

Directory of Providers for School Enrollment Services and Resources

December 2024

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	SchoolMint Inc.
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A. Introduction

The District issued a Request for Proposals (RFP) with the goal of assembling a "bench" of vendors to provide schools with effective, customized strategic plans for outreach, marketing, and data services designed to attract and retain students in high-quality educational programs offered by the District.

Five (5) professional firms were selected to provide an array of services in their areas of expertise.

The services fall within the following categories:

Service Categories

1. Consultation/Program Management
2. Outreach/Engagement
3. Design Services
4. Marketing
5. Data Analysis

Examples of Services

*Strategy Development, Staff Training
Community Events, Focus Groups, Ads
Graphic Design for Print, Web Design
Social Media Campaigns, Film Production, Branded Materials
Surveys, Targeted Data Collection, Tracking and Reporting*

B. Accessing the Contracts

Principals, Administrators and other responsible staff from of the targeted Tier 3 and Tier 2 schools should review the selection of approved vendors to obtain descriptions of services, itemized lists of goods, and pricing. Quotes must be within the guidelines contained within this directory.

Ariba Purchase Requisitions (PR) must reference the Vendor Number and Contract Number listed in this Directory.

The product category for this contract is **96153 - Marketing Services**. This product category must be used when creating the PR in order for the PO to reference the Contract.

Please direct questions or requests for assistance with this process to the Buyer assigned to your region.

Step-by-Step Instructions

1. Contact a vendor that offers the services of interest to you. Obtain a quote, scope of work, and a timeline (or delivery schedule). If the services will occur over multiple weeks or months, include an invoice as well.
2. Create a Purchase Requisition using product category 96153. Reference the Vendor Number and Contract Number listed in this Directory. Be sure to attach the quote, scope of work and timeline.
3. Once the vendor confirms they have received the PO, they may begin providing services.

C. List of Providers for School Enrollment Strategies and Resources

Firm Name	Contract Number	Vendor Number	Category	Contact Email
Blenderbox	C6783	AN01011183643	1,2,4,5	jjeffries@blenderbox.com
Fifth Sun Pictures	C6742	AN11208693626	3,4	marcovargas@fifthsunpictures.com
NTS Communications	C6784	1000009597	1,3,2,4	jorge@ntscreative.com
SchoolMint Inc.	C6781	AN01436734024	1,3,4	matt@schoolmint.com
VMA Communications, Inc.	C6782	AN11190406642	2,3,4	karen.mcmillen@vmapr.com

Category Legend:

1. Consultation/Program Management; 2. Outreach/Engagement; 3. Design Services; 4. Marketing; 5. Data Analysis

SECTION I

STATEMENT OF WORK

A. Scope

The Los Angeles Unified School District is soliciting competitive proposals from qualified firms to provide District educators and leaders with a selection of vetted resources, including professional training, marketing tools, strategies, and targeted data services that will enable a strategic approach to increase enrollment and retention within the high-quality educational programs offered by LAUSD.

B. Requirements

Contractor shall perform the following services:

1. Consultation

Provide constructive feedback regarding currently employed strategies, website content and recruiting procedures. Identify areas for improvement and make recommendations designed to attract new students. Provide research-based strategies and best practices that promote positive enrollment growth.

2. Data Analysis

Introduce innovative methods to develop and conduct surveys, focus groups, and school needs assessments. Conduct research and analysis of publicly and privately collected school enrollment and census/migration data. Perform data analysis to examine enrollment patterns and evaluate relevant community/public data. Suggest data sources that can guide and inform strategic approaches to monitor and improve school enrollment.

3. Marketing

Develop creative strategies and materials to stimulate enrollment and promote the educational opportunities available within the District.

a. Create digital content including website design, photography, or video production that highlight school programs and features

i. Existing LAUSD Websites

- Edlio (hosted by third-party)
- District of Choice Application (<http://apply.lausd.net>)
- School Explorer (<https://explore.lausd.org/home>)
- Student Enrollment Registration (<http://enroll.lausd.net>)
- General Enrollment (<https://enroll.lausd.net/>)

All websites representing LAUSD schools and offices are considered official publications of the District, and as such are subject to all District regulations and guidelines.

Proposers may provide content and services that supplement the existing websites, including platform-based notifications, but may not supplant their use or any functionality contained within.

- b. Develop school promotional materials, such as enrollment banners, flyers, billboards, advertisements and other print media for distribution to schools, offices and the public through electronic and/or postal mail

4. Family Engagement

Organize and coordinate opportunities to engage with prospective students and families through approved social media channels, community activities and virtual events.

5. Outreach

Coordinate and conduct community-based activities that provide school match and selection guidance to prospective students and families. Assist potential students and families with understanding enrollment requirements and navigating the enrollment process.

6. Program Management

Distribute information regarding the user support resources available for school and district staff, including but not limited to support staff, staff training, direct user support available through help phone lines or emails, technical support, user guides, websites, metrics of usage/success, or other support resources.

- a. Staff training shall be conducted at a District location identified by the school or office seeking services.
- b. Support resource training must be completed before it is considered delivered.

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C. Deliverables

Contractor shall establish a timeline to provide the following deliverables:

#		Description of Potential Goods or Service Description	Deliver By:
1.	Marketing Services	<ul style="list-style-type: none"> • Social media campaign and outreach • Surveys and needs assessments • Mass mailing campaigns • TV/Radio Advertisement • Parent engagement activities 	Within 30 days of receiving the purchase order.
2.	Design Services	<ul style="list-style-type: none"> • Graphic Design for print/web advertisement • Website Content 	Within 30 days of receiving the purchase order.
3.	Promotional Goods	Flyers, posters, banners, billboards, advertisements and other promotional	Within 30 days of receiving the purchase order.
4.	Consulting Services	Enrollment strategies, analysis, parent engagement	Within 30-60 days of receiving the purchase order.
5.	Data Services	Data outcomes and analysis tools and information	Varies depending on application or service.
6.	Reporting	Project Status reports	<ul style="list-style-type: none"> • Periodically throughout the Contract term • At the conclusion of services
7.	Vendor Registration	Proposers must register with LAUSD and receive a vendor number	Prior to Proposal Due Date
8.	Digital Materials and Tools	Proposers with any digital services or online subscriptions that might use student personally identifiable information (PII) must complete and submit a UDIPP application, which can be found at https://udipp.lausd.net , to ensure the product meet the District's requirements for data protection and functionality.	Prior to Proposal Due Date

Respondents may propose additional steps and related deliverables necessary to fulfill the requirements of this RFP, in accordance with the Statement of Work.

D. Policies and Procedures

1. LAUSD provides the procedures, requirements, and responsibilities for schools and offices when using websites to communicate District information. This policy is applicable to all non-public (internal) and public websites created or managed by LAUSD schools and offices

Source: BUL-2424.4 LAUSD Website Development and Management Policy (Exhibit F)

2. LAUSD has Information Technology infrastructure for integrating online tools with existing applications. Any data integration service must conform with the Unified Digital Instructional Procurement Plan (UDIPP). The UDIPP process ensures that vendors offering various digital instructional software, licenses, services or online subscriptions meet District requirements for data protection and functionality.
 - a. Data Integration: The Proposer must comply with the Unified Digital Instructional Procurement Plan (UDIPP) before any service shall be rendered that seeks to access or utilize student or other district data or integrate with data systems.

More information regarding UDIPP is available here: <https://www.lausd.org/Page/10475>

Source: REF-060700 Unified Digital Instructional Procurement Plan (2019)

3. **Work for Hire.** All media and other content produced by Contractors for the District shall be considered “work for hire” and the District shall retain the copyright for future use.
4. **Media Release for Student Images.** Contractors must have a District-approved media release for any photographic services involving student images.
5. **Licenses for Media and Content.** Contractors must ensure that any media or other content produced includes a valid license for District use, and that any third-party licensing terms are disclosed in the proposal or prior to services being rendered.

External websites representing District schools and unauthorized social media platforms shall not be utilized for any service provided under this agreement.

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E. Authorized Budget

The estimated budget for the Bench Contract is approximately \$4,000,000 for the entire term of the contract.

Proposers shall submit a Firm Fixed Price proposal for all professional services and related materials. Prices and hourly rates for all services, time and materials must be fully-burdened (i.e., include labor, overhead, licensing and other fees/expenses). Materials and/or services not included in the proposal, or approved through the request for proposals process, shall not be solicited to any school or office after the fact.

Contractor	Number of Schools Accessing Bench	Budget Amount per School	Total Amount
Strategic enrollment “Tier 3” identified schools	Approximately 50 schools/year	\$10,000/School	\$500,000
<i>Comment:</i>	<i>The District has utilized enrollment and other metrics annually to identify specific schools that have had significant challenges attracting and retaining students and may be impacted most seriously by declining enrollment. These “Tier 3” schools will be provided direct access to utilize the goods and services authorized in the Bench contract to support student enrollment efforts.</i>		
Select strategic enrollment “Tier 2” identified schools	Approximately 30 schools/year	\$10,000/School	\$300,000
<i>Comment:</i>	<i>Additional schools have been identified as requiring more targeted support through enrollment analysis and these Tier 2 schools, with approval of the Strategic Enrollment and Program Planning Office, may utilize the goods and services authorized in the Bench contract to support student enrollment efforts.</i>		
Central Office strategic enrollment campaigns, initiatives, and other preschool, UTK-12, and adult schools/program support.	Varies based on identified need	Varies	\$3,200,000
<i>Comment:</i>	<i>The Central Office continues to work with Regional and District leadership to develop and engage in district-wide and targeted strategic enrollment campaigns and initiatives. Additionally, the Central Office may supplement a Tier 3 school that is unable to fund the goods and services determined necessary and appropriate to the enrollment efforts within the estimated budget of \$10,000/school or when such services exceed that amount.</i>		
Estimated Budget Total	\$4,000,000		

End of the Statement of Work

Blenderbox
Contract No. C6783
Price List

Contract No.	Item No.	Vendor	Category	Level	Service	Description	Itemized Goods/Services	Price			
								Unit	Qty	Cost	Total
C6783	1.	Blenderbox	Consultation	School	Enrollment Consulting Services	Analyze existing enrollment practices and strategies, provide feedback and coaching, streamline recruitment tools and clarify communications in order to reduce potential barriers. Develop recruitment, enrollment and retention Best Practice toolkits for training	▪ Enrollment Process Review: Analyze your existing process step by step and get actionable recommendations for improvement	Hour	15	\$ 200	\$ 3,000
							▪ Student Recruitment Consulting: Grow a pipeline of prospective families and keep them engaged (price includes custom toolkit)	Hour	10	\$ 200	\$ 2,000
							▪ Student Retention Consulting: Maintain enrollment targets over the summer and throughout the year (price includes custom toolkit)	Hour	10	\$ 200	\$ 2,000
							▪ Staff Workshop: Enrollment is a team sport. Get all staff engaged and supportive of the process	Each	1	\$ 1,500	\$ 1,500
	2.	Blenderbox	Data	District	Data Analysis	Perform research, employing various techniques; Analyze results in order to recommend strategic approaches to monitor and improve school enrollment	▪ Community Survey: Setup and conduct online survey, synthesize and report results	Each	1	\$ 1,000	\$ 1,000
							▪ Focus Groups: Organize and execute a focus group to learn more about a specific research topic (2-3 groups)	Each	1	\$ 2,000	\$ 2,000
							▪ Data Analysis and reporting: Research publicly and privately collected school enrollment and census/migration data, report on enrollment patterns, and suggest data sources that extend our collective understanding and insights into current trends	Hour	5	\$ 200	\$ 1,000
							▪ Ongoing Monitoring Tools: Get tips and tools to monitor enrollment on an ongoing basis	Hour	5	\$ 200	\$ 1,000
	3.	Blenderbox	Marketing	School	Marketing and Design Services	Develop customized marketing strategies to stimulate enrollment	▪ Marketing Strategies Review: Analyze your strategies, and get actionable recommendations for improvement	Hour	10	\$ 200	\$ 2,000
							▪ Branded Materials: Using existing branding to get banners, flyers, posters, and other print materials designed (printing not included, but can be coordinated)	Each	1	\$ 750	\$ 750
							▪ Generate Social Media Content: Using existing branding to get social media content generated for up to 10 posts (this does not include sponsored advertisements)	Hour	10	\$ 200	\$ 2,000
							▪ Ad Buys: Coordinate the purchase of sponsored advertisements using existing social content (pricing selected impacts reach)	Month	Varies	Minimum	\$ 1,000
							▪ Branding Overhaul: Develop new brand guidelines for your school including logos, fonts, colors, and basic templates (letterhead and PPTs)	Hour	25	\$ 200	\$ 5,000
▪ Website Overhaul: Analyze the current website, re-design branding and layout (assumes existing CMS would be used)							Hour	50	\$ 200	\$ 10,000	

Blenderbox
Contract No. C6783
Price List

Contract No.	Item No.	Vendor	Category	Level	Service	Description	Itemized Goods/Services	Price			
								Unit	Qty	Cost	Total
C6783	4.	Blenderbox	Engagement/ Outreach	School	Family Engagement and Outreach	Support schools with ongoing outreach and recruitment goal attainment through the organization of community and virtual events	▪ Family Engagement and Outreach Review: Observe/Review and analyze your current outreach strategies in order to develop actionable recommendations for improvement	Hour	10	\$ 200	\$ 2,000
							▪ Community-Based Event: Plan and participate in local events, including (but not limited to) information booths, open houses, focus groups and other public events in the community (does not include materials)	Each	1	\$ 1,500	\$ 1,500
							→ Staffing Community-Based Event: Get day-of support for executing your event (recommended 2-3 event staff per event)	Staff Member	2-3	\$ 350	\$700 - \$1,050
							▪ Plan and Execute Virtual Events: Plan an event, get digital materials, prepare staff for the event, and provide tech support during the live event (does not include materials)	Each	1	\$ 1,000	\$ 1,000

Fifth Sun Pictures
Contract No. C6742
Price List

Contract No.	Item No.	Vendor	Category	Level	Services	Description	Itemized Goods/Services	Price		
								Year 1	Year 2	Year 3
C6742	1.	Fifth Sun Productions	Design	School	Starter Website Design Package	Facilitate the entire website design process using Edlio software (LAUSD). Manage all steps from design to launch.	<ul style="list-style-type: none"> ▪ School Website Assessment ▪ School Story Development ▪ Creative Template (Assigned by LAUSD) ▪ 2-4 Week Consulting Project ▪ Content Collection and Copywriting for Pages Included <ul style="list-style-type: none"> → Homepage with School Logo → Mission Statement → Links to Social Media → <i>About Us</i> Page with School History → Faculty Bios → <i>Contact Us</i> Page 	\$ 6,500	\$ 7,400	\$ 8,373
	2.	Fifth Sun Productions	Design	School	Standard Website Design Package	Facilitate the entire website design process using Edlio software (LAUSD). Manage all steps from design to launch.	<ul style="list-style-type: none"> ▪ School Website Assessment ▪ School Story Development Assistance w/ Edlio Design Changes ▪ 4-6 Week Consulting Project ▪ Assigned Account Manager <ul style="list-style-type: none"> → 2 hours/month, 24 hours/school year ▪ Content Collection and Copywriting for Pages Included <ul style="list-style-type: none"> → Homepage with School Logo → Mission Statement → Links to Social Media → <i>About Us</i> Page with School History → Faculty Bios → <i>Contact Us</i> Page → Program Page w/ Academic and Extracurricular Descriptions → Student Testimonials → Admissions Page with Application and FAQs → Map Intergration 	\$ 10,000	\$ 11,350	\$ 12,882
	3.	Fifth Sun Productions	Design	School	Premium Website Design Package	Facilitate the entire website design process using Edlio software (LAUSD). Manage all steps from design to launch.	<ul style="list-style-type: none"> ▪ School Website Assessment ▪ School Story Development ▪ Assistance w/ Edlio Design Changes for the school year ▪ Content Collection and Copywriting for Pages Included <ul style="list-style-type: none"> → Homepage with School Logo → Mission Statement → Links to Social Media photos of school events → Alum page with class notes, profiles and contact information ▪ Work-Based Learning Plan <ul style="list-style-type: none"> → <u>Intro to Program and Media Training</u> - Recommended for those interested in journalism, communications, or digital → <u>Website Design</u> - Featuring the Edlio website builder, with insights on creating digital portfolios → <u>Content Marketing</u> - Highly recommended for those interested in social media influencing, photography or film → <u>Final Project</u> - Students will pitch a school website page to be published on Edlio 	\$ 14,000	\$ 14,000	\$ 14,000

Fifth Sun Pictures
Contract No. C6742
Price List

Contract No.	Item No.	Vendor	Category	Level	Services	Description	Itemized Goods/Services	Price		
								Year 1	Year 2	Year 3
C6742	4.	Fifth Sun Productions	Marketing	School	Starter Film Production Packages	From concept development to post-production, we ensure a seamless and enriching experience that showcases the unique spirit and achievements of a school community.	<ul style="list-style-type: none"> ▪ Story Development Workshop ▪ Script Development ▪ 6 Interviews ▪ 1-Day Production ▪ Professional Editing ▪ 2 Revisions ▪ 4-week Delivery 	\$ 10,000	\$ 11,350	\$ 12,882
	5.	Fifth Sun Productions	Marketing	School	Standard Film Production Packages	From concept development to post-production, we ensure a seamless and enriching experience that showcases the unique spirit and achievements of a school community.	<ul style="list-style-type: none"> ▪ Story Development Workshop ▪ Script Development ▪ 9 Interviews ▪ 1-Day Production ▪ Professional Editing ▪ 2 Revisions ▪ 4-week Delivery 	\$ 13,000	\$ 14,755	\$ 16,750
	6.	Fifth Sun Productions	Marketing	School	Premium Film Production Packages	From concept development to post-production, we ensure a seamless and enriching experience that showcases the unique spirit and achievements of a school community.	<ul style="list-style-type: none"> ▪ Story Development Workshop ▪ Script Development ▪ Creative intro (15-30 seconds) ▪ 9 Interviews ▪ 1-Day Production ▪ Professional Editing ▪ 2 Revisions ▪ 4-week Delivery 	\$ 16,500	\$ 18,728	\$ 21,256

NTS Communications

Contract No. C6784

Price List

Contract No.	Item No.	Vendor	Category	Level	Service	Description of Services	Price			
							Unit	Qty	Rate	Cost
C6784	1.	NTS Communications	Consultation	School	Marketing Consultation Services	<ul style="list-style-type: none"> Marketing and Strategy Development Budget, Schedule and Timeline Development Onsite Visit, Walk-through for measurements 10-16 hours per school 	Hour	16	\$ 150	\$ 2,400
	2.	NTS Communications	Consultation	School	Marketing Manager	<ul style="list-style-type: none"> Onboarding, Content Gathering, Project Management, Client Relations Manage timeline and project deadlines 10-16 hours per school 	Hour	16	\$ 125	\$ 2,000
	3.	NTS Communications	Design	School	Branding/Logo Development, Design, and Illustration	<ul style="list-style-type: none"> Original and main school logo and mascot illustration Main school logo and mascot illustration and update Original Magnet and Pathway logo Magnet and Pathway logo update * Includes branding style guide (Formats, Colors, Fonts, DOs & DON'Ts)	Each	1	\$ 2,000	\$ 2,000
							Each	1	\$ 1,500	\$ 1,500
							Each	1	\$ 1,200	\$ 1,200
							Each	1	\$ 1,000	\$ 1,000
	4.	NTS Communications	Engagement / Outreach	School	Social media campaigns and outreach	<ul style="list-style-type: none"> 3 Month Campaign - Develop, Schedule, Deploy, Target, Boost (Ad buy), Track engagement, Biweekly/Monthly Reporting Content Development (Memes, Digital Flyers, Articles) 	Each	1	\$6,000 - \$8,000	
	5.	NTS Communications	Marketing	School	Video Production	<p>High School - Spirit Driven, Testimonial, Hype Video (2.5 - 4 minutes + 1 minute Social Media Reel Spot (Theme TBD))</p> <ul style="list-style-type: none"> Pre-production creative session and Script Development Produce and Design a video to inspire, motivate, educate and capture the essence and competitive advantage Implement 2D/3D motion graphics, music and sound effects Music license included in pricing. Complexity of production determines final cost <p>Elementary/Middle School - Spirit Driven, Testimonial, Hype Video (2.5 - 4 minutes + 1 minute Social Media Reel Spot (Theme TBD))</p> <ul style="list-style-type: none"> Pre-production creative session and Script Development Produce and Design a video to inspire, motivate, educate and capture the essence and competitive advantage Implement 2D/3D motion graphics, music and sound effects Music license included in pricing. Complexity of production determines final cost 	Each	1	\$10,000 - \$12,000	
							Each	1	\$8,500 - \$10,500	
	6.	NTS Communications	Marketing	School	Street Pole Banners Package	<ul style="list-style-type: none"> Layout and Design - Branded Pole Banner Template (One-time Fee) Layout and Design - Branded Pole Banner with different students (photography not included) Print - 18oz vinyl, full-color, 2-sided, size: 3ft x 7.5ft, Qty 1-25 Print - 18oz vinyl, full-color, 2-sided, size: 3ft x 7.5ft, Qty 26+ Administration Fee (One-time fee) City of LA Standard Rate - \$150 + \$15/per pole (90 days, Unincorporated LA County) Installation (Single) - Along streets requested Installation (Double) - Along streets requested Removal Design, Print, Permit and Installation/Removal (50 Single Poles for 90 days)	Each	1	\$ 500	\$ 500
Package							50	\$ 95	\$ 4,750	
Each							1-25	\$ 105		
Package							50	\$ 100	\$ 5,000	
Each							1	\$ 150	\$ 150	
Package							50	\$ 18	\$ 900	
Each							50	\$ 28	\$ 1,400	
Each							1	\$ 35		
Each							50	\$ 25	\$ 1,250	
Estimated Total 50 Pole Banner Cost (Tax not included)									\$ 13,950	

NTS Communications

Contract No. C6784

Price List

Contract No.	Item No.	Vendor	Category	Level	Service	Description of Services	Price								
							Unit	Qty	Rate	Cost					
C6784	7.	NTS Communications	Marketing	School	Studio/Campus Photography	▪ On-Site Studio Student/ Teacher/ Admin Photography	Full Day	1	\$ 1,500	\$ 1,500					
						▪ On-Site Studio Student/ Teacher/ Admin Photography	Half Day	1	\$ 800	\$ 800					
						▪ Campus/ Class to Class Student Photography	Full Day	1	\$ 1,500	\$ 1,500					
						▪ Campus/ Class to Class Student Photography	Half Day	1	\$ 800	\$ 800					
						▪ Dynamic/ Action 3 Sport Photography (Branded, Special Effects) → 3-5 Athletes per sport	Full Day	1	\$ 2,500	\$ 2,500					
						▪ Dynamic/ Action Per Sport Photography (Branded, Special Effects) → Sports: Basketball, Volleyball, Tennis, Cheer, Swim, Dance, Golf	Full Day	1	\$ 2,500	\$ 2,500					
						▪ Dynamic/ Action Per Large Sport Photography (Branded, Special Effects) → Sports: Football, Track & Field, Band	Full Day	2	\$ 4,000	\$ 4,000					
						Printed Photography Packages									
						<u>Platinum Package</u>									
					▪ Digital images (full album); Prints (2) 4x6, (2) 5x7, (2) 8x10, (8) Wallet, (1) 11x14 Wrap Canvas						Each	1	\$ 210	\$ 210	
					<u>Gold Package (Most Popular)</u>										
					▪ Digital images (full album); Prints (2) 4x6, (2) 5x7, (2) 8x10						Each	1	\$ 125	\$ 125	
					<u>Silver Package</u>										
▪ Prints (4) 4x6, (4) 5x7, (2) 8x10						Each	1	\$ 75	\$ 75						
▪ Gallery Wrap Canvas (11"w x 14"h)						Each	1	\$ 80	\$ 80						
▪ Gallery Wrap Canvas (16"w x 20"h)						Each	1	\$ 120	\$ 120						
<u>Ala Carte (Most Popular)</u>															
▪ All Digital Images of Students						Each	1	\$ 120	\$ 120						

NTS Communications

Contract No. C6784

Price List

Contract No.	Item No.	Vendor	Category	Level	Service	Description of Services	Price				
							Design Rate	Print - 250	Print - 500	Print - 1,000	Mailing/Each
C6784	8.	NTS Communications	Marketing	School	Handouts and Mailers <u>Note:</u> Original layout and designs including branding, school colors, custom graphics, royalty free photography and student photography <u>Mailing includes:</u> Data Processing, Lettershop, Postage	▪ Story Book (Fill page booklet / 16 pages)	\$ 3,750		\$ 3,038	\$ 3,602	
						▪ Trifold (11 in. x17 in. / Fold to 11 in. x 5.6 in. <i>Recommended</i>)	\$ 1,500	\$ 677	\$ 712	\$ 814	
						▪ Presentation Folder (9 in. x 12 in.)	\$ 500	\$ 1,567	\$ 1,699	\$ 2,102	
						▪ Full Page School Handout (8.5 in. x 11 in.) English/Spanish	\$ 750	\$ 307	\$ 346	\$ 389	
						▪ Quarter Page Flyer (4.25 in. x 5.5 in.)	\$ 350				
						▪ Postcard Mailer (6 in. x 9 in.)	\$ 650	\$ 225	\$ 260	\$ 295	\$0.65 - \$0.85
						▪ Trifold Mailer (11 in. x 17 in. / Fold to 11 in.x 5.6 in.)	\$ 1,500	\$ 833	\$ 901	\$ 1,039	\$0.75 - \$0.95
						▪ Online Story Book Brochure Conversion	\$ 2,000				
	9.	NTS Communications	Design	School	Marketing Indoor/Outdoor Pop-Up Displays - Design Services <u>Note:</u> Original layout and designs including branding, school colors, custom graphics, royalty free photography and student photography	Design Rate	Print Cost/Each (1-5)		Print Cost/Each (6+)		
						▪ Branded Pop-Up Tent with hardward and rolling bag (10 ft x 10 ft)	\$ 250	\$ 1,299	\$ 1,199		
						▪ Branded Pop-Up Tent with hardward and rolling bag (10 ft x 10 ft Full Wall 113 in. x 78 in.)	\$ 500	\$ 1,499	\$ 1,449		
						▪ Retractable banner (Simple) with deluxe base (33 in. w x 80 in. h)	\$ 250	\$ 249	\$ 229		
						▪ Retractable banner (High Concept) with deluxe base (33 in. w x 80 in. h)	\$ 650	\$ 189	\$ 169		
						▪ Table Cover (6 ft) incl. Layout, Setup, Digital Proof	\$ 125	\$ 169	\$ 159		
						▪ Feather Angled Flag (14 ft) incl. Layout, Setup, Digital Proof	\$ 125	\$ 396	\$ 379		
						▪ Full-Color Step and Repeat with hardware (8 ft x 10 ft) incl. Design, Setup, Digital Proof	\$ 250	\$ 399	\$ 379		
▪ Poster 18x24 (9mil Gloss / Matte Paper)	\$ 300	\$ 25	\$ 20								
10.	NTS Communications	Design	School	Campus Beautification: Wall and Door Graphics, Banners, Signage <u>Note:</u> Original layout and designs including branding, school colors, custom graphics, royalty free photography and student photography <u>*Prep Work includes:</u> Wall/Door Wipe, Scrape, Pressure Wash <u>**Advance Prep Work includes:</u> Wall/Door Patch, Smooth, Primer	Design Rate	Indoor Wall/Door Print and Install	Outdoor Wall/Door Print and Install	Prep Work*	Advance Prep Work**		
					WALL GRAPHIC (Smooth)						
					▪ Custom Wall Graphic - Small (8.5 ft x 8.5 ft/ 73 sq ft)	\$ 750	\$ 730	\$ 803	\$ 150	\$250 - \$500	
					▪ Custom Wall Graphic - Medium (8.5 ft x 20 ft/ 170 sq ft)	\$ 1,500	\$ 1,700	\$ 1,870	\$ 255	\$500 - \$1,000	
					▪ Custom Wall Graphic - Large (8.5 ft x 35 ft/ 298 sq ft)	\$ 2,500	\$ 2,980	\$ 3,278	\$ 447	\$950 - \$1,800	
					▪ Custom Wall Graphic - Jumbo (8.5 ft x 50 ft/ 425 sq ft)	\$ 3,500	\$ 4,250	\$ 4,675	\$ 545	\$1,100 - \$2,300	
					WALL GRAPHIC (Textured)						
					▪ Custom Wall Graphic - Small (8.5 ft x 8.5 ft/ 73 sq ft)	\$ 750	\$ 803	\$ 876	\$ 150	\$250 - \$500	
					▪ Custom Wall Graphic - Medium (8.5 ft x 20 ft/ 170 sq ft)	\$ 1,500	\$ 1,870	\$ 2,040	\$ 255	\$500 - \$1,000	
					▪ Custom Wall Graphic - Large (8.5 ft x 35 ft/ 298 sq ft)	\$ 2,500	\$ 3,278	\$ 3,576	\$ 447	\$950 - \$1,800	
					▪ Custom Wall Graphic - Jumbo (8.5 ft x 50 ft/ 425 sq ft)	\$ 3,500	\$ 4,675	\$ 5,100	\$ 545	\$1,100 - \$2,300	
					DOOR GRAPHIC (Per Side - Single or Double Doors)						
					▪ Branded Single Door Wrap Template (One-Time Fee)	\$ 250					
					▪ Branded Single Door Wrap/One-sided (36 in. w x 82 in. h/ 21 sq ft) incl. Copy changes, Digital proof, Qty 1-10	\$ 85	\$ 210	\$ 231			
▪ Branded Single Door Wrap/One-sided (36 in. w x 82 in. h/ 21 sq ft) incl. Copy changes, Digital proof, Qty 11+	\$ 65	\$ 200	\$ 210								
▪ Branded Double Door Wrap Template (One-Time Fee)	\$ 350										
▪ Branded Double Door Wrap/One-sided (72 in. w x 82 in. h/ 42 sq ft) incl. Copy changes, Digital proof, Qty 1-10	\$ 145	\$ 420	\$ 462								
▪ Branded Single Door Wrap/One-sided (72 in. w x 82 in. h / 42 sq ft) incl. Copy changes, Digital proof, Qty 11+	\$ 135	\$ 378	\$ 420								

NTS Communications

Contract No. C6784

Price List

Contract No.	Item No.	Vendor	Category	Level	Service	Description of Services	Price			
							Design Rate	Print Only	Installation Only	Rental Rate
C6784	10. (Cont.)	NTS Communications	Design	School	<p>Note: Original layout and designs including branding, school colors, custom graphics, royalty free photography and student photography</p>	<p>BRANDED FENCE MESH BANNERS (PRIVACY, ADVERTISING)</p> <ul style="list-style-type: none"> ▪ Fence Mesh - Privacy - Small (7 ft x 7 ft/ 49 sq ft) \$ 250 \$ 245 \$ 100 ▪ Fence Mesh - Privacy - Medium (7 ft x 25 ft/ 175 sq ft) \$ 500 \$ 630 \$ 200 ▪ Fence Mesh - Privacy - Large (7 ft x 50 ft/ 350 sq ft) \$ 750 \$ 1,225 \$ 525 ▪ Fence Mesh - Privacy - Jumbo (7 ft x 100-150 ft/ 700-1,050 sq ft) \$ 1,000 \$ 2,450 \$ 850 ▪ Vinyl Banner Small (3 ft x 5 ft/ 15 sq ft) \$ 250 \$ 60 \$ 40 ▪ Vinyl Banner Small (5 ft x 10 ft/ 50 sq ft) \$ 250 \$ 200 \$ 50 ▪ Ridgid Signage - Small (5 in x 7 in) \$ 30 \$ 19 \$ 40 ▪ Ridgid Signage - Medium (12 in x 18 in) \$ 65 \$ 24 \$ 40 ▪ Ridgid Signage - Large (24-36 in x 36-60 in) \$ 120 \$ 149 \$ 50 				
						<ul style="list-style-type: none"> ▪ Manlift Daily Rental (Scissor, Articulate or Straight Boom Lift) 				\$1,300 - \$1,700

NTS Communications

Contract No. C6784

Price List

Contract No.	Item No.	Vendor	Category	Level	Service	Itemized List of of Goods/Services	Price								
							Design Rate	Front or Back Graphic Only Full Color	Front and Back Graphic Full Color	Front or Back Graphic Only 1-2 Colors	Front and Back Graphic 1-2 Colors	Front or Back Graphic Only 3-4 Colors	Front and Back Graphic Only 3-4 Colors	Additional Imprint (1-2)	
C6784	11.	NTS Communications	Marketing	School	School Spirit Apparel and Online Student Store Service and Fulfillment Imprints must be 3-11 in. x 3-11 in.	<ul style="list-style-type: none"> ▪ Original Design - T-shirt 	\$ 300								
						<ul style="list-style-type: none"> ▪ Repurpose Original Design - Any apparel item (Layout, Setup, Digital Proof) 	\$ 75								
						<ul style="list-style-type: none"> ▪ Vectorize Original Logo for Production 	\$ 65							\$1.75 - \$2.75	
						<ul style="list-style-type: none"> ▪ Color Screens (One Time Fee/Storage) 				\$45 - \$95	\$90 - \$190	\$135 - \$180	\$180 - \$270	\$45 - \$95	
						CASUAL WEAR (Min. Order 36)									
						<ul style="list-style-type: none"> ▪ Unisex T-Shirt 100% Soft Cotton (Light) S-XL, 2XL + \$1.50, 3XL + \$2.00 	\$ 15	\$ 18	\$10 - \$12	\$11.50 - \$13.50	\$12.50 - \$14.50			\$1.75 - \$2.75	
						<ul style="list-style-type: none"> ▪ Unisex T-Shirt 100% Soft Cotton (Dark) S-XL, 2XL + \$1.50, 3XL + \$2.00 	\$ 15	\$ 18	\$11 - \$13	\$12.50 - \$14.50	\$13.50 - \$15.50	\$15.50 - \$17.50		\$1.75 - \$2.75	
						<ul style="list-style-type: none"> ▪ Hoodie (Light or Dark Garment) 	\$ 25	\$ 28	\$21 - \$22	\$22 - \$23	\$22 - \$25	\$24 - \$27		\$1.75 - \$2.75	
						<ul style="list-style-type: none"> ▪ Hoodie with zipper (Light or Dark) 	\$ 25	\$ 28	\$20 - \$23	\$21 - \$24	\$23 - \$26	\$25 - \$28		\$1.75 - \$2.75	
						<ul style="list-style-type: none"> ▪ Crewneck Sweater (Light or Dark) 	\$ 21	\$ 25	\$18.50 - \$20.50	\$19.50 - \$21.50	\$21.50 - \$24	\$22.50 - \$24.50		\$1.75 - \$2.75	
						ACTIVE WEAR - PE/SPORTS (Min. Order 36)									
						<ul style="list-style-type: none"> ▪ Unisex T-Shirt 100% Heavy Cotton (Light) S-XL, 2XL + \$1.50, 3XL + \$2.00 	\$ 15	\$ 18	\$10 - \$12	\$11.50 - \$13.50	\$12.50 - \$14.50	\$14.50 - \$16.50		\$1.75 - \$2.75	
						<ul style="list-style-type: none"> ▪ Unisex T-Shirt 100% Heavy Cotton (Dark) S-XL, 2XL + \$1.50, 3XL + \$2.00 	\$ 15	\$ 18	\$11 - \$13	\$12.50 - \$14.50	\$13.50 - \$15.50	\$15.50 - \$17.50		\$1.75 - \$2.75	
						<ul style="list-style-type: none"> ▪ Adult Shorts - 100% Cotton 	\$ 15		\$15 - \$17						
						<ul style="list-style-type: none"> ▪ Adult Shorts - 100% Polyester 	\$ 13		\$13 - \$15						
					Online Student Store Fulfillment Service <ul style="list-style-type: none"> ▪ Website Development <ul style="list-style-type: none"> → Design and Development → Monthly Maintenance ▪ Product Design, Sourcing and Production <ul style="list-style-type: none"> → Initial Product Design → Sourcing and Production Setup *Includes color screens and storage → Prototype Samples and Initial Merchandise Batch *First batch of merchandise for launch ▪ Fulfillment Management <ul style="list-style-type: none"> → Inventory Management → Storage *Storage per school site: 12ft x 8 ft x 2.5 ft (240 cubic feet) → Shipping and Handling ▪ Marketing and Promotion <ul style="list-style-type: none"> → Marketing Plan and Advertising Materials *Includes printed flyers, posters, lobby cards, and banner stands for school sites *Online and digital assets: newsletter and social media graphics ▪ Financial Overview ✓ Total Estimated Cost ✓ One-Time Onboarding Fee: \$7,500 ✓ Monthly Fee: \$500 										

Schoolmint
Contract No. C6781
Price List

Contract No.	Item No.	Vendor	Category	Level	Product/Service	Description	Itemized Goods/Services	Price		
								Unit	Qty	Cost
C6781	1.	Schoolmint	Marketing	School	School Enrollment Boost Package	For schools who are struggling with core awareness or who need to rapidly attract students, the School Enrollment Boost package allows them to leverage the power of social media advertising to quickly attract students and provides for 3 months of paid advertising.	<ul style="list-style-type: none"> ▪ 3 Months of Paid Social Media Advertising ▪ 3 Enrollment Coaching Sessions ▪ Training Portal for Recorded Project Sessions 	Each	1	\$ 4,500
	2.	Schoolmint	Consultation	School	School Empowerment Package	For schools who are beginning to focus on enrollment, this package provides a set of services designed to help schools quickly identify why their enrollment is struggling and a number of tools to quickly increase enrollment.	<ul style="list-style-type: none"> ▪ Marketing Assessment & Recommendations ▪ Customer Service Audit ▪ Review Builder ▪ Citation Builder ▪ Social Media Cover & Profile Assets ▪ Logo Refresh ▪ Value Proposition Creation ▪ Brand Board ▪ 4 Pieces of Collateral (Assets) ▪ 12 Enrollment Coaching Sessions ▪ Training Portal for Recorded Project Sessions 	Each	1	\$ 4,500
	3.	Schoolmint	Marketing	School	Complete Enrollment Package	For schools who are looking for a comprehensive and permanent solution to their enrollment challenges, the Complete Enrollment Package combines the tools and diagnostics of the Empowerment package, with the 3 months of advertising of the Enrollment Boost Package.	<ul style="list-style-type: none"> ▪ 3 Months of Paid Social Media Advertising ▪ Marketing Assessment & Recommendations ▪ Customer Service Audit ▪ Review Builder ▪ Citation Builder ▪ Social Media Cover & Profile Assets ▪ Logo Refresh ▪ Value Proposition Creation ▪ Brand Board ▪ 4 Pieces of Collateral (Assets) ▪ 12 Enrollment Coaching Sessions ▪ Training Portal for Recorded Project Sessions 	Each	1	\$ 8,500
	4.	Schoolmint	Design	School	School Digital Identity Package	For schools who need a refresh of their visual identity, the Digital Identity Package provides a fresh visual identity for the school	<ul style="list-style-type: none"> ▪ Logo Refresh ▪ Value Proposition Creation ▪ Brand Board ▪ 4 Pieces of Collateral (Assets) ▪ 1 Enrollment Coaching Session ▪ Training Portal for Recorded Project Sessions 	Each	1	\$ 1,500
	5.	Schoolmint	Program Management	District	Bootcamp Training	An intensive 4-hour in-person training session for up to 50 individuals, focusing on effective student recruitment strategies and best practices.		Each	1	\$ 7,500

Schoolmint
Contract No. C6781
Price List

Contract No.	Item No.	Vendor	Category	Level	Product/Service	Description	Itemized Goods/Services	Price		
								Unit	Qty	Cost
C6781	6.	Schoolmint	Program Management	District	Virtual Training	A 1-hour virtual presentation covering essential recruitment and enrollment topics, providing key insights and actionable strategies.		Hour	1	\$ 1,500
	7.	Schoolmint	Program Management	District	Asynchronous Training Portal	A custom-built, 24/7 accessible training portal for LAUSD staff, offering a comprehensive library of training materials and resources for continuous professional development.		Year	1	\$ 20,000
	8.	Schoolmint	Marketing	District	Digital Advertising Pre-K Campaign	Advertising campaign targeting PreK and TK enrollment, supported by virtual recruiters for personalized follow-up and application assistance.	<ul style="list-style-type: none"> ▪ 12 Months of Paid Social Media Advertising ▪ Advertising Spend Focused on Peak Recruitment Season ▪ Virtual Recruiter Services to Assist with Lead Follow-Up 	Year	1	\$ 50,000
	9.	Schoolmint	Marketing	District	Digital Advertising Winback Campaign	Retargeting campaign aimed at re-enrolling students who have left the district, with virtual recruiters addressing concerns and supporting the re-enrollment process.	<ul style="list-style-type: none"> ▪ 12 Months of Paid Social Media Advertising ▪ Advertising Spend Focused on Winback Recruitment Season ▪ Virtual Recruiter Services to Assist with Lead Follow-Up 	Year	1	\$ 50,000
	10.	Schoolmint	Marketing	District	Digital Advertising Transition Grades Campaign	Advertising campaign focused on students transitioning between educational stages, with virtual recruiters providing resources and support for seamless transitions.	<ul style="list-style-type: none"> ▪ 12 Months of Paid Social Media Advertising ▪ Advertising Spend Focused on Transition Grade Recruitment Season ▪ Virtual Recruiter Services to Assist with Lead Follow-Up 	Year	1	\$ 50,000
	11.	Schoolmint	Marketing	District	Digital Advertising Pilot Program	3-month trial of any of the specialized campaigns (PreK, Winback, Transition Grades) to evaluate effectiveness and inform long-term decisions.	<ul style="list-style-type: none"> ▪ 3 Months of Paid Social Media Advertising ▪ Virtual Recruiter Services to Assist with Lead Follow-Up 	Each	1	\$ 10,000

VMA Communications

Contract No. C6782

Price List

Contract No.	Item No.	Vendor	Category	Level	Service	Description	Details - Goods/Services	Price
C6782	1.	VMA Communications	Marketing	School	Social media campaigns and outreach	Enrollment Social Media Campaign (4 months)	Create up to 12 social media posts (3 per month) using existing photography provided by the school and/or graphics created by VMA. Each post boosted to appropriate enrollment area.	\$ 4,500
	2.	VMA Communications	Marketing	School	Mailing campaigns	Enrollment Postcard	One 6" x 11" full-color, double-sided postcard using existing photography supplied by school or District, mailed to up to 5,000 households. (Translation and postage not included.)	\$ 4,500
	3.	VMA Communications	Marketing	School	Mailing campaigns	Enrollment Postcard	Reprint and mail 5,000 additional postcards (Does not include new content/design, translation, or postage.)	\$ 2,280
	4.	VMA Communications	Marketing	School	Photography	On-site Event or Stock Photo Session	½ day event or stock-image photography on-site at one school. Provide up to 75 digital photo files with retouching.	\$ 2,000
	5.	VMA Communications	Design	School	Graphic design for print and digital	Graphic Design for Specific Projects	Postcard – up to 6" x 11" double-sided – design services only. Content and photos provided by school. Print-ready and digital files provided to school/District.	\$ 1,600
	6.	VMA Communications	Design	School	Graphic design for print and digital	Graphic Design for Specific Projects	Flyer – 8.5" x 11" double-sided – design services only. Content and photos provided by school. Print-ready and digital files provided to school/District. (Does not include printing or translation.)	\$ 1,700
	7.	VMA Communications	Design	School	Graphic design for print and digital	Graphic Design for Specific Projects	Newsletter – 8.5" x 11", 8 pages – design services only. Design-ready content and photos provided by school. Print-ready and digital file provided to school/District. (Does not include printing or translation.)	\$ 6,500
	8.	VMA Communications	Design	School	Video Production	Sizzle Reel Video – up to 2 minutes	Sizzle reel video up to 2 minutes in length, highlighting a school or event; Includes 1 day videography, up to 3 brief informal (stand-up) interviews. Includes stock music, titles, and subtitles. (Does not include translation.)	\$ 6,500
	9.	VMA Communications	Design	School	Flyers	8.5 x 11 Flyer – Content Creation, Design, and Print	8.5" x 11" full-color, double-sided flyer. Includes content development, graphic design, uses existing photography from school or District. Print up to 2,500. (Does not include translation.)	\$ 3,790
	10.	VMA Communications	Design	School	Flyers	8.5 x 11 Flyer – Content Creation, Design, and Print	Reprint and mail 500 additional flyers, folded into envelopes (Does not include new content/design or translation.)	\$ 1,125

VMA Communications

Contract No. C6782

Price List

Contract No.	Item No.	Vendor	Category	Level	Service	Description	Details - Goods/Services	Price
C6782	11.	VMA Communications	Marketing	School	Banners	Banner Design	One, up to 8' x 4' vinyl banner, single sided, with grommets. Includes content development, graphic design, and printing. (Does not include translation.)	\$ 1,270
	12.	VMA Communications	Marketing	School	Banners	Banner Design	Reprint of one up to 8' x 4' vinyl banner, includes delivery. (Does not include new content/design or translation).	\$ 250
	13.	VMA Communications	Marketing	School	Banners	Banner Design	Top Graduate Light-pole Banners. Project management and design of up to 50 - 24"x65" banners. School/District to provide high resolution senior photos and student information. (Does not include printing/installation or translation.)	\$ 5,615
	14.	VMA Communications	Marketing	School	Posters	11" x 17" Poster Design and Printing	One 11" x 17" full-color, one-sided poster. Includes content development, graphic design, printing of up to 12 posters on high-quality, glossy paper. (Does not include translation.)	\$ 1,476
	15.	VMA Communications	Marketing	School	Posters	11" x 17" Poster Design and Printing	Reprint of one, 11" x 17" poster – 12 copies, high-quality, glossy paper. (Does not include new content/design.)	\$ 216
	16.	VMA Communications	Engagement/ Outreach	School	Community Events and Activities	Celebration Event – up to 100 attendees	Celebration event services; includes event planning, invitations, talking points, media advisory and coordination, on-site event coordination and support, event photography, post-event press release. (Does not include location fees, translation, A/V services, rentals, food, translation, invite print and mail, or other hard costs.)	\$ 5,500