

## ADVERTISEMENT

Alcorn State University anticipates purchasing the item (s) listed below as a sole source purchase.

### SSP# 2026-05 Driven Elite Canton, LLC

Anyone objecting to this purchase as a sole source shall follow the link below for further instructions:

[https://www.ms.gov/dfa/contract\\_bid\\_search/Bid](https://www.ms.gov/dfa/contract_bid_search/Bid) under RFX #3150006860

Interested Parties who have reason to believe that the item (s) above should not be certified as a sole source should respond in accordance with instructions found at the link above no later than Thursday, June 18, 2026, at 2:00 pm central standard time.

Questions and/or paper letter related to the notice should be submitted to:

Mertha George  
Purchasing Agent  
Alcorn State University  
1000 ASU Dr # 509  
Lorman, MS 39096  
mgeorge@alcorn.edu

Publication Dates :

May 29, 2026 & June 05, 2026

**Alcorn State University**  
**Notice of Proposed Sole Source Purchase**  
**SSP2026-05**  
**RFX 3150006860**

Alcorn State University anticipates purchasing the services/products 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):**

Comprehensive athletic department services provided by Driven Elite Canton, LLC. These services include the oversight and implementation of a Holistic Sports Performance Department focused on student-athlete care and retention. Additional components include strength and conditioning programming to ensure full departmental participation, athletic training management for day-to-day operations and rehabilitation needs, and nutrition education with daily supplementation access. The services also cover consulting to maintain compliance with NCAA Holistic Care standards, support for business operations and branded revenue-generating activities on campus, and facility development consultation to assist with renovations and long-term planning.

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

Driven Elite Canton, LLC provides a unique and integrated suite of services specifically tailored to NCAA compliance and student-athlete welfare. This approach combines holistic care standards, injury prevention, strength training, nutrition, and compliance consulting capabilities. Additionally, Driven Elite leverages its national network and influence to provide reduced pricing on equipment and manages all aspects of student-athlete performance and wellness. Their turnkey solution ensures alignment with NCAA mandates and internal goals, which no other provider currently offers in this customized scope.

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

Driven Elite Canton, LLC is the only provider capable of delivering this breadth of services while complying with NCAA holistic care standards, coordinating across all performance areas, and maintaining internal revenue generation opportunities under a licensed agreement. Existing relationships, internal infrastructure, and specialized expertise make Driven Elite Canton, LLC the sole viable provider.

**4. Estimated cost of item(s) and an explanation why the amount to be expended is considered reasonable: \$200,000.00**

The annual cost includes staffing, programming, oversight, NCAA compliance consulting, operational support, and on-campus initiatives. Given the market rate for segmented services in each area (athletic training, nutrition, strength & conditioning, consulting), this bundled

approach represents a cost-effective and efficient investment. Additionally, Driven Elite Canton, LLC is authorized to offset costs through internal revenue-generating activities.

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:

The department evaluated the need for an integrated, NCAA-compliant holistic care and performance system and determined that no other vendor offers the required combination of services in a unified contract. Driven Elite Canton's existing partnerships and proven track record with collegiate athletics, along with the value-added benefit of internal cost offsetting through on-campus revenue generation, solidify their role as the only practical and economical choice. Pricing reflects negotiated, below-market value for the wide-ranging services provided.

Advertisement Schedule	Date
1 <sup>st</sup> scheduled	May 29, 2026
2 <sup>nd</sup> scheduled	June 05, 2026
Response Deadline from Objectors	June 18, 2026, by 2:00 PM CST

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

Mertha George  
Purchasing Agent  
[mgeorge@alcorn.edu](mailto:mgeorge@alcorn.edu)

Subject Line must read "Sole Source Objection"

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

If after a review of the submitted notice and documents, ASU determines that the services/products in the proposed sole source request can be provided by another person or entity, then ASU 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 ASU determines after review that there is only one (1) source for the required commodity, then ASU will appeal to the Public Procurement Review Board. ASU will have the burden of proving that the services/products are only provided by one (1) source.