

**Mississippi State University**  
**Notice of Proposed Sole Source Purchase**

**256-059**

Mississippi State University anticipates purchasing the item(s) listed below as a sole source purchase. Anyone objecting to this purchase shall follow the procedures outlined below.

1. Commodity or commodities to be purchased (make, model, description):

**Synergy Sports Technology – Softball Coaching and Scouting Platform Subscription**

2. Explanation of the need to be fulfilled by this item(s), how it is unique from all other options, and why it is the only one that can meet the specific needs of the department:

**Synergy Sports Technology provides video and analytic data that allows the Mississippi State Softball program to review game film and evaluate team and player performance. Synergy is the only company that logs and stores softball games with video and related analytics on a single cloud-based platform. This system is used by the coaching staff for scouting, game preparation, and player development. No other company provides this type of service in one platform.**

3. Name of company/individual selling the item and why that source is the only possible source that can provide the required item(s):

**Synergy Sports Technology. Allison Fanning. Synergy Sports Technology, LLC is the only company that offers this service. The video and analytic data are proprietary to Synergy and are stored and maintained on their system. These services are not available from any other vendor.**

4. Estimated cost of item(s) and an explanation why the amount to be expended is considered reasonable:

**\$7,500 per year**

**\$15,000 total for the two-year term (January 1, 2026 – December 31, 2027)**

5. Explanation of the efforts taken by the department to determine this is the only source and the efforts used to obtain the best possible price:

**No other company provides a single platform that includes fully logged softball game film along with analytic data. Synergy Sports is the only provider that offers this combination of services. Pricing was obtained directly from Synergy Sports and represents standard institutional pricing.**

Any person or entity that objects and proposes that the commodity listed is not sole source and can be provided by another person or entity shall submit a written notice to:

Jennifer Mayfield, CPPO  
Interim Deputy Director of Procurement & Contracts  
[jmayfield@procurement.msstate.edu](mailto:jmayfield@procurement.msstate.edu)  
Subject Line must read "Sole Source Objection"

The notice shall contain a detailed explanation of why the commodity is not a sole source procurement. Appropriate documentation shall also be submitted if applicable.

If after a review of the submitted notice and documents, MSU determines that the commodity in the proposed sole source request can be provided by another person or entity, then MSU will withdraw the sole source request publication from the procurement portal website and submit the procurement of the commodity to an advertised competitive bid or selection process.

If MSU determines after review that there is only one (1) source for the required commodity, then MSU will appeal to the Public Procurement Review Board. MSU will have the burden of proving that the commodity is only provided by one (1) source.