

School Photographic Services Contract Cover Sheet/Guidelines
Barksdale School Photography, Contract BSP 49-21rcc
Awarded: Middle & High Schools

Contractor	Barksdale School Portraits LLC 380 Turner Way, Aston, Pennsylvania service@barksdalephoto.com 800-220-7667	
Contact Information	<u>Middle & High Schools:</u> Wayne Barksdale wbarksdale@barksdalephoto.com	Belle Lawrence, Operations Director blawrence@barksdalephoto.com
Pricing, commission, complimentary items:	See attached contract; services may only be utilized for the school level(s) specifically awarded	
Contract Term:	December 14, 2021 – December 13, 2024, with two (2) additional one year renewal terms.	
Principal's Choice:	Renewal occurs during January & February of each year, select from the 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.	
School/Principal Responsibilities:	<ul style="list-style-type: none"> • Provide any applicable dress codes to Contractor • 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 the FCPS contract noted, 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 	

School Photographic Services Annual Sign-Up Sheet

(To be completed & sent to Procurement Division prior to school year)

Principal(s) will send this completed form to the Procurement Division each spring when contracting for the following school year. Principals or their designees may schedule photo sessions and customize them as required to best meet the needs of that particular Fauquier County Public School. However, Principals or their designees will share any substantial changes to the contract pricing or options with the Procurement Division for addition via modification, to keep all other schools within the district informed of their contract options.

(Note: E=Elementary; M=Middle; H=High School service levels)

Principals are not required to sign any additional contracts or agreements other than as noted below.

School Name:

Principal/Key Contact for Photographic Services:

Select one contractor from the list below, applicable to your school level:

School Year: _____

- ☐ Barksdale School Portraits, BSP 49-21rcc (M, H)
- ☐ Candid Color Photography, Ltd. CCP 49-21rcc (E)
- ☐ Lifetouch, LT 49-21rcc (E)
- ☐ Strawbridge Studios, SS 49-21rcc (E, M, H)
- ☐ Victor O'Neill Studios, VO 49-21rcc, (M, H)

Contractors may submit quote sheets or schedules to Principals or their appointed designees, but the Contractor may not require Principals to sign any additional contracts or agreements, other than those acknowledging the upcoming school year schedule, sessions or specific school requirements under the existing contracts; any schedule, session or specific requirement documents requiring Principal's signatures must reference the Contractor's official FCPS contract number.

Substantial changes to consider adding to the existing contract via modification (note here or, provide an attachment):

***Keep original; send copy of this form to the Procurement Division,
via e-mail (procurement@fauquiercounty.gov), fax (FAX 540-422-8355) or courier***

COMPLIMENTARY PRODUCTS AND SERVICES

Student ID cards will be provided free of charge for each student and staff. Student ID cards may include picture, first and last name, student ID#, graduation year or grade, and bar-coded for a lunchroom or library program, entrance scanning and attendance systems. A second set can be provided if requested at no charge. Pre-season cards are also provided at no charge. Any ID card requirements and requests can be fulfilled by The Barksdale Group.

We offer two types of cards:

- **Replacement ID cards:** PVC (30 mil) thick cards
- **Initial set of printed ID cards:** Teslin (30 mil) non-tear laminated cards

Visitor and/or substitute badges Twenty-five custom designed badges are offered each year for each school.

The Barksdale Group Portal: Developed by BARKSDALE, this propriety software is a powerful user-friendly system provided to school administrators for tracking student information and producing a variety of digital services. This program is loaded with student photos, any information that was provided to us in the student list, as well as ID templates for use in printing replacement IDs, and student recognition certificates for printing.

The portal has the capability, to set jpg resolution and naming convention to allow your approved administrators to export/import images into your Student Management Software. The Portal also offers the same export for your yearbook advisor to download the yearbook image's for all PSPA formatted publishers (No more CD or links to retrieve images). All photos will be high quality and in the appropriate format for both administrator and yearbook software programs.

Barksdale Portal Key Features:

- Manage and add users
- Create ID cards & certificates for staff and students
 - this will send us a .pdf file to print
- Add new staff and new student records as needed
- Print on your local network or request vendor print

Free ID Card Printer for High Schools

COMPLIMENTARY VALUE-ADDED PRODUCTS AND SERVICES

Student Directories will be supplied to each school. Our directories are soft cover books that are yearbook quality, and can handle daily use. The directory includes photographs of each student, broken down by grade and/or homeroom and will include the student's name, grade, and homeroom number.

Record Keeping Photos Each School will receive our peel and stick record keeping photos of each student and staff member taken on picture day.

Principal's Album: The album is a hardback book with a soft touch lamination protective covering. This book is a coffee table style book ready for display. Each elementary school's principal will receive a principal's album. This album contains all of the 8" x 10" class group pictures.

Mosaic Framed Poster Print: Each school will receive a complimentary 24x36 framed mosaic print of children and staff in a decorative design.

Motivational Banners: Each school will receive a 2' x 3' vinyl banner of their choice. Choose from 30 different banners, or design your own!

Yearbook Photo Images Each school will receive a publisher quality link labeled with student and staff members' names and grade and teacher. With years of industry experience, supplying images with specific requirements (PSPA format) and processed specially for yearbook advisors, we developed a proprietary image portal for immediate access.

Promotions: We offer various types commemorative certificates to fit your schools needs: Promotion, Graduation, Culmination, Completion. Students can wear cap & gown or their Sunday best, either way it's a moment to celebrate.

School Calendars and/or daily planners will be provided for all administrative staff.

Complimentary Packages for Staff, Faculty and Picture Day Volunteers: Each staff member will receive a complimentary package of (1) 5x7 + (4) large wallets, as well as their class group.

Secure Image Card - Each student/parent will receive two Secure Image Cards. The Barksdale Group's exclusive program provides access to your child's picture, via the Internet, nationwide, 24 hours a day, 7 days a week. The picture can be emailed to the authorities and used in Amber Alerts.

Family Discount Plan: This offers the strongest family plan in the industry: the first and second child in a family pay full price; each additional child receives **FREE** pictures. The program is district wide.

Virtual ID card program: Otherwise known as High 5, where the parents photograph the student and submit a photo for an ID card on their cell phone that can be used for health screening and attendance. More information on this program can be viewed at: **High5ID.com**.

EXAMPLE #2
FAUQUIER COUNTY GOVERNMENT AND PUBLIC SCHOOLS
RFP#, Photographic Services for Schools
PROPOSAL PRICING SCHEDULE

Due to the variety of portrait options an Offeror may provide, Offerors shall attach pricing schedules for all of the packages in this section.

HIGH SCHOOL SENIOR PORTRAITS

Commission % per Portrait Packages offered: 20-35 %

HIGH SCHOOL DANCE PROGRAM PHOTOS

Commission % per Program Packages offered: 30% of Gross sales – (or) – \$5 per purchased package
(which ever is greater)

HIGH SCHOOL SPORTS PHOTOS

Commission % per Sports Packages offered: 20-35 %

SENIOR GRADUATION PHOTOS

Commission % per Graduation Packages offered: 20-35 %

PANORAMIC SENIOR CLASS PHOTOS

Commission % per Panoramic Senior Photo offered: 20-35 %

ADDITIONAL PHOTO PACKAGE OPTIONS/SERVICES

Offerors shall provide any additional or suggested services in this section of the proposal pricing schedule response, along with any commission percentage if applicable.

Please note that all submitted prices must include commissions; commission percentage to be submitted to the Owner school where the photo session took place, including a full summary and accounting of the event.

Commissions are based on a sliding scale of participation rate by each individual school.
A minimum of 20% commission will be awarded to each school.

Each school has the ability to earn More Commission with More Participation!
Earn up to 35% Commission per school.



(See page 26 for prices with commissions)

Package "A" **\$42**

(1) - Hi-Res Digital Download
Shareable TXT image download
(2) - 8 x 10
(2) - 5 x 7
(2) - 3 x 5
(4) - 2 x 3
(4) - Variety Wallets
Class Picture

Package "B" **\$36**

Shareable TXT image download
(2) - 8 x 10
(2) - 5 x 7
(2) - 4 x 6 w/2 Bonus Wallets
(2) - 3 x 5
(4) - 2 x 3
(4) - Variety Wallets
Class Picture

Package "C" **\$31**

Shareable TXT image download
(1) - 8 x 10
(2) - 5 x 7
(2) - 3 x 5
(8) - 2 x 3
(8) - Variety Wallets
Class Picture

Package "D" **\$25**

Shareable TXT image download
(2) - 5 x 7
(2) - 3 x 5
(4) - 2 x 3
(4) - Variety Wallets
Class Picture

Package "E" **\$21**

(1) - 5 x 7
(2) - 3 x 5
(4) - 2 x 3
(4) - Variety Wallets
Class Picture

Package "F" **\$16**

(2) - 4 x 6 w/2 Bonus Wallets
(8) - 2 x 3
Class Picture

Package "G" **\$12**

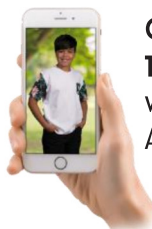
(2) - 3 x 5
(4) - 2 x 3
Class Picture

Package "H" **\$8**

(1) - 3 x 5
(2) - 2 x 3
Class Picture

Basic Retouching – \$6
Basic retouching that improves the appearance of the complexion and softens facial tones.

Premium Retouching – \$12
Whitens teeth, evens skin tone, and removes blemishes, scars and fly-away hair. Applies to yearbook photo, too.



Complimentary Shareable TXT image download with purchase of packages A, B, C or D.

Due to social distancing guidelines, **Class Pictures could be replaced with Class Composites.**

**Middle and High School with No Group
2022-23, 2023-24 and 2024-25**



The Barksdale Group is a vertical operation and will freeze the pricing for the term of the agreement.

(See page 26 for prices with commissions)

Package "A" \$42

(1) - Hi-Res Digital Download
Shareable TXT image download
(2) - 8 x 10
(4) - 5 x 7
(2) - 3 x 5
(4) - 2 x 3
(4) - Variety Wallets

Package "B" \$36

Shareable TXT image download
(2) - 8 x 10
(4) - 5 x 7
(2) - 4 x 6 w/2 Bonus Wallets
(2) - 3 x 5
(4) - 2 x 3
(4) - Variety Wallets

Package "C" \$31

Shareable TXT image download
(1) - 8 x 10
(2) - 5 x 7
(4) - 3 x 5
(8) - 2 x 3
(8) - 1¾ x 2½
(8) - Variety Wallets

Package "D" \$25

Shareable TXT image download
(2) - 5 x 7
(2) - 3 x 5
(4) - 2 x 3
(8) - 1¾ x 2½
(4) - Variety Wallets

Package "E" \$21

(1) - 5 x 7
(2) - 3 x 5
(8) - 2 x 3
(16) - 1¾ x 2½

Package "F" \$16

(2) - 4 x 6 w/2 Bonus Wallets
(8) - 2 x 3
(16) - 1¾ x 2½

Package "G" \$12

(2) - 3 x 5
(4) - 2 x 3
(8) - 1¾ x 2½

Package "H" \$8

(1) - 3 x 5
(2) - 2 x 3
(8) - 1¾ x 2½

Basic Retouching – \$6
Basic retouching that improves the appearance of the complexion and softens facial tones.

Premium Retouching – \$12
Whitens teeth, evens skin tone, and removes blemishes, scars and fly-away hair. Applies to yearbook photo, too.



**Complimentary Shareable
TXT image download**
with purchase of packages
A, B, C or D.

2021-22, 2022-23 and 2023-24



Earn up to 35% Commission

Your commission will increase as your participation increases!

(1 of 11) Elementary Schools - average enrollment per school 433 students

ENROLLMENT # OF STUDENTS	PARTICIPATION % RATE	PARTICIPATION # OF STUDENTS	SCHOOL VALUE*	COMMISSION RATE	PROJECT PAYOUT*
EL - 433	80%	346	\$5,190	35%	\$1,817
EL - 433	70%	303	\$4,545	31%	\$1,719
EL - 433	60%	260	\$3,900	27%	\$1,053

(1 of 5) Middle Schools - average enrollment per school 521 students

ENROLLMENT # OF STUDENTS	PARTICIPATION % RATE	PARTICIPATION # OF STUDENTS	SCHOOL VALUE*	COMMISSION RATE	PROJECT PAYOUT*
MS - 521	80%	417	\$6,255	35%	\$2,189
MS - 521	70%	365	\$5,475	31%	\$1,697
MS - 521	60%	313	\$4,695	27%	\$1,268

(1 of 3) High Schools (9-11) - average enrollment per school 1,269 students

ENROLLMENT # OF STUDENTS	PARTICIPATION % RATE	PARTICIPATION # OF STUDENTS	SCHOOL VALUE*	COMMISSION RATE	PROJECT PAYOUT*
HS - 952	80%	762	\$11,430	35%	\$4,000
HS - 952	70%	666	\$9,990	31%	\$3,097
HS - 952	60%	571	\$8,565	27%	\$2,313

* Project payout prices are based on an average package purchase price of \$15.00

All prices include sales tax.
School commissions are calculated on Gross Receipts.

Commissions are based on a sliding scale of participation rate by each individual school.

A minimum of 20% commission will be awarded to each school.

(Financial account transparency will be provided to all schools.)

Each school has the ability to earn More Commission with More Participation!

Earn up to 35% Commission per school.

We will provide marketing materials to help you increase student participation and your commissions!

SENIOR PORTRAIT PHOTOGRAPHY

The Barksdale Group will set up on campus and offer multiple dates in the spring, fall or summer and photograph every member of the Senior Class for the yearbook regardless of whether or not he or she purchases a portrait package. Weekend and evenings are available if permitted on campus. If campus is not an option, The Barksdale Group will open a satellite office/studio in the area.

Students will be provided with color proofs for student review and selection. The color proofs will consist of:

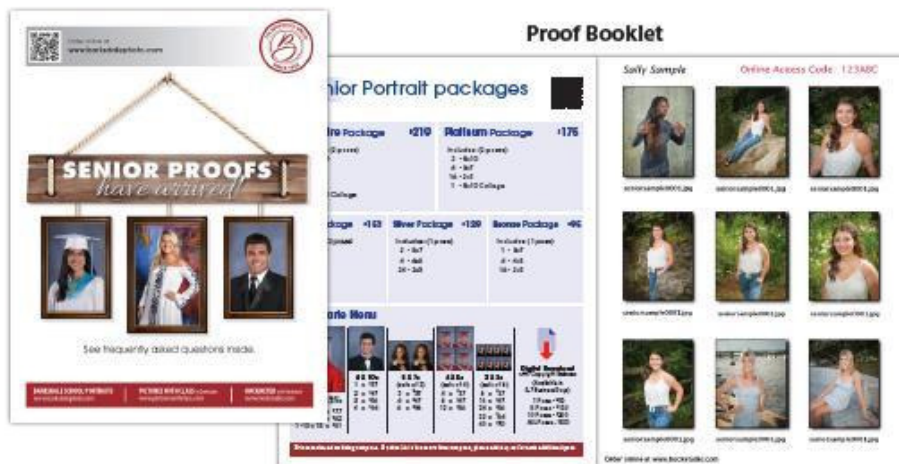
- Eight poses in formal wear for girls and formal wear for boys on a neutral background.
- Eight poses in a cap and gown on a new neutral background
- Eight casual poses on a variety of available background.

There will NOT be a sitting fee for basic senior portrait poses. There will be a \$15 sitting fee for non-basic poses, which will be deducted from any purchases made. All senior portraits get basic retouching at no charge.

Sitting dates will be arranged with the school's administration. The Barksdale Group will provide a minimum of three different session dates for seniors to choose from. The Barksdale Group is responsible for scheduling portrait sittings and for the notification of sitting times and details by mail to each senior. Students will schedule appointments at www.barksdalephoto.com. The school will not have to distribute materials of any sort for The Barksdale Group.

Make-up dates and dates for re-sittings to be held at the High School will be arranged with the school's administration. We guarantee that all portraits will be professionally and technically correct. Re-shooting of portraits in the event of technical problems (eyes closed, clothing not properly arranged, etc.) will be done at no cost to the student.

All proof booklets will be delivered to the individual students by mail within 10 days of their sitting date, at no cost to the individual or the school. After an order is received, finished prints are mailed directly to the student's home or sent to the school within six weeks.



Portrait packages

Bronze Package \$97

Includes: (1 pose)

1 - 5x7
4 - 4x5
16 - 2x3

Silver Package \$130

Includes: (1 pose)

3 - 5x7
4 - 4x5
24 - 2x3

Gold Package \$157

Includes: (2 poses)

1 - 8x10
4 - 5x7
4 - 4x5
16 - 2x3

Platinum Package \$174

Includes: (2 poses)

2 - 8x10
4 - 5x7
24 - 2x3
1 - 8x10 Collage

Sapphire Package \$217

Includes: (2 poses)

2 - 8x10
4 - 5x7
8 - 4x5
16 - 2x3
1 - 8x10 Collage

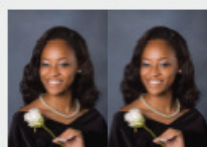
A La Carte Menu



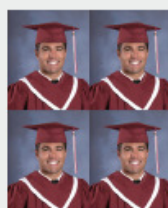
Graduation Year
appears on all prints
1 - 16 x 20 = \$77
1 - 11 x 14 = \$62
1 - 10 x 13 = \$51



8 x 10s
1 = \$37
2 = \$47
3 = \$56
4 = \$64



5 x 7s
(sets of 2)
2 = \$37
4 = \$47
6 = \$56



4 x 5s
(sets of 4)
4 = \$37
8 = \$47
12 = \$56



2 x 3s
(sets of 8)
8 = \$37
16 = \$47
24 = \$56
32 = \$64
40 = \$70



Digital Download
with Copyright Release
(Available in
5-7 Business Days)

1 Pose - \$53
5 Poses - \$130
10 Poses - \$200
ALL Poses - \$300

Prices are based on using one pose. If you wish to use more than one pose, please add \$15.00 for each additional pose.



Have More Questions?

Contact Our Customer Service Representative

800.220.7667 | Monday - Friday | 8:30 a.m.-5:00 p.m. EST

Diamond Package

\$270

Includes: (3 poses)

2 - 8x10

6 - 5x7

4 - 4x5

32 - 2x3

1 - 8x10 Collage

Signature Package

\$309

Includes: (3 poses)

2 - 8x10

4 - 5x7

8 - 4x5

16 - 2x3

1 - CD (10 Poses)

1 - 8x10 Collage



**Package Includes CD
\$217 Value!**

A High-Res CD of
10 Poses retouched!

Presented in a keepsake portfolio
case and includes photo release.

*Must include 3 poses selected for prints



Explore our line of specialty products on the next page!

Commencement Packages & Pricing



Package A

SAVE
OVER
25%

Pkg A:
Standard Lustre Paper
\$153.00

2-8 x 10
8-5 x 7
16-Wallets
2-Downloads

Mix & Match
Use multiple poses to
customize your package



Package B

SAVE
OVER
25%

Pkg B:
Standard Lustre Paper
\$108.00

2-8 x 10
6-5 x 7
8-Wallets
1-Download

Mix & Match
Use multiple poses to
customize your package



Package C

SAVE
20%

Pkg C:
Standard Lustre Paper
\$83.00

1-8 x 10
4-5 x 7
4-Wallets
1-Download



Package D

Pkg D:
Standard Lustre Paper
\$64.00

2-8 x 10
4-5 x 7



Individual Sheets



1-10x14
\$28.⁹⁵



1-8x10
\$15.⁹⁵



2-5x7s
\$15.⁹⁵



1-5x7
\$8.⁹⁵



2-4x6s
\$15.⁹⁵



8-Wallets
\$15.⁹⁵

Image Download \$50.⁰⁰



Senior Plaques \$49.⁹⁵



Black



Wood

Tassel Frame \$49.⁹⁵



Tassel not included

Framed Collages \$49.⁹⁵



Framed Collages \$59.⁹⁵



Gallery Wrap \$59.⁹⁵



Photo Mugs \$49.⁹⁵



\$19.⁹⁵ Announcement



Envelopes included

Thank You Cards \$24.⁹⁵



All designs available in gold and silver
Envelopes included

OTHER SCHOOL PICTURE EVENTS

The Barksdale Group provides photography for:

- Prom
- Christmas Dance
- Graduation
- Senior Night
- Clubs

PACKAGES PAQUETES

Package A	\$55	Package B	\$40	Package C	\$27	Package D	\$22
(2) 8x10 (4) 5x7 (4) 3x5 (8) 2x3		(2) 8x10 (2) 5x7 (8) 2x3		(2) 5x7 (8) 2x3		(2) 3x5 (4) 2x3	

ADD-ONS Accesorio

IN - (1) 5x7 & (4) 2x3 Individual Pose.....\$15	OK - (8) 2x3.....\$15
OH - (1) 8x10.....\$15	OM - (2) Magnets\$15
OI - (1) 5x7 & (4) 2x3.....\$15	ON - (2) Keychains\$15
OJ - (4) 3x5.....\$15	

SPORTS TEAM & INDIVIDUAL PHOTOGRAPHY

Fall Sports, Winter Sports and Spring Sports: In addition to candid coverage for the yearbook

The Barksdale Group will offer for sale individual and team photographs with custom digital picture product designs that are sports specific.

Team pictures can be taken on candid picture day or The Barksdale Group can work with the Athletic Director to schedule a team picture day every season. We provide order envelopes in plenty of time for parents to consider package options and on line orders are accepted. The Barksdale Group will provide three complimentary 8x10's of each team photographed for coaches.

A

- (1) Sports Mate
- (1) 5x7 & (4) 2x3
- (9) Trader Cards
- (10) Stadium Tickets
- (4) Key Tags
- (1) Download - SnapShot

\$54

B

- (1) Sports Mate
- (1) 5x7 & (4) 2x3
- (9) Trader Cards
- (10) Stadium Tickets
- (2) Bag Tags

\$46

C

- (1) Sports Mate
- (2) 3x5 & (4) 2x3
- (9) Trader Cards
- (2) Photo Buttons

\$35

D

- (1) Sports Mate
- (2) 3x5 & (4) 2x3
- (9) Trader Cards
- (10) Stadium Tickets

\$35



Seniors & Captains Pictures

Team & Individual Picture Day Each Season

