

School Photographic Services Contract Cover Sheet/Guidelines
Lifetouch, Contract LT 49-21rcc
Awarded: Elementary

Contractor	Lifetouch 13854-A Park Center Rd., Herndon, VA 20171
Contact Information	<u>Elementary:</u> Jeffrey Segall, Area Sales Manager jesegall@lifetouch.com 443-904-3337
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***

FALL PACKAGES, PRICING & SHUTTERFLY GIFT WITH PURCHASE

Commission % per package: 40% of Gross Net Dollar total at 45-days after picture day

Pick a Package	Basic Package	Standard Package	Plus Package	Premium Package
Pictures Included	(2) 5x7 (2) 3x5 (4) 2x3 Class Picture	(1) 8x10 (4) 5x7 (2) 3x5 (8) 2x3 Class Picture	(1) 8x10 (4) 5x7 (2) 3x5 (8) 2x3 Class Picture	(2) 8x10 (4) 5x7 (4) 3x5 (12) 2x3 Class Picture
Shutterfly Digital Image Download	Included 	Included 	Included 	Included 
Picture Background	Standard	Standard	Select Your Background	Select Your Background
Retouching	---	---	Basic Retouching – Removes blemishes	Premium Retouching – removes blemishes plus whitens teeth and evens skin tone
Name and Grade	---	---	Name and Grade	Name and Grade
Price	\$14.99	\$29.99	\$44.99	\$59.99

Choose Your Add-Ons			
(8) 2x3 Wallets	\$14.99	(4) Variety 3x5	\$14.99
(4) 3x5	\$14.99	(8) Variety 2x3	\$14.99
(2) 5x7	\$14.99	Variety Special - (4) Variety 3x5 - (8) Variety 2x3	\$22.49
(1) 8x10	\$14.99		
More backgrounds, products, Special Offers and options on mylifetouch.com			

A Special Shutterfly Gift!

Families will enjoy \$30 to spend PLUS a free 8x8 photo book from Shutterfly when they purchase a package on mylifetouch.com.




Digital Image Download and Class Pictures for no additional charge! Included in every package!

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SPRING PACKAGES, PRICING & SHUTTERFLY GIFT WITH PURCHASE

Commission % per package: 30% of Gross Net Dollar total at 45-days after picture day

Pick a Package	Basic Package	Standard Package	Plus Package	Premium Package
Pictures Included	(2) 5x7 (2) 3x5 (4) 2x3 Class Picture	(1) 8x10 (4) 5x7 (2) 3x5 (8) 2x3 Class Picture	(1) 8x10 (4) 5x7 (2) 3x5 (8) 2x3 Class Picture	(2) 8x10 (4) 5x7 (4) 3x5 (12) 2x3 Class Picture
Shutterfly Digital Image Download	Included 	Included 	Included 	Included 
Picture Background	Standard	Standard	Select Your Background	Select Your Background
Retouching	---	---	Basic Retouching – Removes blemishes	Premium Retouching – removes blemishes plus whitens teeth and evens skin tone
Name and Grade	---	---	Name and Grade	Name and Grade
Price	\$14.99	\$29.99	\$44.99	\$59.99

Choose Your Add-Ons			
(8) 2x3 Wallets	\$14.99	(4) Variety 3x5	\$14.99
(4) 3x5	\$14.99	(8) Variety 2x3	\$14.99
(2) 5x7	\$14.99	Variety Special - (4) Variety 3x5 - (8) Variety 2x3	\$22.49
(1) 8x10	\$14.99		
More backgrounds, products, Special Offers and options on mylifetouch.com			

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SPORTS PACKAGING & PRICING

Package A	Package B	Package C	Package D
(1) – 8X10 Team/Group (1) – 8X10 Individual (2) 5X7 Individual (2) 3X5 Individual (4) 2X3 Individual	(1) – 8X10 Team/Group (2) 5X7 Individual (2) 3X5 Individual (4) 2X3 Individual	(1) – 7X5 Team/Group (1) 5X7 Individual (2) 3X5 Individual (8) 2X3 Individual	(2) 5X7 Team/Group (6) 3X5 Individual (8) 2X3 Individual
Shutterfly Digital Image Download	Shutterfly Digital Image Download	Shutterfly Digital Image Download	Shutterfly Digital Image Download
\$40.00	\$34.00	\$26.00	\$16.00

Choose Your Add-Ons			
Group Photo & Individual Photo Paring Add-On	\$14.00	(2) 5x7	\$12.00
(1) 8x10	\$12.00	(8) 2x3	\$12.00
More backgrounds, products, Special Offers, and options on mylifetouch.com			

EXCLUSIVE PARTNERSHIP INCENTIVES

All resources outlined below are available at no additional cost to Fauquier County Public Schools upon award.

FOR SCHOOLS:

SCHOOL CULTURE GRANT | \$11,000 DISTRICT RETAIL VALUE PER YEAR

Lifetouch will provide a Lifetouch PrintShop branding voucher in the amount of \$500 for each Elementary and Middle School, and \$1,000 for each High School, for each year of the agreement. This voucher can be used to create customized banners, posters, signage, decals, wall/floor graphics and more for each school! See page 38 for more information.

LEADERSHIP ASSEMBLY GRANT | \$5,000 VALUE PER YEAR

Teen Truth™ is regarded as one of North America's premier student assembly experiences. Through our partnership, Lifetouch will offer an annual student leadership grant for your high schools, in the amount of \$5,000 each year. See page 38 to learn more about the Teen Truth™.

STUDENT REWARD & RECOGNITION PROGRAM | \$10,000 DISTRICT RETAIL VALUE PER YEAR

Lifetouch will provide a \$500 Student Recognition credit per year to each school for your staff to customize a wide variety of recognition materials. These materials can be used to honor and reward your students, staff, and administration. See page 36 for more information.

SHUTTERFLY STOREFRONT | VALUE MAY VARY BY SCHOOL

Lifetouch customers have the exclusive opportunity to earn additional funds for their campuses using Shutterfly Storefront, which provides an 8% commission on purchases made through their unique Shutterfly URL. Schools can create custom products and promote those to their school communities, or they can encourage families to shop for holiday cards, home decor, and photo gifts through the unique Shutterfly URL - it's as easy as that! See page 37 for more information.

FOR FAMILIES:

SHUTTERFLY GIFT WITH PURCHASE | VALUE MAY VARY AT EACH SCHOOL

A Special Shutterfly Gift! Families will enjoy \$30 to spend PLUS a free 8x8 photo book from Shutterfly when they purchase a package on mylifetouch.com. See page 26 for more information.

LIFETOUGH REWARDS PROGRAM | VALUE MAY VARY AT EACH SCHOOL

The Lifetouch Rewards Program is our customer loyalty program, available for families who order online. Upon enrolling in the program, families will receive a free Shutterfly gift (Valued at \$29.99), along with ongoing discounts as they continue to make online purchases at mylifetouch.com. See page 34 for more information.

COMPLIMENTARY PRODUCTS & SERVICES FOR SCHOOLS

Product/Service	Description	Retail Value
Lifetouch Portal Access <i>No charge to the school!</i>	This web-based interface allows schools and districts to securely share student data with Lifetouch and download Picture Day images.	\$150 Per Year
Parent Notify <i>No charge to the school!</i>	This communication tool allows schools to send automated email reminders to parents about Picture Day and yearbooks sales.	\$100 Per Year
Shutterfly Storefront <i>No charge to the school!</i>	Shutterfly Storefront will provide an 8% commission back to the district on Shutterfly sales from your unique URL code that you advertise to your community. See page 37 for more information.	Value may vary at each school.
Admin Calendars <i>No charge to the school!</i>	Your administrative staff will receive complimentary admin calendars to utilize throughout the school year.	\$3.50 Each *Approx. 20 will be provided
Photo Labels <i>No charge to the school!</i>	A sheet of four photo labels will be provided to your administrative staff for every student photographed.	\$.50 Per Sheet
Staff ID Cards <i>No charge to the school!</i>	Every Staff member photographed will receive one complimentary ID card.	\$3.50 Per Card
ID Cards <i>*No Additional Charge!</i>	Every student photographed will receive one complimentary ID card.	\$3.50 Per Card
Staff Digital Images <i>No charge to the school!</i>	Every Staff member photographed can claim their free digital image on Shutterfly.	\$15 Per Image
Principal Picture Scholarship <i>No charge to the school!</i>	For your families in need, we will provide 20 package vouchers per school to be used at each principal's discretion. *May negotiate based on the specific needs of each school.	\$14.99 Per Scholarship
School Directory <i>No charge to the school!</i>	School Directories can be provided at no cost each year, depicting the entire school of students and staff.	\$35 Each
Group & Candid Images – Digital Access <i>No charge to the school!</i>	Each school will receive complimentary access to group and candid images that can be used for the yearbook.	\$100 Per School
Yearbook Images – Digital Access <i>No charge to the school!</i>	Formatted images will be provided for school yearbook production, ensuring optimal image quality.	\$75 Per School
All School Wall Composites <i>No charge to the school!</i>	A Wall Composite can be provided at no cost consisting of the entire student body.	\$300 Each *Approx. 1 will be provided
Principal's Album <i>No charge to the school!</i>	The Principal's Album contains class group or class composite images of the school classrooms for the Principal's reference.	\$35 Each
Class Pictures <i>No charge to the school!</i>	We will provide one complimentary class picture for each teacher at no additional cost.	\$5 Each
ESTIMATED ANNUAL VALUE OF POTENTIAL SAVINGS FOR YOUR SCHOOLS *Should they choose to utilize <u>all</u> services outlined above. This number is subject to change.		\$65,314

***Estimates are Based on the Following Information**
20 School Buildings | 11,181 Students | 1,100 School Staff Members

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COMPLIMENTARY PRODUCTS & SERVICES FOR FAMILIES

Product/Service	Description	Retail Value
Shutterfly Photo Storage <i>*No Additional Charge!</i>	When families purchase qualified packages on mylifetouch.com, their digital images will be stored on Shutterfly for no additional cost and can be downloaded.	\$12 Per Family *Per Year
SmileSafe Child Safety Cards <i>*No Additional Charge!</i>	Two (2) complimentary SmileSafe cards will be provided to each student photographed, regardless of purchase.	\$5 Per Card
SmileSafe Child Safety Card *Digital Download <i>*No Additional Charge!</i>	A complimentary digital download of the SmileSafe Child Safety Card is available for each student photographed.	\$2 Per Download
Lifetouch Rewards Program <i>*Includes Free Shutterfly Gift!</i>	Families who order online can enroll to receive a free Shutterfly gift valued at \$29.99 or more upon enrollment. Families will then receive ongoing discounts as they make more purchases. \$29.99 for enrolling in the program + 10% Discounts. Estimated Per Year	\$29.99+ Per Order
Parent Volunteer Packages <i>*No Additional Charge!</i>	Parent volunteers will receive a complimentary picture package to reward parents who offer to assist our photographers on Picture Day. *Value may vary	\$14.99 Per Package *Approx. 6 Packages will be provided per school
ESTIMATED ANNUAL VALUE OF POTENTIAL SAVINGS FOR YOUR FAMILIES <i>*Should they choose to utilize <u>all</u> services outlined above. This number is subject to change.</i>		\$383,571

***Estimates are Based on the Following Information**

20 School Buildings | 11,181 Students | 1,100 School Staff Members

*Values have been projected with the assumption that all families will take advantage of each offer listed. Local online participation rate may cause these numbers to fluctuate.

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SHUTTERFLY STOREFRONT FUNDRAISER



The Shutterfly Storefront Program is an easy fundraising opportunity, now exclusive to schools that partner with Lifetouch. Parents and staff simply use your unique Storefront URL to make purchases and 8% of all sales go directly back to your schools. There are no upfront costs, fees or product markups. It's free to launch and run your Storefront!

HOW IT WORKS

- 1) Create a personal Storefront for your school.
- 2) Promote your school's Storefront to parents, teachers, friends and family.
- 3) Share your unique URL for others to make purchases from Shutterfly or Tiny Prints.
- 4) As a Lifetouch partner, you will receive **8% commission** on every order placed.

EXAMPLE CALCULATIONS			
ORDERS	AVERAGE ORDER	REVENUE	MONEY FOR YOUR SCHOOL
50	\$60	\$3,000	\$240
100	\$60	\$6,000	\$480
150	\$60	\$9,000	\$720
200	\$60	\$12,000	\$960

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ADDITIONAL PRODUCTS & SERVICES

CONSULT YOUR LOCAL REPRESENTATIVE FOR DETAILS



NEW! DIGITAL IMAGES

As a part of the Shutterfly family of brands, staff members can now claim, view, and download their Lifetouch digital image on Shutterfly.



STUDENT & STAFF ID CARDS

Lifetouch knows that ID Cards are a critical part of your school's day-to-day operations, so we have developed a program that puts your needs first. Our ID technology guarantees:

- Barcode compatibility with your software
- A long-lasting, tamper-resistant photo and bar code
- Delivered to your school, sorted to your specifications



DISCOUNTED ID PRINTERS & SUPPLIES

Lifetouch will provide staff ID badges for all district administrators, staff, and employees. In addition, Lifetouch can help your district secure a Fargo PVC ID printer, through our partnership pricing, that can be used at the district office for creating high quality ID replacement badges. Please discuss options with your Lifetouch Representative.



I-DEPOT INSTANT ID CARD SYSTEM

On Picture Day, Lifetouch will have this instant ID card printing system on site so that IDs can be distributed on the same day. The ID design can be customized for each school's needs with various features.

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ADDITIONAL PRODUCTS & SERVICES

CONSULT YOUR LOCAL REPRESENTATIVE FOR DETAILS



MONTAGE POSTERS

The Montage Poster is a 24" x 32" poster that uses all the students and staff photographed by Lifetouch on Picture Day to form an image. Lifetouch will provide **one complimentary framed montage** poster to each school that photographs a Spring photography program.



PRINCIPAL'S ALBUM

Lifetouch will provide **one complimentary Principal's Album** containing class composites to each preschool – 5th grade school. One directory will be provided to each secondary school.



YEARBOOK IMAGES

Lifetouch will supply yearbook images formatted to PSPA specifications to all school producing a yearbook. For schools publishing with Lifetouch, the images will simply be deposited in their yearbook website three weeks after retake day. For non-Lifetouch publishing schools, we will provide images electronically via a shared drive.

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ADDITIONAL PRODUCTS & SERVICES

CONSULT YOUR LOCAL REPRESENTATIVE FOR DETAILS



PHOTO LABELS

Lifetouch will provide a strip of images with adhesive on the back for each student photographed. Should any school require more than four per student, we are happy to order another set at no cost.



WALL COMPOSITES

Lifetouch Wall Composites are available for a graduating class, specific group of students or an entire student body.



FACULTY CALENDARS

Complimentary school calendars are available in a variety of sizes, formats, and lengths. 12-month and 18-month calendars are available in desktop and booklet format.