



Request for Proposal

The Elizabeth School District is a small, rural district that sits just southeast of the Denver metro area on Colorado. We have just over 2000 students with 1 comprehensive high school, 1 middle school and 2 elementary schools. Our community has strong family values and supports parental rights. We are seeking a partner to operate **Book Fairs** within our schools who can ensure that a collection is offered that provides wholesome content to our students with age-appropriate material without controversial materials being included contrary to the values of our families. While some of our parents may be open to their children purchasing books with mature content, it is important that these materials are advertised as available and only purchased by students with parental permission.

Book fairs have been very successful in our community in the past, and we hope to continue this important tradition. We would welcome your company to complete this RFP and submit to our Superintendent no later than Friday, March 22, 2024. We will review and hope to select a partner by April 1, 2024. Should we have questions, we will reach out to the contact listed. It can be submitted either by U.S. Mail to:

Superintendent Dan Snowberger
Elizabeth School District
634 S. Elbert Street
PO Box 610
Elizabeth, CO 80107

Or by email to DSnowberger@esdk12.org.

Thank you for your interest in advance for providing your proposal.

Name of Respondent: _____ **SCHOLASTIC BOOK FAIRS** _____

Contact Name: _____ **Chris Mueller** _____

Phone #: **(636) 209-1898** _____ Email: _____ **cmueller@scholasticbookfairs.com**

Are you able to provide availability for book fairs for four schools during the 2024-25 school year? **X** Yes _____ No

THIS FORM MAY BE RESPONDED TO ELECTRONICALLY

Describe the collection you provide by level (Elementary, Middle, High): _____

Our books are selected by a group of book experts with more than 500 years in the publishing, education, and other kid related businesses. They work with more than 100 publishers from around the world and read and review more than 1000 books annually. Our book selection is curated and targeted towards Pre-School, Elementary and Middle School students through a variety of book fair offerings suited for these grade levels. We know what kids want to read, staying on top of trends in the media, publishing, and what's important in their lives. These titles include the top authors and New York Times Bestsellers suited towards the appropriate grade levels.

How do you handle materials that may be considered controversial or mature based on age or subject?

Our Book Fair Hosts (BFH) are provided with a “Book Preview”, which can serve as a ready reference for all the books that will be included in the book fair. The BFH can quickly search by title, authors, topics and themes to determine if certain items need to be pulled off the fair. Since controversial or mature content can be subjective, we are letting the school make this decision.

What is the profit arrangements with the school or organization?

Earning Scholastic Dollars

During your Fair, you'll earn Scholastic Dollars on every in-person and online purchase as a percentage of your total sales before sales tax.

Fair Sales	Scholastic Dollars	Cash Value
\$3,500 and up	50% of sales or combination of profit options	25% of sales
\$1,500 - \$3,499.99	40% of sales	\$0
\$0 - \$1,499.99	30% of sales	\$0
Virtual Fairs	25% of sales	\$0

Bonus incentives

At your upcoming Fair, complete three out of the four activities below to earn 100 Scholastic Dollars. Double your rewards when you complete all four—that's 200 extra Scholastic Dollars for your school!*

Multiple-Fair Reward

Earn 10% extra Scholastic Dollars

After your first Fair, sales at each additional Fair** will earn 10% extra Scholastic Dollars. Fairs must be held between August 1, 2023 and July 31, 2024.

Are there any other benefits that go to the school as result of sales volume? (i.e., books to the school, etc?)

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As the Profit matrix above points out, we encourage the school to promote and advertise the Book Fair to increase sales volume. As such, the school will benefit more, as sales increase. For example, a \$5,000 fair would earn the school \$2,500 Scholastic Dollars or \$1,250 in cash. A \$10,000 fair would earn \$5,000 in Scholastic Dollars or \$2,500 in cash. Additionally, we offer a “Share the Fair” program that has not only helped schools put additional books in their libraries and classrooms, but it has helped schools that have equity concerns set up a way that everyone is able to fully participate in the book fair. As is also outlined above, when a school hosts multiple fairs at a certain revenue level during a school year, they will not only serve their students’ ever developing reading levels, but they can earn additional bonuses as well. There is also a bonus incentive the host can earn when they do certain things to promote and improve their book fair experience.

What supports do you provide during the sale itself?

The Book Fair Host (BFH) has full access to the Book Fair Host Hub which provides pertinent marketing materials and How-To training videos. The Scholastic Fair Consultant will also provide information and ideas for the BFH to market and advertise the fair. We also offer on-call support to ensure the POS machines and restocks, as well as other integral parts of the book fair, are supported throughout.

Is there any other information that would be helpful to the district as it considers a company to partner with during the 2024-25 school year?

Our passionate Sales and customer support team partner with the host from within the school community to plan the best possible book fair with the individual school’s grade mix, input and needs in mind and then to support the Host throughout the event. We offer numerous fair styles and formats to match the need of the individual school. Our sales team partners closely with the host to make use of the additional tools offered through our comprehensive online Host Hub to not only market and advertise the event, but to make it the best possible experience for the entire community involved. Our very experienced Product team works with all the publishers within the industry to curate the most comprehensive and current selection of books available on a book fair. The exclusive titles and formats that we offer are some of the top titles according to the New York Times Best Sellers list and are also one of the keys to how we are able to keep the price down for the students and families that are purchasing books at the fair. We offer different payment forms to not only accommodate the market but to include family members that do not live in town. We offer a Share the Fair program that has not only helped schools put additional books in their libraries and classrooms, but it has helped schools that have equity concerns set up a way that everyone is able to fully participate in the book fair. We also offer Story voice, live storytelling for kids everywhere. This features live read-aloud with some of our favorite children’s authors like Jeff Kinney and Peter Reynolds. It is completely free with exclusive perks for our Book Fair Hosts...including an upgraded experience. Finally, one of the most important value added aspects about Scholastic Book Fairs is that it literally brings these best-selling authors and titles directly to the schools, thus providing the critically needed ACCESS that is lacking in most communities, especially in rural areas.