

School Photographic Services Contract Cover Sheet/Guidelines
Strawbridge Studios, Contract SS 49-21rcc
Awarded: Elementary, Middle & High Schools

Contractor	Strawbridge Studios, Inc., PO Box 3005, Durham, North Carolina 27715 P: 800-326-9080 F: 919-309-2972
Contact Information	<p><u>Elementary, Middle & High Schools:</u></p> <p>Jason Kuehn, Local Representative jason.kuehn@strawbridge.net 540-717-3363</p> <p>Cathy McMillan, Sales Operations Admin Cathy.McMillan@Strawbridge.net</p>
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 Items:

Photo ID - We will supply one (1) color ID card for each student and staff member photographed and an alphabetical list of students by grade level provided at the same time and 2 free sticky-back photos of every student for file purposes to the schools.

Certificates and Awards – We can offer schools various certificates and awards for their use. Examples of these include Principal’s Award, Student Achievement Certificate, Character Award, Student of the Month etc.

Mosaic Poster – A mosaic is a poster that features small portraits of all the students and staff photographed in the fall. A design is superimposed over these images. The design can be a school mascot, a picture of the school or other designs of the school’s choice. The student and staff imaged show through the design. This type of poster is very suitable for display in the school’s lobby or front office.

Faculty Group – We will supply all faculty members with a faculty group portrait at no charge and the school will receive a complimentary framed 16x20 copy for the office. Each staff member will also receive a complimentary package of their individual portrait taken.

Staff Packages – we will provide a complimentary portrait package to each staff member at no charge. Each teacher will also receive a complimentary class group picture.

Sympathy Packages – family will be provided with a complimentary portrait package and digital image with copyright.

Donuts - We believe in starting the day off right! On picture day we will bring donuts for the school office staff. This has become a Strawbridge tradition that our schools truly enjoy!

Strawbridge Studios verifies that we will take complimentary candid photos for the yearbook’s use and production, even if we are not the yearbook awarded contractor, but are the contractor for the school pictures.

PRICING

RFP Section 4.2.4

FALL (PS – 11 GRADE) PACKAGES & PRICING

We are proposing to offer the following packages and commission options for Fauquier County Public Schools. Each school or the district can decide which option best fits their needs.

PACKAGE CONTENTS					
A	3 – 8x10 Name & Year	2 – 5x7 Digital Download	2 – 4x6	4 – 3x5	8 – 2x3
B	1 – 8x10 Year on prints, Digital Download	2 – 5x7	2 – 4x6	4 – 3x5	8 – 2x3
C	2 – 5x7 Year on prints	2 – 4x6	4 – 3x5	8 – 2x3	
D	2 – 5x7	4 – 3x5	8 – 2x3		
E	1 – 5x7	2 – 3x5	8 – 2x3		
F	2 – 3x5	4 – 2x3			

PRICING AND COMMISSION OPTIONS						
Package	A	B	C	D	E	F
30% Commission	\$40	\$35	\$30	\$24	\$18	\$12
20% Commission	\$35	\$30	\$25	\$20	\$15	\$10
10% Commission	\$32	\$28	\$23	\$18	\$14	\$9
0% Commission	\$29	\$25	\$20	\$15	\$13	\$9

These prices can be used for the spring program if the school opts for a prepay program in the spring. Otherwise, we have speculation program for the spring. Pricing and commission options are listed on page 38.

Fall pricing pricing (Con't)

BUILD YOUR OWN PACKAGE (A La Carte)			
Package	Contents		Cost
L	1 - 8x10		\$10.00
M	2 - 5x7		\$10.00
N	4 - 3x5		\$10.00
O	Digital Download		\$20.00

Add-Ons (add to a package)	
Designer Series 1 - Photo Calendar, 1 - Bordered 8x10, 1 - Friendship Pack	\$15.00
Friendship Pack (3 bookmarks and 4 Friendship Wallet)	\$5.00
Add Background	Basic - FREE Premium - \$3.00
1 - 8x10	\$8.00
2 - 5x7	\$8.00
4 - 3x5	\$8.00
Digital Download	\$10.00

Options	
Graphic Border	\$7
Standard Retouching	\$10
Year Only on Prints	\$5
Name Only on Prints	\$7
Name & Year on Prints	\$9

SPRING SPECULATION

Spring (MULTI-POSE)

Spring Pricing below is based on our 3-pose Speculation Photography Program. Each student receives a complete package and has the option to purchase the entire package or any part of the package.

We offer multiple price and commission options for the school to choose from based on their needs.

COMPLETE PACKAGE CONTENTS	
Speculation	2 – 8x10, 3 – 5x7, 2 – 3x5, 4 – 2x3, 1 – 8x10 Collage, 2 – 5x7 Collage

PRICING						
Package	Entire Package	5 Sheets	4 Sheets	3 Sheets	2 Sheets	1 Sheet
30% commission	\$45	\$39	\$33	\$27	\$21	\$14
20% commission	\$35	\$30	\$27	\$23	\$18	\$12
10% commission	\$32	\$29	\$25	\$21	\$16	\$10
0% commission	\$30	\$26	\$22	\$20	\$15	\$10

GROUPS

CLASS GROUPS/COMPOSITE

Our classroom group portraits are 8x10 in size and provided at a wholesale cost of \$8.00. The school determines their commission based on the price they choose to charge the students. Example – if school receives 20% commission the cost to parents is \$10. Our class group pictures include the name of the school, teacher and the school year. We will provide each teacher with a free portrait of their class.

PANORAMIC GROUPS

These are offered at \$15 for one 10x18 print. Commission is 20% of sales.

SPORTS PRICING

*Packages range from \$15 - \$50
See flyer enclosed.*

School receives 20% commission on package sales.

SENIOR PRICING

*Packages range from \$95 - \$449
See catalog enclosed.*

No session fee for yearbook poses only. There is a \$40 session fee for the extended sitting option which includes casual images and several backgrounds.

School receives 20% commission on package sales.

DANCE PRICING

Package	Contents	Cost
Package A	1 – 8x10, 2 – 5x7, 4 – 3x5 8 -2x3	\$30.00
Package B	2 – 5x7, 4 – 3x5, 8 -2x3	\$25.00
Package C	2 – 5x7, 8 -2x3	\$20.00
Package D	1 – 5x7, 4 – 2x3	\$15.00

School receives 20% commission on package sales.

GRADUATION PRICING (online)

Package	Contents	Cost
Package A	1 – 8x10, 2 – 5x7, 16 -2x3	\$30.00
Package B	2 – 5x7, 16 -2x3	\$25.00
Package C	2 – 5x7, 8 -2x3	\$20.00

BUILD YOUR OWN PACKAGE (A La Carte)

Package	Contents	Cost
L	1 - 8x10	\$12.00
M	2 - 5x7	\$10.00
N	4 - 3x5	\$8.00
Q	8 – 2x3	\$8.00
Z	2 – 4x6	\$8.00
O	Digital Download	\$25.00

School receives 20% commission on package sales.

HOLIDAY PRICING

Package	Contents	Cost
Package A	2 – 8x10, 4 – 5x7, 4 – 3x5, 16 -2x3, 1 Digital Download, Free Year on all Prints	\$40.00
Package B	1 – 8x10, 4 – 5x7, 4 – 3x5, 8 -2x3 1 Digital Download	\$35.00
Package C	4 – 5x7, 4 – 3x5, 8 -2x3	\$25.00
Package D	2 – 5x7, 8 – 2x3	\$20.00

BUILD YOUR OWN PACKAGE (A La Carte)

Package	Contents	Cost
E	1 Digital Download	\$20.00
F	1 – 8x10	\$15.00
G	2 – 5x7	\$15.00
H	4 – 3x5	\$15.00
I	8 – 2x3	\$15.00

Options	
Graphic Border	\$5
Retouching	\$10
Year Only on Prints	\$7
Name & Year on Prints	\$8

JOURNEY PRICING

Pricing is based on the number of images a student has on file for the Speculation Journey Program.

The Graduation Journey is offered to schools for \$7 per 8x10 for a single image and \$11 per 8x10 for multi-images.