Christine Brashear
LCDR

Signed by: BRASHEAR, CHRISTINE, LYNN. 1034956746

Signature: LCDR Christine Brashear Title: Deputy Director, Fleet Personnel Programs

Activity: USFF N1Z

Date: 27 March 2015

Contracting Officer Signature



Date

4/20/15

SAP Sole Source