

School Photographic Services Fact Sheet:

Strawbridge Studios, Inc., Contract # SS 32-11smc

Serving Elementary and Middle Schools, only

| | | | |
|---|---|---|--|
| Contractor | <p align="center">Strawbridge Studios, Incorporated PO Box 3005 Durham, NC 27115-3005 800-326-9080 FAX 919-286-7185</p> | | |
| Contact Information | <table border="0"> <tr> <td data-bbox="397 609 828 735"> Mr. Fred Newlan, Division Manager Cell: 301-661-2449 fnewlan@strawbridge.net fnewlan301@earthlink.net </td> <td data-bbox="1088 609 1453 703" style="text-align: right;"> Lemley Studios Division 6109 Marlin Lane Temple Hills, MD 20748-2813 </td> </tr> </table> | Mr. Fred Newlan, Division Manager Cell: 301-661-2449 fnewlan@strawbridge.net fnewlan301@earthlink.net | Lemley Studios Division 6109 Marlin Lane Temple Hills, MD 20748-2813 |
| Mr. Fred Newlan, Division Manager Cell: 301-661-2449 fnewlan@strawbridge.net fnewlan301@earthlink.net | Lemley Studios Division 6109 Marlin Lane Temple Hills, MD 20748-2813 | | |
| Pricing, commission, complimentary items: | See contract | | |
| Contract Term: | March 5, 2015 – March 4, 2016 – no remaining renewals | | |
| Principal's Choice: | Renewal occurs during January & February of each year, select from the four awarded Contractors, complete the attached one-page form, and return a copy to Procurement for the contract file. Contractors may only contact schools during January and February to solicit business for the following school year; Principals/School authorized personnel may contact Contractors outside of this sixty-day period to select for the next school year, if they prefer. | | |
| Contract Deliverables: | <ul style="list-style-type: none"> • Proofs posted on Strawbridge's password-protected website if desired • All students & staff photographed for yearbook/file photo purposes regardless of order • Delivery usually within 14-20 days, at most 30 days; refunds within 30 days • Full accounting of sales and commission provided • No school staff required for sessions; if 2 volunteers to assist, they get complimentary picture package • Staff members receive complimentary picture | | |
| Elementary Schools | <ul style="list-style-type: none"> • 2 Photographers per session • 2 CD's provided, CD-ROM for Admin if desired (More CD's at no charge if required) • 2 sticky-back photos, every student, for files (More photos at no charge if required) | | |
| Middle Schools | <ul style="list-style-type: none"> • 2-4 Photographers per session • Up to 3 candid photo days, 1 night, for club/other photos • 2 CD's provided, CD-ROM for Admin if desired (More CD's at no charge if required) • 2 sticky-back photos, every student, for files (More photos at no charge if required) • 1 color ID card for each student and staff member • Special CD to reproduce ID cards if needed | | |
| School/Principal Responsibilities: | <ul style="list-style-type: none"> • Provide any applicable dress codes to Contractor • Provide any school-desired limitation to number of students in Middle School "Buddy Photos" • Meet with Contractor to discuss and verify scheduling for all photo sessions, special events, club photos, sports photos, or any other requirements • Complete the attached form and return it to Procurement to verify what Contractors are used each school year; you should not have to sign any other agreements, but if you are asked to, those agreements must reference Contract# SS 32-11smc as the ruling document and can be reviewed by Procurement at your request • Contact Procurement with any additions made to the contract, to add via official contract modification so that all schools are aware of new options • Contact Procurement in writing to report any serious violations or breach of contract, or if any contract interpretation/clarification is needed | | |

**FAUQUIER COUNTY GOVERNMENT AND PUBLIC SCHOOLS
PROCUREMENT DIVISION**

320 Hospital Drive, Suite 23
Warrenton, Virginia 20186

Phone: (540) 422-8348 Fax: (540) 422-8355

susan.monaco@faquiercounty.gov

March 4, 2015

Strawbridge Studios, Incorporated
Attn: Mr. Fred Newlan, Div. Manager
3616 Hillsborough Road
Durham NC 27705

RE: Contract # SS 32-11smc, School Photographic Services

Dear Mr. Newlan:

Fauquier County Government and Public Schools wishes to exercise its option to renew the above referenced contract for the final one year period; the period of the renewal will be from **March 5, 2015 through March 4, 2016.**

It is understood and agreed that all terms, conditions, modifications and prices remain the same during the contract renewal period.

If this renewal is agreeable with your firm, please sign this letter in the space provided below and return it to this office within three (3) days. A fully executed copy will be returned to you.

Thank you for your continuing service to Fauquier County Government and Public Schools.

Sincerely,

Susan R. Monaco, CPPO, CPPB
Procurement Manager

Strawbridge Studios Incorporated

By: Fred Newlan

Title: Division Manager

Date: March 5, 2015

Fauquier County Gov't/Public Schools

By: Susan R. Monaco
Susan R. Monaco, CPPO, CPPB

Title: Procurement Manager

Date: 3-6-2015

FAUQUIER COUNTY SCHOOL BOARD,
a political subdivision of the Commonwealth of Virginia
Contract # SS 32-11smc, Photographic Services

This Agreement is made and entered into this 4th day of March 2011, by the Fauquier County School Board, a political subdivision of the Commonwealth of Virginia (hereinafter referred to as "Owner") and, **Strawbridge Studios, Incorporated**, located at **3616 Hillsborough Rd., Durham, NC, 27705**, hereinafter referred to as "Contractor".

WITNESSETH that the Contractor and the Owner, in consideration of the mutual covenants, promises and agreements herein contained, agree as follows:

SCOPE OF SERVICES: The Contractor shall provide Photographic Services for Fauquier County Elementary and Middle Schools as set forth in the Contract Documents.

COMPENSATION: The Owner will pay and the Contractor will accept in full consideration for the performance during the contract term, the fees attached hereto.

CONTRACT PERIOD: March 4, 2011 through March 4, 2014, with two (2) additional one-year renewal terms as mutually agreed upon by both parties. Contractor may only solicit annual renewals with each school during the sixty-day period prior to March, in January and February, unless approached directly by any given school.

The contract documents shall consist of and are listed in order of priority:

- (1) This signed form;
- (2) RFP# 32-11sm, dated December 17, 2010;
- (3) The Contractor's four (4) page response dated February 26, 2011, in response to final e-mail clarification dated February 25, 2011; Contractor's three (3) page response provided February 16, 2011 to questions for interview on February 17, 2011; and Contractor's proposal dated January 27, 2011, all of which documents are incorporated herein.

IN WITNESS WHEREOF, the parties have caused this Contract to be duly executed intending to be bound thereby.

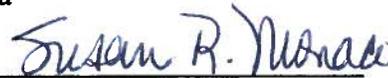
Strawbridge Studios Incorporated

By: 

Title: Division Manager

Date: March 9, 2011

Fauquier County School Board,
a political subdivision of the Commonwealth of
Virginia

By: 
Susan R. Monaco, CPPB

Title: Procurement Manager

Date: 3/10/2011

Fall Pre-Pay Picture Packages and Prices from Strawbridge Studios For Elementary Schools

School's commission is 50% of Total Sales. All members of the school's staff get free picture packages. School also gets other free services and materials as mentioned in our proposal including free cameras, posters, record pictures, CDs, etc.

| PP12-40 | | Program #754 | |
|---|--|---|--|
| PACKAGE A \$40.00 2 – 8×10 Portraits 2 – 5×7 Portraits 4 – 3×5 Portraits 8 – Billfolds 16 – Exchange A+ Bonus Add-on \$45.00 3 – Bookmarks 4 – Friendship Wallets | C+ Bonus Add-on \$35.00 3 – Bookmarks 4 – Friendship Wallets | F+ Bonus Add-on \$17.00 3 – Bookmarks 4 – Friendship Wallets | |
| PACKAGE B \$35.00 1 – 8×10 Portrait 2 – 5×7 Portraits 4 – 3×5 Portraits 8 – Billfolds 16 – Exchange B+ Bonus Add-on \$40.00 3 – Bookmarks 4 – Friendship Wallets | PACKAGE D \$24.00 1 – 5×7 Portrait 4 – 3×5 Portraits 4 – Billfolds 16 – Exchange D+ Bonus Add-on \$29.00 3 – Bookmarks 4 – Friendship Wallets | PACKAGE P (Bonus w/ Pkg) . . . \$5.00 3 – Bookmarks 4 – Friendship Wallets | PACKAGE Y \$10.00 1 – Photo Calendar |
| PACKAGE C \$30.00 2 – 5×7 Portraits 4 – 3×5 Portraits 8 – Billfolds 16 – Exchange | PACKAGE E \$18.00 1 – 5×7 Portrait 4 – Billfolds 16 – Exchange E+ Bonus Add-on \$23.00 3 – Bookmarks 4 – Friendship Wallets | PACKAGE Z \$15.00 2 – Photo Calendar | UPGRADES 1-3 \$6.00 Graphic Border 1 – Classic Graphic Border 2 – Doodles Graphic Border 3 – Cool Blue |
| | PACKAGE F \$12.00 2 – 3×5 Portraits 8 – Exchange | UPGRADE 4 \$7.00 Name & Year on Prints | UPGRADE 7 \$10.00 Retouching for Blemishes |

This is a sample of the Special Coupon given to all students. It allows the students to get their name and school year put on their picture for free when a Package A or a Package A+ is purchased. This free upgrade #4 is a \$7.00 value.

Dear Parents and Students:

We're bringing the studio to your child's school! These portraits will last a lifetime, so choose attire that best reflects your child (solid colors or simple patterns are best).

A Professional Photographer will be sent to your school on:

Portraits will be taken on a prepay plan; this allows you to have several packages from which to choose. For your convenience, an order envelope will be sent home prior to the photographic date. Please fill in your package choice and return each child's payment in his or her own envelope. This is a fundraiser for your school. Your school receives a percentage of each package price.

Las fotos seran tomadas en el programa pago por adelantado, esto le permite a usted tener diferentes paquetes de donde seleccionar. Para su conveniencia, un sobre para ordenar sera enviado a su casa con anterioridad de la fecha que seran tomadas las fotos. Por favor marque el paquete que selecciono y envie el pago de cada niño en su propio sobre. Esta es una forma de recaudar fondos para su escuela. Su escuela recibe un porcentaje por el precio de cada paquete.

THE FOLLOWING PACKAGES WILL BE AVAILABLE

| | | | | | | |
|----------|--|--|---|-----------|----------------------------------|---------------------|
| A | 2-8x10 Portraits 2-8x7 Portraits 4-3x2s 8-2x2s 10-Exchange | | ONLY \$40.00 YOUR BEST VALUE! | A+ | 2-8x10s 4-8x6s 10-Exchange | ONLY \$45.00 |
| B | 1-8x10 Portrait 2-8x7 Portraits 4-3x2s 8-2x2s 10-Exchange | | ONLY \$35.00 | B+ | 2-8x10s 4-8x6s 10-Exchange | ONLY \$40.00 |
| C | 2-8x7 Portraits 4-3x2s 8-2x2s 10-Exchange | | ONLY \$30.00 | C+ | 2-8x10s 4-8x6s 10-Exchange | ONLY \$35.00 |
| D | 1-8x7 Portrait 4-3x2s 8-2x2s 10-Exchange | | ONLY \$24.00 | D+ | 2-8x10s 4-8x6s 10-Exchange | ONLY \$28.00 |
| E | 1-8x7 Portrait 4-3x2s 10-Exchange | | ONLY \$18.00 | E+ | 2-8x10s 4-8x6s 10-Exchange | ONLY \$23.00 |
| F | 2-3x2s 8-Exchange | | ONLY \$12.00 | F+ | 2-8x10s 4-8x6s 10-Exchange | ONLY \$17.00 |

Add an Upgrade or Option.
Upgrades available only with purchase of above packages.
Solamente con la compra del paquete puede comprar las opciones.

Strawbridge Studios, Inc., uses recyclable materials. Be responsible; please recycle.

Add the **BONUS** to any Package for **ONLY \$5 more!**

| | | | | | | |
|--|--|--|---|---|--|--|
| Upgrade 1 Circle Portrait ONLY \$6.00 | Upgrade 2 Headshot Portrait ONLY \$6.00 | Upgrade 3 Small Size Portrait ONLY \$6.00 | Upgrade 4 Name & Year on Prints Portrait ONLY \$7.00 | Upgrade 7 Retouching Portrait ONLY \$10.00 | Option 1 1- Photo Collage ONLY \$10.00 | Option 2 2- Photo Collage ONLY \$15.00 |
| | | | | | | |

RETOUCHING INCLUDES BLEMISHES. BRACES ARE NOT INCLUDED.

Name and Year on Prints free* with the purchase of a package (A) or (A+).

1. Clip this coupon and include it with your payment.
2. Mark Upgrade 4 and write your child's name in the yellow box on the order envelope.

BONUS

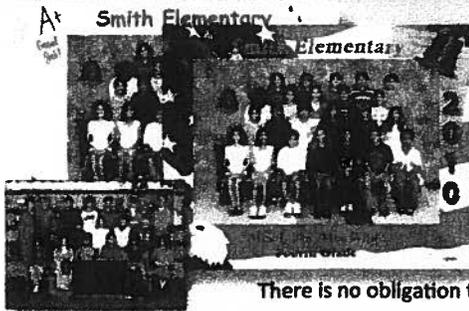
A \$7.00 VALUE!



Class Group Pictures from Strawbridge Studios For Elementary Schools

Our 8 x 10 size, full color class group picture with fancy borders and graphics cost \$10.00 for the student's parents to buy. The school's commission is \$3.00 per picture sold. All classroom teachers and assistant teachers get a free 8 x 10 size class group picture. The school's office gets a free album of all the class group pictures.

Classroom Group Pictures



Fotos de Grupo

Dear Parent:

There's no better way for your child to remember their classmates than a beautiful color classroom group picture. A professional photographer will be here to photograph each homeroom class. Please enclose payment for classroom group pictures only, use one envelope per child. You will receive a separate envelope for individual student portraits.

Thursday, Jueves 2/3/11

\$10.00

Photo Date

Price per Photo

There is no obligation to purchase pictures; however, the school does retain a commission on all sales.

**Please enclose the exact amount. Change cannot be made by the school or photographer. Please make checks payable to Strawbridge Studios, Inc.
Adjunte la suma exacta. Ni la escuela ni el fotógrafo podrán proporcionar cambio. Favor de hacer todos los cheques pagables a Strawbridge Studios, Inc.**

| | | | |
|------------------------------|---------------------------|--|--|
| School (Escuela): | Teacher (Maestro): | Qty. (Cantidad): | |
| Student (Estudiante): | Grade (Grado): | Total Payment (Total Incluido): | |

**Return envelopes with payment on or before picture day. SORRY, NO LATE ORDERS CAN BE ACCEPTED.
Regrese sobres con el pago antes o el día que se tomen las fotos. LO SENTIMOS, PERO NO SERAN ACEPTADAS ORDENES QUE SEAN ENVIADAS DESPUES.**

E4610-0910

Spring Speculations Picture Packages and Prices from Strawbridge Studios

With Three Posed Taken of Each Students For Elementary Schools

School's commission is 50% of Total Sales or \$3.50 per student whichever is the most. School also gets other free services and materials as mentioned in our proposal including free cameras, posters, record pictures, CDs, etc. When the student's parents buy all six (6) sheets of the pictures in the packages they get the 3 pose montage picture sheet for free. There are a total of seven (7) sheets of pictures in the picture package, but the parents get all seven (7) when they pay just for six (6) of them.

3312 Spec-\$45

Program #187

| | | |
|--|--|--|
| ENTIRE PACKAGE (3 POSES).. \$45.00 1 - 8x10 Portrait (per pose) 1 - 5x7 Portrait (per pose) 4 - Billfolds (per pose) 1 - 3 - Pose Montage | 5 - SHEET PACKAGE \$39.00 4 - SHEET PACKAGE \$33.00 3 - SHEET PACKAGE \$27.00 | 2 - SHEET PACKAGE \$21.00 SINGLE - SHEET PACKAGE . . . \$14.00 3 - POSE MONTAGE \$24.00 |
|--|--|--|

Fall Picture Packages and Prices From Strawbridge Studios For Middle Schools

School School's commission is 50% of Total Sales. All members of the school's staff get free picture packages. School also gets other free services and materials as mentioned in our proposal including free cameras, posters, record pictures, CDs, etc.

PP12-40

Program #754

| | | |
|---|--|--|
| PACKAGE A \$40.00 2 – 8×10 Portraits 2 – 5×7 Portraits 4 – 3×5 Portraits 8 – Billfolds 16 – Exchange A+ Bonus Add-on \$45.00 3 – Bookmarks 4 – Friendship Wallets | C+ Bonus Add-on \$35.00 3 – Bookmarks 4 – Friendship Wallets | F+ Bonus Add-on \$17.00 3 – Bookmarks 4 – Friendship Wallets |
| PACKAGE B \$35.00 1 – 8×10 Portrait 2 – 5×7 Portraits 4 – 3×5 Portraits 8 – Billfolds 16 – Exchange B+ Bonus Add-on \$40.00 3 – Bookmarks 4 – Friendship Wallets | PACKAGE D \$24.00 1 – 5×7 Portrait 4 – 3×5 Portraits 4 – Billfolds 16 – Exchange D+ Bonus Add-on \$29.00 3 – Bookmarks 4 – Friendship Wallets | PACKAGE P (Bonus w/ Pkg) . . . \$5.00 3 – Bookmarks 4 – Friendship Wallets PACKAGE Y \$10.00 1 – Photo Calendar |
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| | PACKAGE F \$12.00 2 – 3×5 Portraits 8 – Exchange | |

Spring Picture Packages and Prices From Strawbridge Studios For Middle Schools

School School's commission is 50% of Total Sales. All members of the school's staff get free picture packages. School also gets other free services and materials as mentioned in our proposal including free cameras, posters, record pictures, CDs, etc.

FBPP12-40

Program #760

| | | |
|--|---|--|
| PACKAGE A \$40.00 2 – 8×10 Portraits 2 – 5×7 Portraits 4 – 3×5 Portraits 8 – Billfolds 16 – Exchange A+ Bonus Add-on \$50.00 1 – Montage (2-Pose) | C+ Bonus Add-on \$40.00 1 – Montage (2-Pose) | PACKAGE P \$10.00 1 – Spring 2-Pose Montage (w/ purchase of a package) |
| PACKAGE B \$35.00 1 – 8×10 Portrait 2 – 5×7 Portraits 4 – 3×5 Portraits 8 – Billfolds 16 – Exchange B+ Bonus Add-on \$45.00 1 – Montage (2-Pose) | PACKAGE D \$24.00 1 – 5×7 Portrait 4 – 3×5 Portraits 4 – Billfolds 16 – Exchange D+ Bonus Add-on \$34.00 1 – Montage (2-Pose) | PACKAGE W \$18.00 1 – Spring 2-Pose Montage UPGRADE 4 \$7.00 Name & Year on Prints |
| PACKAGE C \$30.00 2 – 5×7 Portraits 4 – 3×5 Portraits 8 – Billfolds 16 – Exchange | PACKAGE E \$18.00 1 – 5×7 Portrait 4 – Billfolds 16 – Exchange E+ Bonus Add-on \$28.00 1 – Montage (2-Pose) | UPGRADE 5 \$7.00 Classic Vignette on Portraits UPGRADE 7 \$10.00 Retouching for Blemishes |
| | PACKAGE F \$12.00 2 – 3×5 Portraits 8 – Exchange F+ Bonus Add-on \$22.00 1 – Montage (2-Pose) | |

Buddy Picture Packages and Prices From Strawbridge Studios For Middle Schools

School's commission is 50% of Total Sales. All members of the school's staff get free picture packages. School also gets other free services and materials as mentioned in our proposal including free cameras, posters, record pictures, CDs, etc.

Program #1

| | | | |
|---|--|--|-------------------------------|
| A | 2 - 8x10 Portraits 2 - 5x7 Portraits 4 - 3½ x5 Portraits 16 - Billfolds | | ONLY \$40⁰⁰ |
| B | 1 - 8x10 Portrait 4 - 5x7 Portraits 4 - 3½ x5 Portraits 8 - Billfolds | | ONLY \$35⁰⁰ |
| C | 4 - 5x7 Portraits 4 - 3½ x5 Portraits 8 - Billfolds | | ONLY \$30⁰⁰ |
| D | 2 - 5x7 Portraits 4 - 3½ x5 Portraits 8 - Billfolds | | ONLY \$25⁰⁰ |
| E | 2 - 5x7 Portraits 2 - 3½ x5 Portraits 4 - Billfolds | | ONLY \$20⁰⁰ |
| F | 2 - 3½ x5 Portraits 4 - Billfolds | | ONLY \$14⁰⁰ |

*See over for
program #2 →*

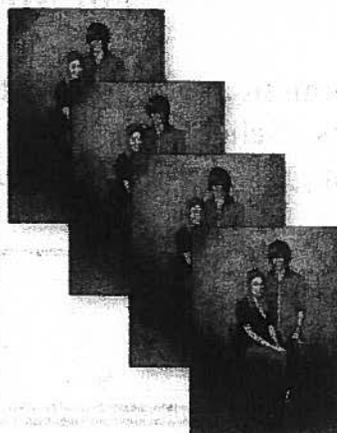
STRAWBRIDGE

STUDIOS INC.

Program #2

A

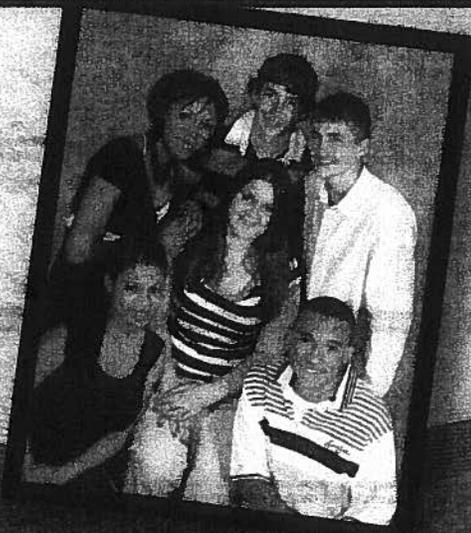
1 - 5x7
4 - Billfolds



ONLY \$10⁰⁰

\$10.00 per person in the group. Each person in the group MUST have an envelope containing the CORRECT CHANGE. Each person will receive the above package.

Por cada persona en el grupo \$10.00. Cada persona en el grupo DEBE traer un sobre con la CANTIDAD CORRECTA. Cada persona recibira el paquete de arriba.



Strawbridge Studios, Inc. uses recyclable materials. Be responsible please recycle.

This is a school fundraiser. Please make checks payable to Strawbridge Studios, Inc.

Esta es una forma de recaudar fondos para la escuela. Favor de hacer todos los cheques pagables a Strawbridge Studios, Inc.

Returned checks will be electronically re-presented to your account along with the state allowable fee. Your use of a check is your acceptance of this policy. Los cheques devueltos serán representados electrónicamente a su cuenta junto con el honorario permisible del estado. Su uso del cheque es su aceptación de esta política.

PLEASE DETACH, INSERT PAYMENT, AND SEAL THE ENVELOPE. THIS ENVELOPE MUST BE TURNED IN AT THE TIME PORTRAIT IS TAKEN



Buddy Picture Packages and Prices From Strawbridge Studios For Middle Schools

School's commission is 50% of Total Sales. All members of the school's staff get free picture packages. School also gets other free services and materials as mentioned in our proposal including free cameras, posters, record pictures, CDs, etc.

Sports Picture Packages and Prices From Strawbridge Studios For Middle Schools

School's commission is 25% of Total Sales. All coaches and team moms get a free 8 x 10 size team picture. School gets free 11 x 14 size pictures of each team group photograph for display in the gym lobby or halls. School also gets other free services and materials as mentioned in our proposal including free cameras, posters, record pictures, CDs, etc.

STRAWBRIDGE

studios inc.

| | | | | | |
|--|--|--|---|---|---|
| <p>1 - 5x7 Team Portrait \$9.00 Pkg. L</p> | | <p>1 - Memory Mate \$16.00 Pkg. J</p> | | | |
| <p>A</p> <ul style="list-style-type: none"> 1 - 10x18 Locker Poster 1 - 8x10 Magazine Cover 1 - 5x7 Individual 2 - 3 1/2x5 Individuals 8 - Trader Cards 2 - Bag Tags 1 - Photo Button 1 - Ball Magnet | | <p>ONLY \$46.00</p> | | | |
| <p>B</p> <ul style="list-style-type: none"> 1 - 8x10 Memory Mate 1 - 8x10 Magazine Cover 2 - 5x7 Individuals 4 - 3 1/2x5 Individuals 8 - Trader Cards | | <p>ONLY \$35.00</p> | | | |
| <p>C</p> <ul style="list-style-type: none"> 1 - 8x10 Memory Mate 1 - 5x7 Individual 2 - 3 1/2x5 Individuals 8 - Trader Cards | | <p>ONLY \$30.00</p> | | | |
| <p>D</p> <ul style="list-style-type: none"> 1 - 5x7 Team Picture 2 - 3 1/2x5 Individuals 4 - Billfolds | | <p>ONLY \$25.00</p> | | | |
| <p>E</p> <ul style="list-style-type: none"> 2 - 5x7 Individuals 1 - Ball Magnet | | <p>ONLY \$20.00</p> | | | |
| <p>F</p> <ul style="list-style-type: none"> 1 - Magazine Cover <p>\$15.00</p> | <p>G</p> <ul style="list-style-type: none"> 8 - Traders <p>8 - \$15.00 - 16 - \$25.00 24 - \$34.00</p> | <p>H</p> <ul style="list-style-type: none"> 1 - Locker Poster <p>\$20.00</p> | <p>I</p> <ul style="list-style-type: none"> 8 - Sports Tickets <p>\$15.00</p> | <p>J</p> <ul style="list-style-type: none"> 1 - Memory Mate <p>\$16.00</p> | <p>K</p> <ul style="list-style-type: none"> 1 - 8x10 Team Portrait <p>\$11.00</p> |
| <p>L</p> <ul style="list-style-type: none"> 1 - 5x7 Team Portrait <p>\$9.00</p> | <p>M</p> <ul style="list-style-type: none"> 1 - Ball Magnet <p>\$8.00</p> | <p>N</p> <ul style="list-style-type: none"> Buttons <p>1 - \$6.00 - 2 - \$10.00</p> | <p>O</p> <ul style="list-style-type: none"> 2 - Keychains <p>\$10.00</p> | | |
| <p>P</p> <ul style="list-style-type: none"> 1 - Bag Tag <p>1 - \$8.00 - 2 - \$10.00</p> | <p>Q</p> <ul style="list-style-type: none"> Traders <p>\$12.00</p> | <p>R</p> <ul style="list-style-type: none"> 1 - 5x7 & 2 - 3 1/2x5s <p>\$12.00</p> | <p>S</p> <ul style="list-style-type: none"> 4 - 3 1/2x5s <p>\$12.00</p> | <p>T</p> <ul style="list-style-type: none"> 8 - Billfolds <p>\$12.00</p> | <p>U</p> <ul style="list-style-type: none"> 1 - Magnet with name & year <p>\$15.00</p> |
| <p>V</p> <ul style="list-style-type: none"> 1 - T-Shirt with name & year <p>\$20.00</p> | <p>W</p> <ul style="list-style-type: none"> 1 - Tote Bag with name & year <p>\$20.00</p> | <p>X</p> <ul style="list-style-type: none"> 1 - Memory Mate Plaque <p>\$25.00</p> | <p>Y</p> <ul style="list-style-type: none"> 1 - Magazine Cover Plaque <p>\$25.00</p> | | |

Strawbridge Studios Inc.
Lemley Studios Division
6109 Marlin Lane, Temple Hills, MD 20148-2513
301-661-2449 (cell)

February 26, 2011

1) Clarify Buddy Pictures:

The number of students that can be photographed at one time in a Buddy Picture is limited to how many people can be arranged in front of the background without the edges of the background showing in the picture. I (*Fred Newlan, Strawbridge*) suggest to my schools that the limit be set at 8 (eight) students for both Buddy Picture Program #1 and #2.

There is not a per-student fee with Buddy Program #1 (page 48), but there is one with Program #2 (backside of page 48). Buddy Program #1 requires the purchase of one picture package (A through F) minimum by at least one student in the Buddy Picture. If additional students in the Buddy Picture also want to purchase a picture package, they may do so, but it is not required. All the students in the Buddy Picture do not have to purchase the same picture package (A through F). They may purchase any picture package from those offered.

2) Special Events Pictures:

These would be pictures of the 8th grade "graduate" coming across the stage to get a certificate or a 5th grader doing the same on moving-up day. You asked for two-fold pricing: with commission to the school and without commission should the school want to purchase the picture as a gift for the students. There are additional variations of this "graduation" picture that I will also mention.

If the school wants to sell this type of picture to interested students/parents and receive a commission, the commission on total sales would be 30% (thirty percent) for the school. The following picture packages could be offered to the parents for purchase as this is one of our standard picture programs. Each parent could pick which picture package to purchase, if they wanted to make a purchase, which is completely optional.

Package A - \$30.00
1 - 8x10 Portrait
2 - 5x7 Portraits
16 - Billfolds

Package B - \$25.00
2 - 5x7 Portraits
16 - Billfolds

Package C - \$20.00
2 - 5x7 Portraits
8 - 8 Billfolds

Package D - \$12.00
1 - 8x10 Group Picture

Please note that offering Package D, i.e. the 8x10 group picture, is optional and is the school's choice whether to offer it or not.

Should a school want to purchase a gift picture for each graduate of their walking across the stage, we can provide that for your schools. Strawbridge Studios' printing machines have some limitations. They must print a whole sheet of photographic paper at a time. A whole sheet would consist of any of the following or combination of the following:

1 - 8x10 picture
2 - 5x7 pictures
4 - 3x5 pictures
8 - Billfold pictures

Thus, we could make one 8x10 picture for the school to give to the graduate. Or, we could make any of the combinations shown above or the combinations shown below:

- 1 – 5x7 and 2 – 3x5 pictures
- 1 – 5x7 and 4 – Billfolds
- 2 – 3x5 and 4 – Billfolds

All of these seven (7) combinations listed here consist of one sheet of photographic paper. Strawbridge Studios would sell them to the schools for \$6.00 per student with no commission going to the schools. Each individual school would have to pick one sheet of pictures to give to all their students. The choice of which sheet would be the schools.

Alternative ideas for gift pictures to graduates:

- a) At least one elementary school has been giving the 5th grade “graduates” a gift picture for years. That school has been giving them an 8x10 group picture of the entire 5th grade. Strawbridge Studios could provide such a picture for the school to give to the “graduates” at \$4.00 per student with 10 (ten) free pictures for teachers and administrators. No commission would be given to the school on this \$4.00 picture.
- b) If the school really wanted to give each “graduate” a gift picture of them receiving their certificate as they crossed the stage, Fred Newlan could arrange to do the following. For a fee of \$2.00 per graduate or a minimum fee of \$200.00, whichever is the greater, Strawbridge Studios’ photographers would photograph the “graduates” coming across the stage. Those images would be burned onto a CD and given to the school. The school could take that CD to a photo lab, such as Costco, or Walmart and have 3x5 or 5x7 prints made to give to the students. I would estimate that the prints would cost the school 30 cents to \$1.50 each depending on the size and which lab was used.

Please note that none of the picture prices given under this “Special Event Picture” section include shipping the pictures to the individual students’ homes, but they do include bulk shipping of the pictures to the school. Shipping the pictures to the students’ homes can be provided at an additional cost.

Complimentary Photo Products, Limit two (2) selections per year*

* Strawbridge may consider requests for three (3) selections per year on a case-by-case, exceptional basis

Strawbridge Studios is pleased to help the schools with photo products that they need at no charge. We have been supplying an assortment of complimentary products to Fauquier County Schools for many years, including all the ones mentioned above: digital cameras, giant 4'x6' posters of students and staff in alpha order, photo wall posters, and framed staff group pictures.

One of our most popular photo wall posters is our "Read Posters". They feature pictures of teachers, administrators and students in the school reading their favorite books. These posters are 11x14 inches in size. Each one has a different person on it from the particular school receiving them. Thus, each is custom made for that school. Posters 11x14 inches in size are difficult to include in a RFP like this, but I have enclosed some samples that are 4x6 inches in size, to give you an idea of what a Read Poster looks like.

Strawbridge Studios can offer other complimentary materials to schools. They are listed below and samples of these materials are enclosed.

Certificates and Awards – We print six (6) standard certificates and awards ourselves that are given to schools that can use them. In addition, we can also give schools standard awards printed by the Hayes Publishing Company. Their brochure is enclosed which shows hundreds of different awards and certificates that we make available to schools that can use them.

Custom Certificates and Awards – We can print a custom award or certificate for any school that has a need for one. Or, we can supply the school with Hayes Publishing Company software for printing their own custom awards. If the school would like, we can supply free paper for the school to print their custom award on which already has fancy borders pre-printed on the paper. This would save the school from using a lot of their colored ink when printing their own custom awards.

Tri-fold Brochures – We can custom print a full color, public relations brochure for schools. Some schools use this as a Mission Statement brochure. The text of the brochure would be what the school wants in it. We could even take color pictures for the school to include in the brochure. Normally we print one thousand (1000) brochures at a time for the schools.

Color Stationery – We can give the school custom printed full color stationery with the school's picture and/or mascot on the stationery. The school's picture will be printed in full color. One thousand (1000) sheets of stationery will be printed and given to the school at no charge.

Complimentary Photo Products, Limit two (2) selections per year*

** Strawbridge may consider requests for three (3) selections per year on a case-by-case, exceptional basis*

Montage Poster – We can give the school a 16x20 inch montage poster that features very small portraits of all the students and staff photographed in the fall. A design can be superimposed over the students' and staff's pictures. The design can be the school's mascot, a picture of the school, an American flag or other designs of the school's choice. The students' and staff's photos will show through the design. This type of poster is very suitable for display in the school's lobby or front office.

Bookmarks – We can give the school enough bookmarks so that one can be given to each student. These bookmarks are designed to be a gift from the principal to the students and to encourage the students to read more. A good time to distribute the bookmarks would be during American Education Week, or perhaps just before the school has its annual Book Fair. A new bookmark to go with their new books; what could be better?

Point of Sales Posters for Yearbooks – Strawbridge Studios will make custom posters for the school to let the students know the yearbooks are on sale. These posters will feature a collage of the candid pictures that we take for the yearbook. The students will see their own pictures in these posters. The posters will tell the school the cost of the yearbook and where to order them.

All of the above mentioned complimentary photo products are available to the schools that have a use for them. Normally a school would pick one or two of these products to receive free each year. But if a school has a need for more we will work with them to supply what they need.