



**Dayton Independent School District
Seedlings Family-Focused Newsletter
Communications Counsel and Services**

This Agreement dated August 15, 2017
is for services from August 2017 through June 2018.



Overview

In 2017, Dayton Independent School District was awarded a Tier II Partnership Grant to support their Early Childhood Education programs and services. This grant is supporting various communication efforts including the creation of *Seedlings*, Dayton's family-focused newsletter that is mailed to every address within the city.

Scope of Work

Rose Communications will work with Dayton's Preschool and Early Childhood Program director and local partners to promote programs and initiatives through three editions of *Seedlings*.

Under this agreement, Rose Communications will:

- Develop content for three editions of *Seedlings*, working in collaboration with district leaders and local community partners.
- Create production schedules for each edition.
- Manage the graphic design, printing and postal distribution of the newsletters.
- Manage up to two half days of professional photography capturing early childhood education programs, services and initiatives.

Seedlings will contain engaging information targeted toward families with young children such as:

- Resources and upcoming events for families.
- Important information from Dayton's three preschool programs.
- Key protective factors that help strengthen families.
- Healthy living information for families.
- Q&As from the three local daycare centers in Dayton regarding early childhood learning and development and Kindergarten readiness.
- Business and community spotlights.
- Student spotlights.

Standard Pricing Information

Public Relations Retainer

Rose Communications requires a monthly retainer, due in advance, for ongoing Public Relations and Communications consulting services.

Hourly Rate

Rose Communications' Public Relations consulting work is billed by the hour; our standard professional rate is \$135 per hour. We provide a 6% discount on the hourly rate to non-profit clients who have a contract with a minimum retainer of 12 hours per month. That results in a rate of \$126.90/hour for Dayton Independent Schools. (The discount does not apply to other expenses such as printing, postage, photography, etc.)

Other Costs

Postage and mail processing are billed at actual cost. Printing includes a 12% carrying charge. Professional photography if required is quoted separately.

Terms

Retainers are due in advance. Invoices for other costs are due in 25 days.

Contract Proposal and Pricing for Dayton Schools

The following estimate provides pricing for three editions of the *Seedlings* newsletter.

Professional Services Retainer			Estimated Costs
Total retained services for contract term: 160 total hours at \$126.90/hr. billed as a retainer in even monthly payments			\$20,304.00
Printing Costs: Billed Separately	Rate	Times	Estimated Costs
Newsletter Printing Costs: 8.5"x11", 8 pages, 4-color, saddle stitched, qty. 2550	\$1,449.97	3	\$4,349.91
Mailing Costs: Billed Separately	Rate	Times	Estimated Costs
Nonprofit Postage Costs* (estimated nonprofit rate 0.073), mail preparation and certification of mailing lists	\$330.00	3	\$990.00
Photography Costs: Billed Separately	Rate	Times	Estimated Costs
Professional photography (per half days)	\$500.00	2	\$1,000.00
Total Costs for Three Publications			\$ 26,643.91

Team Contacts

Peggy Casey, Senior Consultant
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Conclusion

Please see Attachment A that contains the signature page and authorization to move forward. Kindly sign and return, and we will be pleased to move forward with the next issue of *Seedlings*.

Thank you for the opportunity to provide public relations and communications counsel and services to Dayton Independent Schools. It is truly an honor to work with you and the other leaders and faculty of the school district to help serve the students and families of Dayton.

Sincerely,

A handwritten signature in black ink, reading "Rosemary Weathers Burnham". The signature is written in a cursive style with a large, looping initial "R".

Rosemary Weathers Burnham
President



Attachment A

Acceptance of Agreement dated August 15, 2017


This Agreement dated August 15, 2017 between Dayton Independent Schools and Rose Communications is entered and agreed to on August ____, 2017.

Dayton Independent Schools

Signature: _____ Date: _____

Print Name: _____ Title: _____

Rose Communications

Signature:  _____ Date: 8/15/2017

Rosemary Weathers Burnham, President/Member