

**DESCRIPTION OF INTENDED  
SINGLE SOURCE PURCHASE  
(PUR 7776)**

AGENCY: Early Learning Coalition of Polk County

TITLE: iWonder Family Engagement PACK

Short description of the commodity or service desired: The Coalition will expand our existing MarcoPolo Learning Program. This will include implementing the iWonder Family Engagement PACK, which combines award-winning digital instruction with premium hands-on resources to create a comprehensive, engaging, and innovative learning solution for families.

CONTACT

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Internal tracking number, if any: ELCPOLK-FY2024-03

**Date posted: 4/23/25    Last day for receipt of information: 5/14/25**

This description of commodities or contractual services intended for purchase from a single source is posted in accordance with Sections 120.57(3) and 287.057(3), Florida Statutes (F.S.), and will remain posted for a period of at least 15 business days.

Commodity or Contractual Service Required (commodity or United National Standard Products and Services Code (UNSPSC), manufacturer, model, and description, as appropriate):

The Coaliton will expand our current MarcoPolo initiative by providing iWonder Family Engagement PACKS to families of preschool age children. The iWonder Family Engagement PACK is designed to strengthen the home to school connection by providing families with meaningful, accessible ways to support their child's learning and development. Through a combination of engaging in-person events and brief, focused online workshops, families will be introduced to practical strategies they can use in everyday life. Ongoing support will be offered through engaging videos, simple tips, co-created resources, and social media content. By making learning playful and approachable, this educational PACK encourages families to actively participate in their child's early education while providing skills and physical resources to support them.

Quantity or Term (as appropriate):

In order to expand the current MarcoPolo initiative, approximately 1,450 Engagement PACKS will be purchased for preschool age children. These PACKS include family engagement materials boxes ("learning boxes") as well as MarcoPolo software subscriptions ("learning app"). In addition, there will be a "kindergarten/steps to success" webinar for families, followed by quarterly in-person events and approximately 6 online workshops offered for families/parents.

Requestor (division, bureau, office, individual, as appropriate):  
Early Learning Coalition of Polk County

Performance and/or Design Requirements (e.g. intended use, function or application, compatibility, requirements; reference to policy, rule, statute or other act of the Legislature, etc., as appropriate):

The Coalition's focus is on enriching School Readiness and VPK classroom instruction and supporting curriculum, both in the classroom and at home. The overall goal is to increase kindergarten readiness rates.

Intended Single Source:  
MarcoPolo Learning

Estimated Dollar Amount:  
\$135,000

Justification for single source acquisition (what is necessary and unique about the product, service or source; steps taken to confirm unavailability of competition, as appropriate):

The iWonder & Learn product is developed by MarcoPolo Learning. MarcoPolo Learning holds the exclusive rights to distribute and fulfill the order of the iWonder & Learn product. No other entity is authorized to manufacture, distribute, or resell this product. The iWonder & Learn product is a unique educational resource designed to foster meaningful learning experiences between families and children. Due to the proprietary nature of this product, this product is not available through any other vendors.

Approved By (names & titles, as appropriate, e.g., requestor, requestor management, information systems, budget, purchasing):

Dr. Jane Ierardi, Board Vice-Chair, Interim Chair, Early Learning Coalition of Polk County  
Dr. Marc Hutek, CEO, Early Learning Coalition of Polk County

Prospective vendors are requested to provide information regarding their ability to supply the commodities or contractual services described. If it is determined in writing by the agency, after reviewing any information received from prospective vendors, that the commodities or contractual services are available only from a single source, the agency shall provide notice of its intended decision to enter a single-source purchase contract in the manner specified in Rule 60A-1.045, Florida Administrative Code, and section 120.57(3), F.S.