



The Beaufort County School District is requesting quotes for **Marketing and Promotion Services**.

Submit offer by: Quotes should be submitted to - Beaufort County School District, Kaylee Yinger, Procurement Coordinator, by **11:00 AM on Monday, May 9, 2022** via email to kaylee.yinger@beaufort.k12.sc.us or faxed to 843-322-0748.

Direct Inquiries to: Kaylee Yinger, Procurement Coordinator, in writing via email – kaylee.yinger@beaufort.k12.sc.us

SPECIFICATIONS:

Annual (May 2022 - April 2023) advertising and promotion of Med-Tech 7, Beaufort County School District’s newest academic offering. This magnet program will provide students arts-infused learning opportunities in the Medical and Technology fields. These services will be for a 12-month period and bound by a contract between BCSD and the Contractor.

The grant project, named Med-Tech 7, is focused on seven schools in the Beaufort and Whale Branch clusters, each of which will implement evidence-based whole school arts integrated programming through Science, Technology, Engineering, Arts, and Mathematics (STEAM) curricula. The primary goals of this grant project are to employ recruitment and selection methods that stimulate socioeconomic integration and reduce minority group isolation, increase academic success through an educationally challenging and diverse learning environment that inspires all students to achieve their potential; and to provide high-quality professional learning that empowers educators to excel in practice and the innovative integration of magnet themes.

Services to include:

- **Targeted Select Email Marketing** to a primary audience of families with school-aged children currently living in Beaufort County.
- **Display Programmatic** multi-channel advertising to cover a variety of placements: display, native, video/CTV, and audio
- **Web Advertising** to include banner, image, or other online advertisements; run across a variety of websites.

Pricing:

Targeting Select Email Marketing	\$_____ (Annually)
Display Programmatic	\$_____ (Annually)
Web Advertising	\$_____ (Annually)

Total	\$_____ (Annually)
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Terms and Conditions:

Please include detailed warranty information for each product.
Pricing should be valid for 30 Days.

Items must be shipped per grouping.

Do not add sales tax.

F.O.B. Destination: Beaufort County School District, 2900 Mink Point Blvd, Beaufort, SC 29902

Vendor shall not perform any work prior to the receipt of a purchase order from the BCSD. The District shall order any supplies or services to be furnished under this contract by issuing a purchase order. Vendor agrees to accept payment by the BCSD procurement card for **no extra charge**. An order placed pursuant to the purchasing card provision qualifies as a purchase order. Vendor shall not outsource to another vendor without written permission from the BCSD.

AFFIRMATIVE ACTION EQUAL OPPORTUNITY EMPLOYER

Bids from Minority and Women owned Business Enterprises are strongly encouraged.

CONTACT INFORMATION:

Vendor Name: _____

Vendor Address: _____

City/State/Zip: _____

Phone: _____

Contact Person: _____

E-Mail: _____

Authorized Signature: _____

Printed Name: _____