

welcome

Proposal Booklet for Chelmsford School District





TO: Chelmsford School District
FR: Geskus Studios & Yearbook Publishing
DA: March 8th, 2021
RE: Proposal for School Pictures

Dear Chelmsford School District,
Geskus Studios & Yearbook Publishing is appreciative of the opportunity to present our proposal for the Chelmsford School District's photography services. At Geskus, we are Child-Focused and Experience-Oriented to create not just a great picture day, but a great experience for you, your staff, your district parents and especially your students.

We operate on 4 Core Principles:

- Professional and Prompt Customer Service
- High Quality Pictures
- Innovation
- Affordable Prices

Since our start in 2004, Geskus has become the number one school picture company of choice in New England. We feel strongly that our success is tied to our New England roots.

Over the past 17 years Geskus has grown from only 20 schools to now over 500 schools. We have formed great relationships with all of our schools; and in return, our schools have given Geskus their loyal support. It is our sincere hope that we will be awarded the opportunity to serve the Chelmsford School District, and we are confident that we will form a lasting relationship for years to come!

Thank you for your consideration,

Richard Carroll
Company Owner
rich@wearegeskus.com
(800) 948-1120

geskus
(800) 948-1120 | wearegeskus.com



thank you

for your time and consideration

Deciding which company to partner with for school pictures is not about words, it's about actions.

We promise to fulfill all the needs of the of the Chelmsford School District and your community, exceeding expectations of service, value, innovation and quality. We promise to partner with you to create the best product and experience for everyone involved.

Over the next few pages, we invite you to learn more about what sets us apart.

what matters most:

**safety
quality
service
value
teamwork
innovation**



Achieving School Safety

Before a new team member works their first day with us they have been through a three step interview process, a multi-state background check and a review of their social media presence. Once they pass through this rigorous process they join us on our campus for photography and procedure training.

It is impossible for us, in good conscience, to send a new hire out on their own so we partner them up with a seasoned veteran photographer lead. This mentoring process has a number of quality control attributes linked to it and has proved a great path for us to train our new team members.

Each year we revisit procedures and make improvements with your students best interest at heart.



quality

Quality encompasses so many things when it comes to a school portrait.

We take into account proper posing, capturing the most natural smile, printing on the best paper in the industry and packaging the end product in a clean, safe manner.

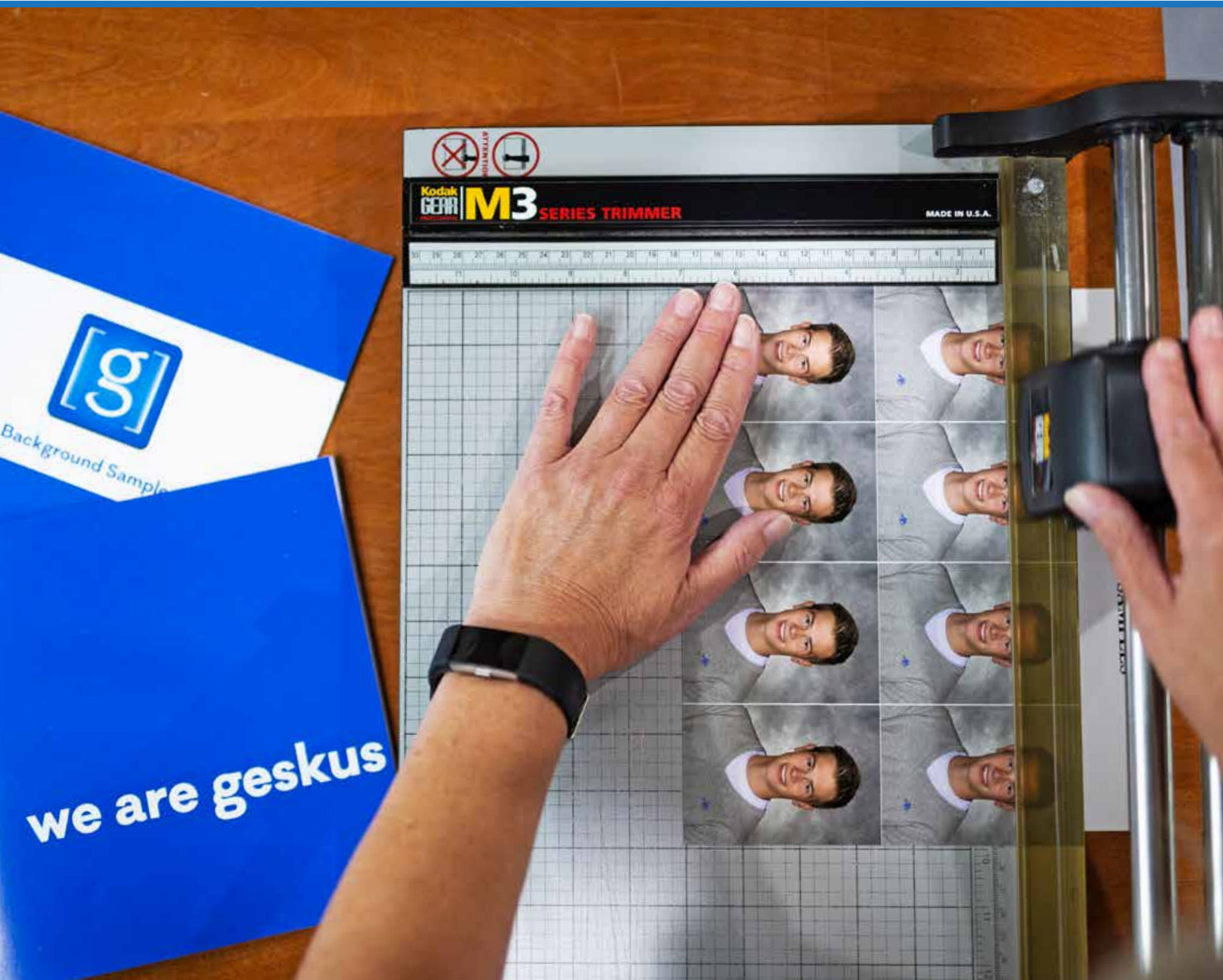


service

Simply put, we will be there when you need us.

We will maintain an open line of communication, education and support with our customers and clients. We value being dependable and honest with our school partners and the communities we service.





value

We create all of our products and services, in our New England production facility. This helps keep our costs low, and we extend those savings to schools and families.

But, it's more than price. We also believe in giving back to communities whenever we can. We are excited to sponsor school events, donate to local charities, volunteer a helping hand, support meaningful initiatives and offer scholarships to our partners.

Value comes from working with a company that believes in the day-to-day and the greater causes alike.



teamwork

We take teamwork to heart. We work as a team to bring you the best quality, value and service of any company. As a collection of good people doing good things, we will always go the extra mile to make our customers and clients happy.



innovation

The driving force behind our passion.

We are empowered by the idea of making the school photography and yearbook publishing industry the best that it can be. We find ourselves constantly pushing the boundaries, being courageous and remaining nimble along the way.

Every year, we test new products and software. We are always working to improve the way we produce services and products in order to be a better company. Our open and honest partnerships allow us to learn and evolve.

yearbooks

We know that yearbook designing and sales shouldn't be something you have to stress over. The process should be fun and easy.

We proudly partner with TreeRing for a yearbook solution that is sustainable and user-friendly. There is no minimum order, every order ships free, and a tree is planted for every book sold. Plus, their software is quick and easy to use, and support is always just a phone call away!

For more information visit us at: www.wearegeskus.com/yearbooks.



the fine details:

**references
pricing
support
terms
incentives**

references

98%

98% of our schools rate us 5 out of 5 for picture day experience and overall quality & service.

Winthrop School

65 Central Street
Ipswich, MA 01938
Shiela McAdams, *Principal*
smcadams@ipsk12.net
(978) 356-2976

Ipswich High School

134 High Street
Ipswich, MA 01938
Jonathan Mitchell, *Principal*
jmitchell@ipsk12.net
(978) 356-3137

Franklin Elementary

51 School St
North Andover, MA 01845
Joseph Clarke, *Principal*
clarkej@northandoverpublicschools.com
(978) 794-1502

Ivan G. Smith Elementary School

45 Royal Rd
15 Lobao Drive
Valerie Ferry, *Picture Day Contact*
valerieferry@danvers.org
(978) 774-1350

Masconomet Middle School

20 Endicott Road
Boxford, MA 01921
Gavin Monagle, *Picture Day Contact*
gmonagle@masconomet.org
(978) 887-2323

Ipswich Middle School

130 High Street
Ipswich, MA 01938
Kathy McMahon, *Principal*
kcmahon@ipsk12.net
(978) 356-3535

Amesbury High School

5 Highland Street
Amesbury, MA 01913
Barbara Leary, *Yearbook Advisor*
barbara.leary@amesburyma.org
(603) 399-4800

Thompson Elementary School

26 Waverly Road
North Andover, MA 01845
Christopher Raymond, *Principal*
raymondc@northandoverpublicschools.com
(978) 794-1545

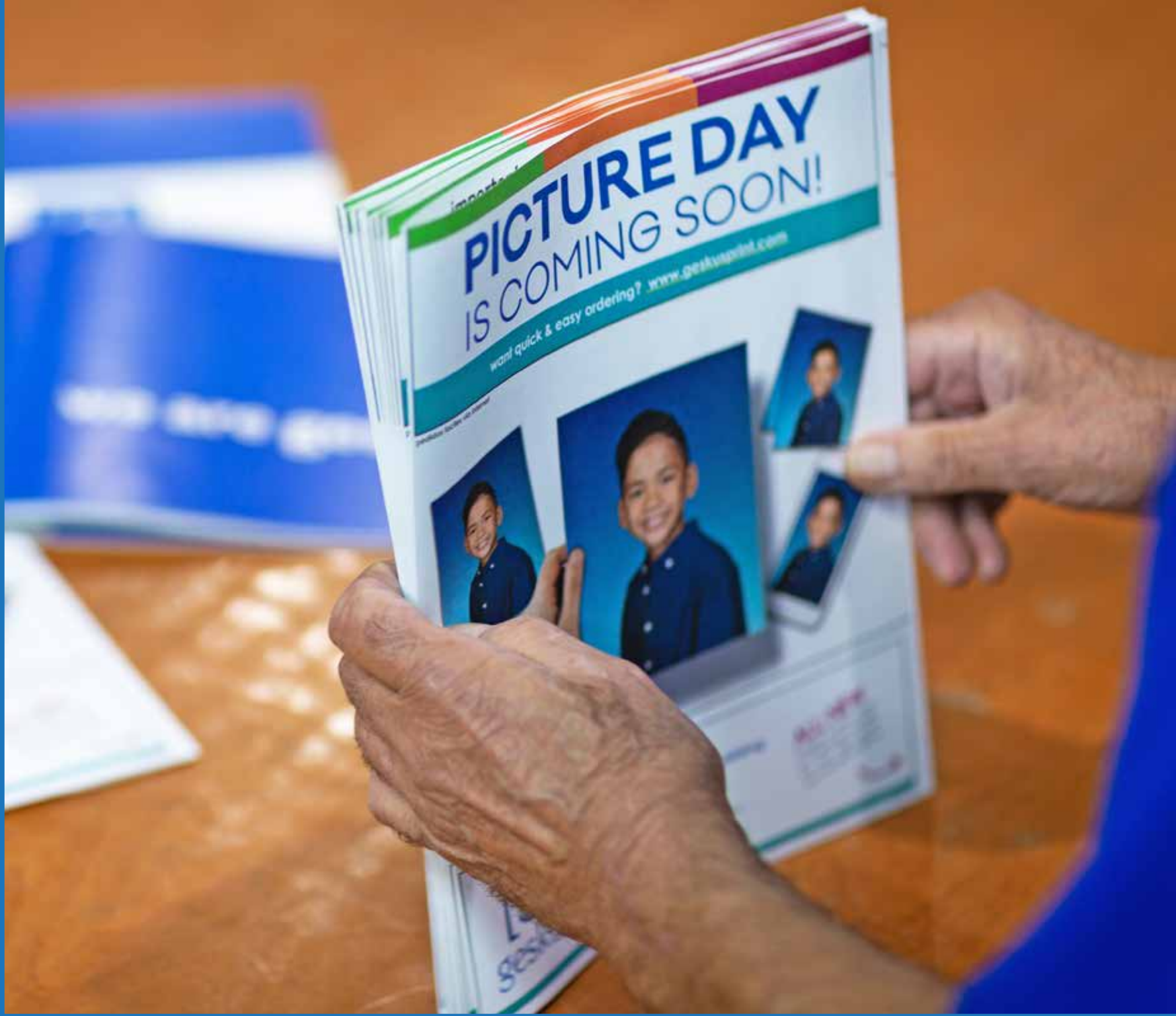
Masconomet Regional High School

20 Endicott Rd
Boxford, MA 01921
Katie DiNardo, *Assistant Principal*
kdinardo@masconomet.org
(978) 887-2323

Rockland High School

52 Mackinlay Way
Rockland, MA 02370
Johnathan Harrison, *Principal*
jharrison@rocklandschools.org
(781) 871-0541





school day pricing

We are proud to say our pricing is the most reasonable in the industry. We don't have surprise up-charges for backgrounds or hidden shipping fees. To put it simply, we keep our costs low by producing everything locally, in our New England production facility. We extend our savings to customers and clients.

Please see page titled "The Good Stuff" to learn more about our gifts and incentives.

A.

3 - 8x10s 4 - 5x7s 2 - 3x5s 4 - wallets

\$59

These items included FREE!
With qualifying online order.

B.

1 - 8x10 2 - 5x7s 3 - 4x6s 4 - 3x5s

\$49

These items included FREE!
With qualifying online order.

C.

3 - 5x7s 2 - 3x5s 8 - wallets

\$33

These items included FREE!
With qualifying online order.

D.

1 - 4x6 2 - 3x5s 4 - wallets 4 - minis

\$25

These items included FREE!
With qualifying online order.

A la carte

1 - 8x10 OR 2 - 5x7s OR 3 - 4x6s OR 8 - wallets

Starting at \$10 per sheet

* 60% of families build their own package using our "A la carte" package. The most popular selection is 2-5x7's for just \$10

Scope of Services

Please find an outlined and detailed Request for range of services for the Chelmsford School District

Geskus responses, including checkmarks and helpful notes, are added in blue.

= Geskus Provides

- Individual student portraits (interested in a variety of packages including digital, with at least one affordable package (\$10); parents have indicated a strong interest in a choice of affordable packages); family photo discounts if more than 1 student
- Staff photos
- A class portrait or composite print be provided to all students and staff, pre-K through 6, regardless of purchase of photographic services
- thumb print size student photos for cumulative folders (pre-K through Grade 8)
- Principal's book with all student photos (3 copies: pre-K, K through Grade 4, and Grades 5-8; and 8 copies for high school)
- Student ID cards (high school only)
- Yearbook services option (Grades 4, and Middle Schools)
- High School Athletic Team Photos option (offer team photo packages for athletes?)
- Online ordering
- Digital photo delivery options
- "lost student" picture card
- Photo delivery – photo packages returned to schools, mailed or both?
- Banners (2'x6' or similar) for each school
- Graduation photos
- Commission rate and/or guaranteed return



we believe in...

complimentary classroom group photos or composites

Classroom composites or classroom group photos are **always** included complimentary. Each student will receive a complimentary composite or group photo regardless of whether or not an order is placed.

complimentary background choices

We have a wide variety of background choices that change seasonally to keep things exciting. We **never** charge for background selection - students and staff can have any background they prefer.

“No Child Left Empty Handed”

Each student will receive a **complimentary package** in the form of a cover sheet, including of a 3x5 portrait and two safety cards.

affordable digital image options

Geskus offers digital image downloads with copyright release. Images are sent directly to the parent's email, and the transaction takes place securely online.

a wide variety of picture packages

We strive to offer a variety of desirable order options. Our packages are designed to appeal to every audience at a multitude of pricing. We keep our prices as low as possible to offer the **best value** to our customers, **never sacrificing quality**.

low-cost a la carte prints

We always offer a la carte options on our order form flyers. This allows customers to place an order for exactly what prints they would like, in any combination they prefer. On our current flyer, we see a **60% buy-rate with our a la carte options**.

the ease of online ordering

We offer a robust and mobile-friendly online ordering option. Parents can pre-order ahead of picture day and up to 72 hours after picture day has ended. They can also revisit us anytime after photos have been processed to post-order online.

\$3.00 prints

When a customer orders a digital download, they receive the option of ordering \$3.00 prints. This is the most competitive print price in the industry.



here for you

Our team is comprised of talented, compassionate and fun individuals. We live and breathe picture day and community support. We will go the extra mile to make sure our customers and clients are happy.

Questions? **“Just Ask Geskus”** No idea is too big, no inquiry too silly. We are here for you, for anything you may need.



Richard Carroll
Company Owner

Rich is the heart and soul of Geskus. He is a champion of teamwork and morally conscientious decision making. He motivates the Geskus Team to treat others with fairness and kindness, and he actively supports the school communities that we service. With two children in NH schools, he understands the importance of a school photo and will do anything to make a customer or client smile.



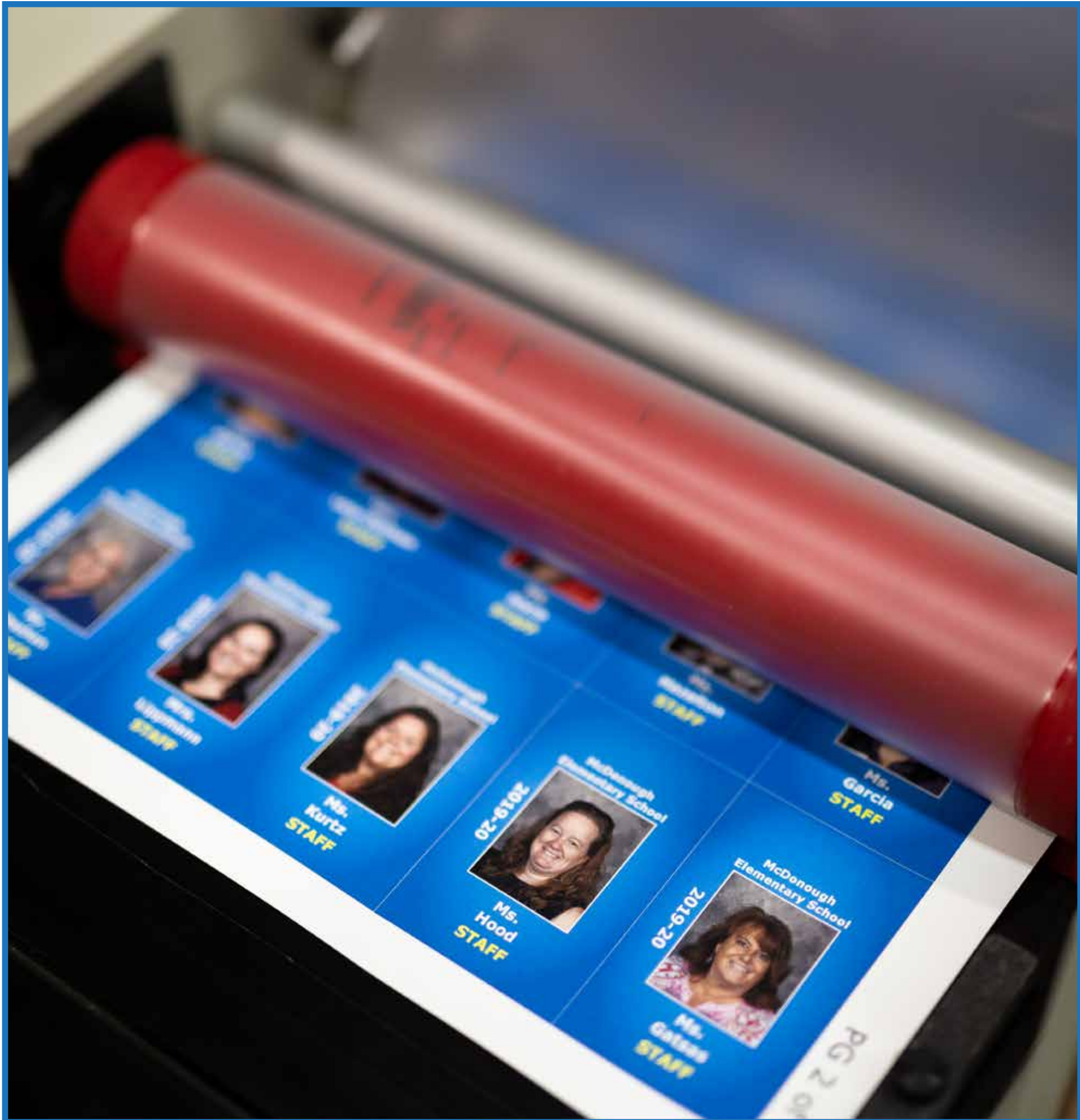
Stephen Marino
Managing Sales Director

Stephen joined the Geskus family a little over a year ago after over a decade in the industry. He loves to hit the road and meet new schools, telling them about our company brand and initiatives. Stephen loves building partnerships that are based on trust and transparency (with a little fun mixed in too). When not at work, he spends his time with his wife and three children adventuring greater New England.



Wendy Haas
Yearbook Manager

If Wendy could be described in one word, it would be “magical”. She single-handedly manages and evolves our ever-expanding yearbook department and her passion is in paying it forward, supporting causes that make a real difference for New England families and being conscientious of our “Geskus Green” initiatives. She is always up for a good belly laugh or spreading kindness.



a few perks

Some things should always be included.

Please see below our list of complimentary service items that we provide to every school partner:

Each staff member will receive a **complimentary** staff picture package, upon request.

Each student and staff member will receive a **customized ID** (barcoded if needed), complimentary.

Complimentary replacement IDs can be produced at **any time**.

Customized visitor, volunteer and substitute badges will be provided complimentary, upon request.

Complimentary mugbooks/directories and stickies are provided to each school, as needed.

Complimentary 5x7 classroom group photos or composites (individual school's choice) will be provided to each student, **regardless of whether or not an order is placed**.

Complimentary staff group photo, upon request.

Our Family Discount Plan: For families with 3 or more children: Pay full price for the first 2 children's orders and each additional child's order is free!

Complimentary packages: We believe no child should ever be left empty handed when it comes to such an important memory. Every child will receive a 3x5 picture, even if no order is made.

Our "Scholarship Fund": Geskus offers unlimited scholarship packages for families in need. Scholarship packages are awarded at the school's discretion and are indicated on picture day.



what to expect...

Geskus assumes the responsibilities of providing proper notification for picture day. This includes take home notices announcing the portrait dates, packages, prices and instructions, as well as envelope order forms. Geskus will provide additional flyer order forms to the school offices as needed.

Each student and staff member will be photographed on picture day, even if no package is purchased.

Complimentary barcoded IDs will be provided for each student and each staff member photographed. Replacement IDs can be requested at any time and there will be **no charge** for ID reprints.

Geskus will handle any and all customer/parent calls and address any questions or concerns of all involved. Geskus will handle all processing of payments, including insufficient funds.

Geskus has a **“no questions asked”** retake/refund policy. We believe no customer should be unhappy for any reason. We will do whatever is needed to make things right with limited involvement from the school.

Geskus has the fastest turnaround time in the industry. All school services, including full sets of IDs, SIS links or CDs, mugbooks/directories, sticky sheets, etc., will be returned to the school within weeks of picture day or retake day, respectively.

the good stuff

Everyone loves gifts & incentives. We want to be both the best picture day and yearbook publishing provider for your school, as well as the best partner. The gifts below will be awarded for each year of our agreement.

Your Print Partner:

Need something printed? Just let us know, we are happy to provide an unlimited print credit to your schools!

Here's a few ideas: Prom Tickets, Birthday Cards, Student of the Month Certificates, Graduation Certificates, Holiday Cards, Postcards, etc.

Please allow 4 weeks for design and production of all items listed above.

Total Allowance: Unlimited

Complimentary Custom Banner:

We're here to help your school advertise! Need a custom school banner? We are happy to provide a banner for each school (\$150 value per banner)

Here's a few ideas: Upcoming Book Fair, Back-to-School message, Anti-Bullying message,

School banners must be designed 4 weeks prior to need-by-date.

Total Value: \$1200

20% Commission:

We are proud to offer the Chelmsford School District 20% commission on all gross sales from picture day events. This allows each school to earn money back as a fundraising opportunity.

All gift incentives and commissions will be provide at the earliest convenience of Geskus and within 30 days of the last customer payment received from each picture day event.

Total Allowance: Unlimited Potential!

Family Plan:

We are proud to offer the Chelmsford School District the best family plan in the industry. For families with 3 or more children: Pay full price for the first two children's orders and each additional child's order is FREE!

For a complete listing of our complimentary services, please visit: www.wearegeskus.com/services

the bottom line:

Unlimited print credit, **\$1200** in custom banner design, **20% commission** on all gross sales, the best **Family Plan** in the industry, and the **priceless** value of a local trusted school photography partner.

thank you

Thank you again for your time and consideration. We look forward to working with you.

Questions about this proposal booklet?
We're here to help:

stephen@wearegeskus.com
(800) 948-1120 ext. 5673



Along with help from each member of the Geskus Team, this proposal was carefully put together for you by Stephen Marino, Managing Sales Director at Geskus Studios & Yearbook Publishing.



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