Office of the Procurement Executive
U.S. DEPARTMENT of STATE

Use this template when limiting competition using Simplified Acquisition Procedures for procurements not exceeding the simplified acquisition threshold (see FAR subpart 13.106-1(b)(1)).

Follow the instructions in red text (delete all RED text once edits are made).

SINGLE SOURCE JUSTIFICATION NOT EXCEEDING THE SIMPLIFIED ACQUISTION THRESHOLD

SECTION 1: IDENTIFICATION OF THE AGENCY AND THE CONTRACTING ACTIVITY

Department of State Contracting Activity	☒ Overseas Post U.S. Embassy Bangkok
Requiring Activity	**Freedom 250: American Film Retrospective Screenings in Bangkok**

SECTION 2: NATURE AND/OR DESCRIPTION OF THE ACTION BEING APPROVED

Approval is requested to award on a sole source basis to the American University Alumni (AUA) Language Center, located at 179 Rajdamri Road, Lumpini, Pathumwan, Bangkok 10330, Thailand, for the supplies and/or services described in Section 3 on behalf of the Requiring Activity.

SECTION 3: DESCRIPTION OF SUPPLIES/SERVICES REQUIRED TO MEET THE AGENCY'S NEEDS

The requirement is to provide full event support for eight film screenings (four screenings per day) in Bangkok on August 2026, from 10:00 a.m. to 10:00 p.m. Services required include professional organizing, logistics, promotion, and management, namely film screening, stage, sound, lighting, equipment, and staffing for up to 250 public attendees per screening.

The estimated value for the entire period of performance is including options. These supplies/services require that the vendor must provide setup of the registration area, logistics management of the event, stage setup, and audio and visual equipment. Additionally, the vendor is required to supply all film screening equipment, including a high-definition projector, a Blu-ray player, a laptop computer, and a screen for all screenings, as well as promotion of the event.

This will allow the Office of Public Affairs to accomplish the celebration of the 250th anniversary of the United States through "Freedom 250: American Film Retrospective," a dynamic program that leverages the power of film to highlight American excellence, innovation, and cultural leadership. The program will feature screenings of iconic American films, expert-led discussions, and exhibitions on the history of Hollywood tracing the evolution of American cinema as a global benchmark of excellence and innovation.

SECTION 4: IDENTIFICATION OF THE STATUTORY AUTHORITY PERMITTING OTHER THAN FULL AND OPEN COMPETITION

In accordance with Federal Acquisition Regulation (FAR) 13.106-1(b)(1), the Contracting Officer has deemed only one source reasonably available based on the following:

☒ Other

PDS Bangkok was selected to participate in the FY 2026 American Film Showcase (AFS), a flagship program of the Bureau of Educational and Cultural Affairs (ECA) that promotes American film, television, and gaming in key global markets. To implement this program, PDS Bangkok developed "Freedom 250: An American Film Retrospective", a film screening series celebrating the 250th Anniversary of the United States while highlighting American excellence, innovation, and cultural leadership through iconic films that trace the evolution of American cinema as a global benchmark.

It is important to note that the AFS program carries two key restrictions: all screenings must be free of charge with no fees collected from audiences, and selected films may only be screened in non-theater venues. Non-theater venues of the size required are very limited in Bangkok. This venue is the only one available at the dates which fit with the rest of the planned schedule of events for this fiscal year.

SECTION 5: DEMONSTRATION THAT THE PROPOSED CONTRACTOR'S UNIQUE QUALIFICATIONS OR THE NATURE OF THE ACQUISITION REQUIRES USE OF THE AUTHORITY CITED

The anticipated cost of is fair and reasonable to meet the requirements set forth by the American Film Showcase (AFS). In support of this determination, the Embassy conducted a market survey and obtained a quotation from , which submitted a quote of Thai Baht — exceeding the proposed cost of the selected vendor. A non-cinema venue also uncovered in the market survey required a minimum spend of per screening/event which also exceeds the proposed cost of the selected vendor.

The proposed vendor, the American University Alumni Association (AUA), is uniquely positioned to support this program. As a longstanding institution with deep ties to both the American and Thai communities, AUA's partnership strengthens the people-to-people connections central to the Freedom 250 initiative and reinforces the enduring U.S.-Thai relationship.

The proposed price includes the following added value:

1. Pre-Event Setup: A minimum of 12 hours of setup and screening tests prior to the actual event date, ensuring technical readiness and a seamless audience experience.
2. Online and Offline Promotion: AUA will provide social media promotion of the event and dedicate promotional spaces across all six of their Bangkok branches. This includes LED TV screens and physical spaces for backdrops, banners, roll-ups, and poster stands — significantly expanding the program's reach and visibility among the target audience of young Thai students aged 15–25 who are considering study in the United States, at no additional cost.

These inclusions demonstrate that the proposed price represents strong value for the Government and supports the successful execution of "Freedom 250: An American Film Retrospective" in alignment with AFS program requirements.

SECTION 6. DETERMINATION BY THE CONTRACTING OFFICER THAT THE ANTICIPATED COST TO THE GOVERNMENT IS FAIR AND REASONABLE

By signing the justification, the Contracting Officer makes a determination that the price to the Government is anticipated to be fair and reasonable.

SECTION 7. CERTIFICATIONS

All reviews and approvals should be completed in the order listed unless otherwise authorized or required.

REQUIREMENTS CERTIFICATION

I certify that the facts and representations under my cognizance which are included in this Justification and its supporting acquisition planning documents, except as noted herein, are complete and accurate to the best of my knowledge and belief.

Requirements Cognizance:
SIGNATURE:

7/16/2026
Date

Deborah MacLean
Counselor for Public Affairs
Public Diplomacy Office, U.S. Embassy Bangkok

CONTRACTING OFFICER CERTIFICATION
I certify that this submission is accurate to the best of my knowledge, and that it contains complete information necessary to enable other officials to make an informed recommendation for approval or disapproval.

SIGNATURE:

Date

Ramon Menendez-Carreira
Contracting Officer
General Services Office, U.S. Embassy Bangkok