



AWARD JUSTIFICATION FORM

PROFESSIONAL SERVICES

PROJECT NAME: Pittsburgh Earth Day *N/A 4/21/15*

SERVICES REQUESTED: Advertising/Sponsorship

CONTRACT DURATION: April 21-23, 2015

DATE OF RFP: No RFP

PROPOSAL DUE DATE: N/A

PROPOSALS REQUESTED:  
(Number) N/A

PROPOSALS RECEIVED:  
(Number) 1

PROPOSERS SUBMITTING:  
(Name) Acrobatique/Creative Branding Boutique

PROPOSER SELECTED: Acrobatique/Creative Branding Boutique

CONTRACTED AMOUNT: \$10,000

CRITERIA FOR SELECTION:  
REJECTED PROPOSALS:

DEPARTMENT/AUTHORITY  
RECOMMENDING AWARD: Executive Marketing

WAS AWARD MADE TO LOWEST  
QUALIFIED PROPOSER? YES  NO  NOT APPLICABLE

IF NO, DEPARTMENT AND/OR  
AUTHORITY MUST PROVIDE

EXPLANATION:  
The URA would like to enter into a contract with Acrobatique/Creative Branding Boutique ("Acrobatique") as a sponsor for Pittsburgh Earth Day. Acrobatique was chosen for its particular knowledge of sustainability and ability to bring it to the market. Acrobatique will include the URA logo on the Pittsburgh Earth Day website and highlight the URA as a leader of sustainability in Pittsburgh through various media strategies before, during and after the event.