



**STATE PROCUREMENT OFFICE  
NOTICE & REQUEST FOR SOLE SOURCE**

1. TO: Chief Procurement Officer
2. FROM: Stadium Authority, Dept. of Accounting & General Services  
Department/Division/Agency

Pursuant to §103D-306, HRS, and Subchapter 9, Chapter 3-122, HAR, the Department requests sole source approval to purchase the following:

3. Description of goods, services, or construction:  
One-year contract for Sony Jumbotron Scoreboard maintenance services (including parts and labor), cleaning, providing standby services. Sony Jumbotron display system located at Aloha Stadium

4. Vendor Name: Sony Hawaii Company  
Address: 960 Mapunapuna Street  
Honolulu, Hawaii 96818

5. Price:  
\$156,227.50

6. Term of Contract: <sup>17 Oct</sup> From: 09/01/2009 To: 08/31/2010

7. Prior Sole Source Ref No.  
08-002-C

8. Feature: The good, service, or construction has the following unique features, characteristics, or capabilities: The Stadium scoreboard has proprietary architecture. Special training is required to learn the circuitry system, BETACAM, etc. This request is for a one-year maintenance contract agreement.

9. Essential features. How the unique features, characteristics, or capabilities are essential for the agency to accomplish its work: The Sony Jumbotron is an integral component of the stadium's scoreboard system. Without the Jumbotron, a major entertainment feature for the stadium licensees and fans would be lost. In addition, the Jumbotron will have generated more than \$300,000 in cash and equipment for the facility. The system is also a component of the NFL Pro Bowl contractual obligations that must be met by the State of Hawaii through the life-time of the Pro Bowl contract.



# SONY

Sony Electronics Inc., Sony Hawaii Company  
960 Mapunapuna Street, Honolulu, Hawaii 96819-4480

---

Aloha Stadium Authority  
99-500 Salt Lake Boulevard  
Honolulu, Hawaii 96818  
Attention: Scott Chan

August 12, 2009

Dear Mr. Chan:

Sony Hawaii is pleased to present a proposal for the JumboTron Service Contract for a period from September 1, 2009 to August 31, 2010.

We are very proud of the performance of the JumboTron for the past 18 years and we are confident that it will continue to operate at its best within this Service Contract. We are also confident that the JumboTron will help to provide a richer fan experience and thereby attract more people to the Stadium.

This proposal is based on the actual work that Sony Hawaii has provided during the previous Contract and on the annual schedule of events provided by the Aloha Stadium.

Stand-by Service, Monthly Maintenance, Repair/Replacement of Defective Equipment	\$129,500.00
Annual Cleaning and Alignment/Adjustment	\$20,000.00
Subtotal	\$149,500.00
4.5% Tax	\$6,727.50
Total	\$156,227.50

Sincerely,



Reid Sonoda  
Sony Electronics Inc.,  
Sony Hawaii Company  
Business & Professional Group