



Sole Source Application and Determination Form

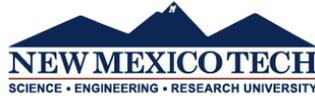
A sole source determination is not effective until the sole source application for determination has been posted on the Purchasing website for thirty (30) calendar days without protest and is subsequently approved in writing by the Vice President of Administration and Finance.

1. Name of Department: Admissions/Marketing
Contact Name: Brandon Boulter
Phone: 575-835-5121
Email: Brandon.boulter@nmt.edu

2. Name of Prospective Vendor: Isotopes
Contact Name: Dylan Storm
Phone: 505.222.4005
Email: dstrom@abqisotopes.com
Estimated Cost: \$37,500
Duration (for Services or Professional Services – limited to four years): 1 Year advertising, 1 game special advertising

3. Purpose/need for purchase and detailed list of items of tangible property, services, or professional services: Advertising to increase brand awareness and increase enrollment and development funds for the university.

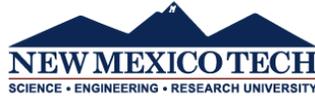
4. Detailed explanation of criteria developed for this purchase: Identify a headliner sport in the Albuquerque/Santa Fe metro area that places NMT in front of the maximum number of in-person customers, but that also offers a suite of advertising via radio, TV, and digital channels, and offers the ability to highlight NMT and STEM for brand awareness.



5. Provide a detailed, sufficient explanation of the reasons, qualifications or unique capabilities of the prospective vendor that make that prospective vendor the one source for providing the items of tangible property, services, or professional services: The Isotopes are the only professional baseball team in the state and play in the largest ballpark venue. This provides unique opportunities not available through other organizations for cross-advertising and broadcast rights, as well as bundled advertising options at the stadium. Advertisers can reach large audiences through social media, digital platforms, traditional media, display ads, and airwaves, engaging both local populations and out-of-state audiences with the NMT message.

6. Provide a detailed, sufficient explanation of how the items of tangible property, services, or professional services is/are unique and how this uniqueness is substantially related to the intended purpose of the department/grant: The Isotopes are the only professional baseball team in ABQ/Santa Fe with a large percentage of individuals with degrees and higher wage earners, those typically mirrored by our students' parents/guardians. The Isotopes offer a unique cross-platform advertising advantage that will allow concert and NM United fans to see branded ads year-round.

7. Please provide a narrative description of the department's due diligence in determining a basis for the procurement. Include:
 - a. method used to research and review other available sources (i.e., list of potential vendors from Purchasing, internet, state pricing agreements, purchasing cooperatives). We analyzed unique venues in Albuquerque and Santa Fe, considering the population density in these neighboring cities. From this analysis, we identified venues and organizations that would permit advertising for NMT. This process excluded many locations in the area due to their limited audience reach and lack of cross-platform advertising options. Ultimately, we focused on radio and television advertising, as well as partnerships with NM United, the Isotopes, and Outpost Ice Arenas.
 - b. list of vendors contacted, the date and method of contact (i.e., email, phone call): On August 7, 2025, we reached out to the Isotopes organization to inquire about opportunities, audience reach, costs, and media kit information. Our discussions continued through phone calls, emails, and video meetings throughout August, September, October, November, and December.



On the same day, August 7, 2025, we also contacted NM United. This conversation covered topics such as audience reach, advertising opportunities, costs, and their media kit. Around that time, we researched advertising opportunities across television, radio, and Outpost Ice Arena and noted that fewer cross-platform options were available.

- c. documentation explaining why:
 - i. Those vendors cannot provide the required items of tangible property, services, or professional services. NM United lacks cross-platform opportunities, an integrated sponsorship structure, and sufficient reach.
 - ii. Other similar items of tangible property, services, or professional services cannot meet the intended purpose of the department/grant: Unlike the Isotopes, the other vendors could not provide the same cross-platform opportunities or an integrated sponsorship structure and offerings.

I certify I have performed thorough and diligent research and analysis to determine that The Isotopes is the only source capable of providing the required In-person/demonstration-based advertising, cross-platform advertising, and customer size and reach. I understand that violations of the New Mexico Procurement Code (Chapter 13, Article 1 NMSA 1978) can carry severe penalties. I affirm that the information provided in this Sole Source Determination is true and accurate to the best of my knowledge and belief.

Name, Title: Brandon M Boulter

Signature/Date

2/19/26

Review: Purchasing Services: Lisa Majkowski, Director

Lisa Majkowski 02.19.2026

Website Posting Date: 02/19/2026

Posting Expiration Date: 03/22/2026

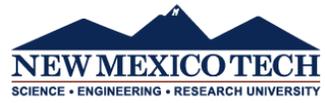
Protested (Yes/No):

Approval: Delilah A. Walsh

Vice President of Administration and Finance

Delilah Walsh (Feb 19, 2026 13:57:44 MST)

19-Feb-2026



Version: July 2025

Albuquerque Isotopes_Sole Source Application and Determination Form_Admissions_02.19.2026

Final Audit Report

2026-02-19

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-  Document created by Lisa Majkowski (lisa.majkowski@adobe.nmt.edu)
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