SOLE SOURCE DOCUMENTATION

FAR PART 13

Purchase Orders Over $10,000 but not Exceeding $250,000

Acquisitions that do not allow for competition to the maximum extent practicable must be documented in accordance with Federal Acquisition Regulations (FAR). A Limited Sources Justification is required when soliciting fewer than three sources per FAR 13.104, or when using brand name descriptions per FAR 13.106-1(b)(1). A Limited Sources Justification is not required for brand name or equal procurements. Follow procedures at FAR PART 11.104.

Type of action: **X** sole source acquisition ☐ brand-name

DAC Number: **D-26-CP-0017**	Estimated total mount: **$**	Recurring Requirement: **X** YES ☐ NO

☐ Delivery Date: ☐ Period of Performance: **July 7, 2026 through July 6, 2027**

Brief description of supplies or services required and the intended use:

NASCAR Sponsorship and Public Awareness Partnership

Summary of the facts and circumstances that support the determination that **X** only one source is reasonably available to supply the required supplies or services, or ☐ only the specified brand-name items can satisfy the Government's need:

The Drug Enforcement Administration (DEA), in furtherance of its national public safety mission, requires a targeted and high-visibility media and outreach platform to advance the Fentanyl Free America initiative. NASCAR's Series, broadcast exclusively on The CW Network, owned by Nexstar Media Inc., represents a unique and unparalleled opportunity to reach a patriotic, engaged, and demographically diverse national audience of over 1.2 million average viewers per race. is the sole NASCAR Series team currently operating the Fentanyl Free America-branded No. 99 Chevrolet driven by , an established and rising competitor in the 2026 season. No other racing team or media platform can provide the DEA with the identical combination of an existing Fentanyl Free America brand presence, proven on-track performance, and pre-established media integrations on The CW Network, owned by Nexstar Media, Inc. Accordingly, this procurement is being conducted on a sole source basis pursuant to applicable Federal acquisition regulations.

Describe in detail any market research conducted. Include results and state whether any vendors expressed interest:

Market research was conducted through a review of publicly available NASCAR team and sponsorship information, The CW Network broadcast partnership data, Series team rosters, and direct engagement with industry representatives. Research focused on identifying any NASCAR team currently operating a Fentanyl Free America-branded vehicle with established broadcast integrations on The CW Network/Nexstar Media Inc. for the 2026 season.

Research confirmed that is the only NASCAR Series team currently operating a Fentanyl Free America-branded race vehicle — the No. 99 Chevrolet driven by . No other team in the series carries existing Fentanyl Free America branding, nor has any other team established the pre-existing media integrations with The CW Network/Nexstar Media, Inc. that are required to meet the DEA's mission objectives within the 2026 race season timeline.

Market research confirms that no other source can replicate the unique combination of an active Fentanyl Free America brand presence, proven broadcast integration on The CW Network/Nexstar Media Inc., and the existing team infrastructure offered by Viking Motorsports for the 2026 season. Competition is not practicable within the timeframe required to meet the DEA's public awareness mission. It is recommended that this acquisition proceed on a sole source basis under FAR 6.302-1, as Nexstar Media, Inc. represents the only responsible source capable of fulfilling the agency's unique and time-sensitive requirements.

The Contracting Officer hereby determines that, due to the circumstances of this procurement:

☐ Only one source is deemed to be reasonably available.

☐ Only the specified brand-name item will satisfy the Government's need. For orders exceeding $25,000, this Limited Source Justification shall be made available together with the solicitation and posted on the Contract Opportunities page on the Governmentwide Point of Entry (SAM.gov) in accordance with FAR 5.101(a)(1).

☐ The Contracting Officer certifies that an order for the supplies or services will not be placed unless the price is found to be fair and reasonable.

Signature and title of customer	Office Code **AA**	Telephone Number	Date
Signature and title of contract specialist	Office Code FAIS	Telephone Number	Date
Signature of contracting officer	Office Code FAIS	Telephone Number	Date