



School Pictures Proposal
for the School Year(s)
2019-20 | 2020-21 | 2021-22

Pembroke Pines Charter High School

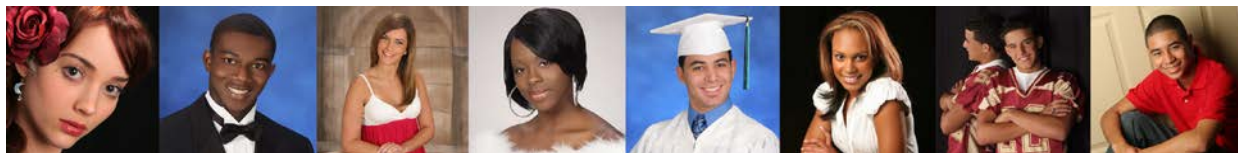


Senior Portraits | Class Rings | Grad Products

We are Tradition.

*Over 45 Years of
“Investing in Memories”*



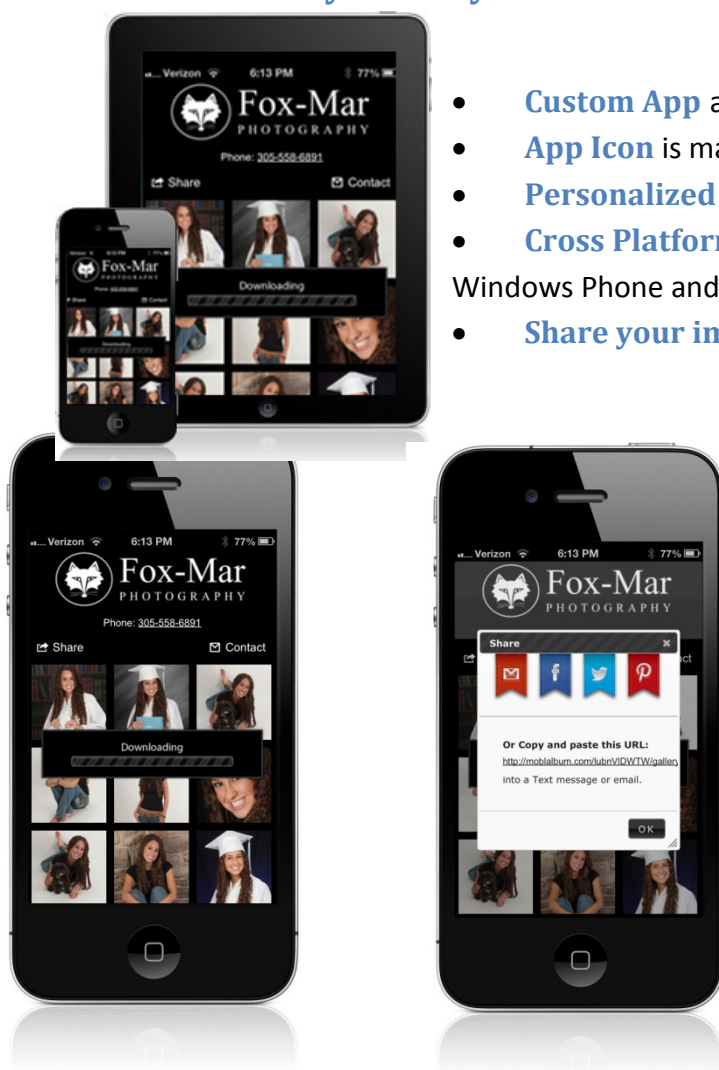


Fox-Mar Custom App

Share your Senior Portraits with Friends
and Family where you want to!



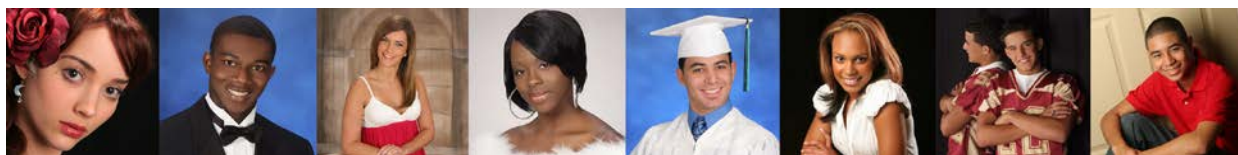
- **Custom App** available for each Senior
- **App Icon** is made from your own favorite pose.
- **Personalized Gallery** in your OWN APP!
- **Cross Platform:** Works with iPad, iPhone, Android, Blackberry, Windows Phone and many other mobile devices.
- **Share your images** on the platform you like.



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305-279-3240

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FOX-MAR PHOTOGRAPHY SPECIFICATIONS

2019-20 | 20-21 | 21-22

In consideration of appointment as official photographer to **Pembroke Pines Charter High School**, Fox-Mar Photography agrees to all the specifications set forth in your school's proposal for photographic services.

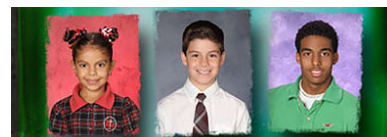
1. SENIOR PORTRAIT PHOTOGRAPHY

Seniors will be photographed for yearbook and cap & gown poses at the same time which saves Seniors money. **They will also be offered the largest variety of poses and backgrounds including traditional, casual, and personality poses.** Seniors and their parents may view online, pickup or be mailed, a selection of portraits from which to choose with their families. Fox-Mar will provide a print and/or digital image on a CD and/or ZIP file in a Dropbox for publication in the yearbook. All portraits will meet publishing guidelines and will be delivered with detailed lists in time to meet your publishing deadlines. Fox-Mar will provide at least two days of onsite senior portrait sessions prior to the publishing deadline to help make sure each senior has an opportunity to appear in the yearbook.



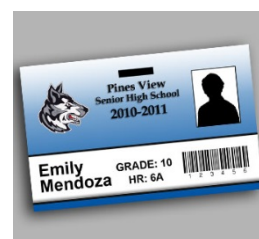
2. UNDERCLASS PHOTOGRAPHY

Fox-Mar Studios will photograph underclass students on campus. Underclass photos are available to your school on CD and/or ZIP file in a Dropbox for your publisher and school administration. Students may purchase picture packages with a money-back guarantee of satisfaction. The school will receive a 40% commission on the sale of underclass portrait packages.



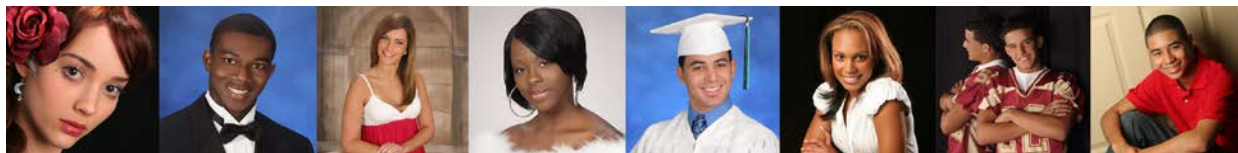
3. STUDENT ID CARDS – WE DO IT RIGHT.

We create a custom program based on your school's needs. Our methods of distribution are the most efficient and organized. **ID Cards can be printed seconds after each student is photographed!** Our graphics department works with your administration to make a custom designed ID which includes barcodes, grade, student ID number, name, and any other pertinent information required.



4. YEARBOOK STAFF MARKETING & FUND RAISING OPPORTUNITIES

Fox-Mar will provide marketing materials to help promote yearbook sales and parent ads. We can market to seniors and underclassmen through email and texting campaigns. We can offer fundraising photo opportunities throughout the school year with Holiday photo sessions at the school. At the school's option, Fox-Mar will provide photography programs at competitive market prices for Homecoming and Prom photos.



Yearbook Services

Un-paralleled Service and Assistance!

Personal Contact with the owners Ira Fox and Mark Maynard; you get the answers and the results when you need them. Our staff has smart phones for instant communication when you need us the most.



Yearbook Camera Equipment: Digital "point & shoot" and DSLR cameras will be provided to your yearbook staff. Tell us what you need!

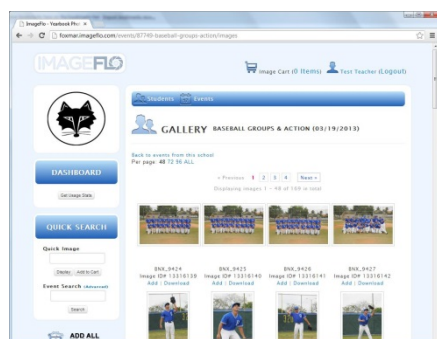
Adobe Photoshop and Lightroom Workshops: Fox-Mar will Photoshop artists to your class to have small and personal training your own artists on special scanning and digital imaging. Learn how to manipulate images, add & remove people and objects, and add custom graphics.



send our workshops techniques. enhance photos,

Experienced Professionals: Fox-Mar has been in business over 42 years. Our photographers average at least 12 years experience and take pride in their work.

ImageFlo DIGITAL IMAGING Service: Digital images are available in any format requested. They are available on our ImageFlo website ANYTIME and from ANY PLACE with internet access! All lab facilities are local in Miami.

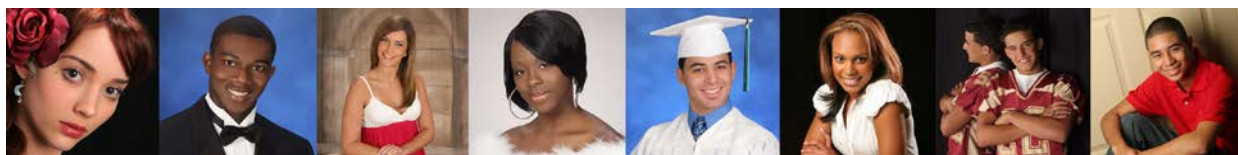


- Improved Batch Zip Downloading
- Email Notification of New Events online
- Improved User Interface
- 24/7 Access to your Candid Images

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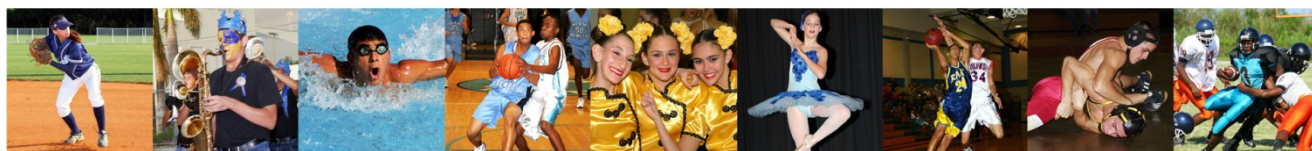


QUALITY CANDID PHOTOS & DIGITAL DELIVERY OF IMAGES

Fox-Mar can deliver images over the web **DIRECTLY INTO YOUR YEARBOOK SOFTWARE**, into ImageFlo, or via Dropbox and Google Drive whenever needed.

Fox-Mar will work with whoever your selected publisher is and we will upload event images into your online design software within 24 hours of the event. We have strong working relationships with all major publishers, and we make sure the images provided exceed all industry standards for quality and resolution.

Our images can be delivered **within minutes** of the assignment to help meet tight deadlines.



SUPER RUSH IMAGES ARE AVAILABLE "WHILE YOU WAIT."

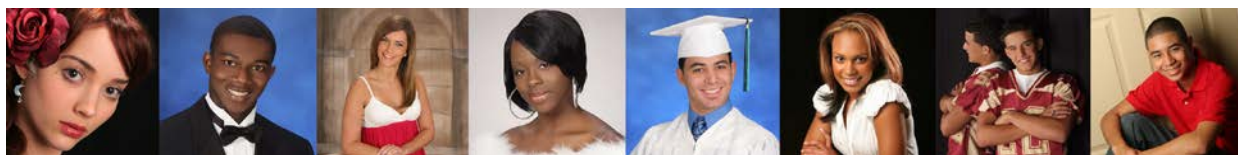
- ImageFlo organizes digital images by keyword, description and date.
- Teachers have complete control and security over student access to images.
- Single Image or Batch Downloading of images is available.
- All user activity is tracked, so you know what students are accessing images.
- Your Yearbook candids are always available in the classroom, at home, or at a hot-spot.

Fox-Mar has "in-house" capabilities for digital scanning, retouching and special photo manipulation for special effects. We can add and/or remove people from group shots, open eyes, remove red-eye, hide unwanted obstacles in photos; the possibilities are endless!

LAB FACILITIES LOCATED IN SOUTH FLORIDA - Your work is all done locally in our Miami Lakes photo lab facilities. All work, including senior portraits, service images, underclass portraits, dances, and digital products are printed using the latest in professional digital equipment by local professionals.

PHOTO WORKSHOPS - Fox-Mar will provide workshops for staff photographers in the summer and during the school year to help students with their photography skills. Books and videos are available to all students. The best opportunity is for your staff to shoot side by side in our internship program.

YEARBOOK SAMPLES - The school will provide Fox-Mar with 2 complimentary copies of the yearbook for students to view in our studio.



Why Fox-Mar?

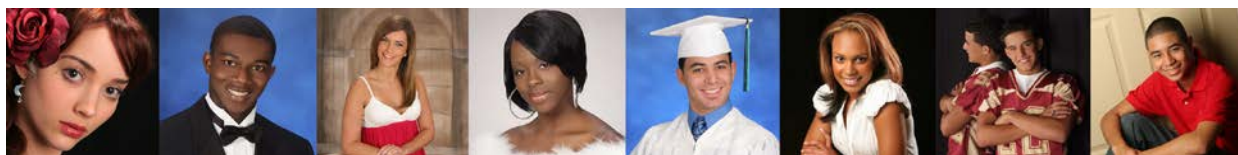
Call These Schools!

- Marjory Stoneman Douglas Senior High School - 754-322-2150 - Sarah Lerner
- Coral Springs Senior High School - 754-322-0500 - Bradley Lyons
- Coral Glades Senior High School - 754-322-1250 - Kristen Edwards
- Cooper City Senior High School - 754-323-0202 – Hailee Yaeger
- J.P Taravella Senior High School– 754-322-2300 - Debra Johnson
- West Broward Senior High School – 754-323-2600 Angie Garcia
- South Dade Senior High School – 305-247-4244 – Mike Valancy
- Dr. Michael Krop Senior High School – 305-652-6808 – Mary Kay Sullivan
- Southridge Senior High – 305-238-6110 – Angie Bell
- Barbara Goleman Senior High – 305-362-0676 – Isabel Ojeda
- M.A.S.T. @ Homestead - 305-257-4500 – Linda Weinstein
- Jose Marti MAST 6-12 Academy – 305-557-5931 – Ed Cruz
- School for Advanced Studies – 305-237-0510 – Jim Coats

Here is a list of additional schools continually serviced over the years

- American Senior High (since 1976) – 305-557-3770 – Samuel Gbadebo
- Sunset Senior High School (since 1977) – 305-385-4255 – Raquel Jelenszki
- Coral Park Senior High (since 1976) – 305-226-6565 – Tery Perez-Fina
- Killian Senior High (since 1977) – 305-271-3311 – Amanda Espana-Tait
- Palmetto Senior High (since 1979) – 305-235-1360 – Kurt Panton
- Felix Varela Senior High (since 2000) – 305-752-7900 – Zoila Garcia
- John A. Ferguson Senior High (since 2005) – 305-408-2700 - Gabriel Lage

Please feel free to call these schools for references or questions about their experience with Fox-Mar Photography.



Senior Portraits

45+ Years of Experience in South Florida – Fox-Mar MADE THE TRADITION!



WWW.FOXMAR.COM Interactive: Seniors will be able to log-on to our secure website and schedule their own appointments, view their previews, browse prom and homecoming candids, and other contact customer relations for many other products and services.

Quality, Quality, Quality: Fox-Mar Senior portraits are the talk of the town for quality and creativity. Our skilled photographers, professional retouchers and talented lab technicians work together to create lasting family heirlooms.

Instant Gratification: Our Portrait Studios are set up with state-of-the-art portrait equipment. Images are displayed instantly and privately for the senior and family to view as they are being photographed.

Variety of Poses: Fox-Mar has more variety of Casual, Glamour, Yearbook, Personality, and Traditional Poses. We take everything from full length to extreme close-ups. New poses, New props, New backgrounds - Always!



Convenient Hours: Fox-Mar has the most convenient hours. We are open 7 days a week and most evenings during the summer for Seniors and their families.

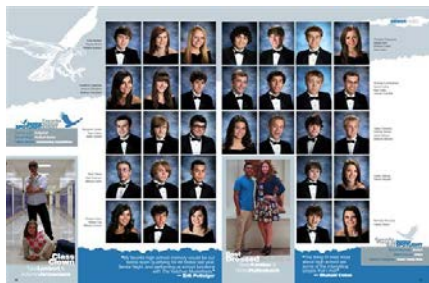
Printed lists of photographed seniors let your staff know who photographed (and not photographed) are available at any time.



has been

Instant Proofing Option: Fox-Mar has the option of providing PREVIEWS for senior portraits. Previews can be available within portrait sitting, either in print or on our secure website. Each senior's image has an individual secure password to protect their privacy. **No additional charge for previews online** with this order option.

INSTANT
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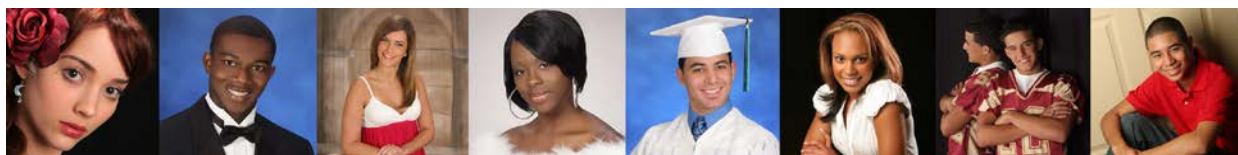


It is important to get as many Seniors as possible in your yearbook & we make it convenient for them. Due to our quality & customer service, our percentage of return is very high compared to the national and state average. As your yearbook senior deadline approaches, **we can schedule an on-campus senior yearbook photo session for seniors who could not come to the studio in time for the deadline. This way, they have their portraits done during their senior year, not when they are juniors.**

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Portrait Preview Program

As per the school bid, ***no deposit is required***. Fox-Mar has an optional preview deposit for an easy payment plan. At the choice of the student, previews are mailed home with a \$25.00 refundable security deposit. This deposit may be used as a payment if the student desires to purchase portraits.

Rush proofs are also available from \$10.00 and **session previews are put online at NO CHARGE.**

A preview deposit IS NOT REQUIRED to review your portraits and select your yearbook pose.

We believe our deposit policy is a more desirable approach than the practices of other companies. We do not want the students to believe the previews are free - when they are not.

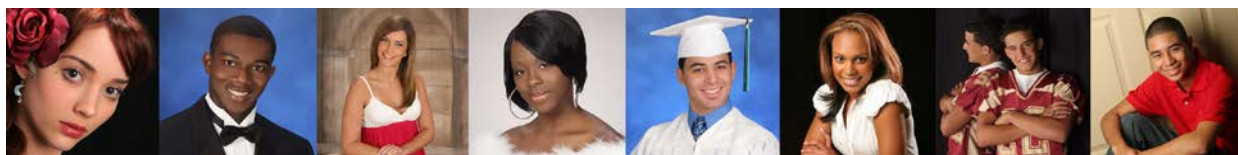
Portrait Sessions

All Seniors are Equal. But, all Portrait Sessions Are Not Equal to Our's!

Fox-Mar does not charge for a Yearbook Session. Fox-Mar allows you to review and choose your own yearbook pose to be submitted to the publisher. Seniors will have the option of taking Cap & Gown portraits during the Summer, Fall, Winter, or Spring at ***no charge***.

Some Seniors want more. It's your choice, not the photographers' choice, as to how many previews you'll receive. Yes, we do charge for multiple sessions, but they're worth it.

- Yearbook Session (includes multiple Yearbook and Cap & Gown Poses) – **NO CHARGE**
- Single Senior Session (includes multiple Yearbook, Casual and Cap & Gown Poses)
- Double Senior Session
 - The Double Session is for the Senior who would like a moderate selection of images. This session includes a selection of yearbook, traditional, casual, and formal portraits. Bring up to 2 of your favorite outfits for this session. A minimum of 18 images will be taken. Includes an online proofing option at **NO CHARGE.**
- Platinum Senior Session
 - The most poses, a crazy amount of backgrounds, props, and an opportunity to really express yourself through your portraits. Sport your jersey, rock your music, or design your own look. A minimum of 30 images will be taken. Bring any of your own props and up to 3 of your favorite outfits. This exclusive session features Full Length Poses, Green Screen Digital Backdrops, and Elite Pose options. Includes an online proofing option at **NO CHARGE.**



Undergrad Portraits

The smoothest picture day in the business!



Fox-Mar EXCLUSIVELY offers Mobile PIMS – Your Student Locator IN YOUR HANDS!

Student Photo Directories, Gradebook Images, & Publishers Images are available in DAYS, not weeks – AVAILABLE THE SAME DAY IF NEEDED!

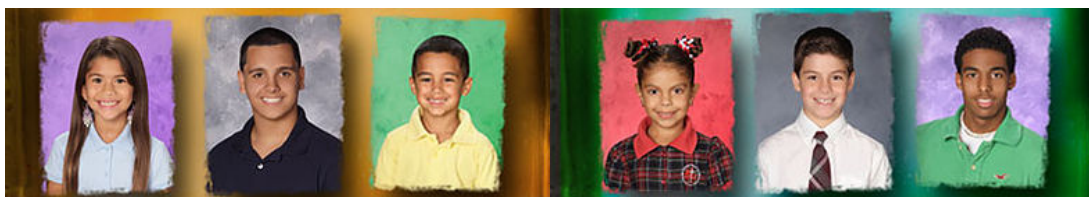
Pre-printed camera cards from your school's data file means no forms for the students to fill out.

Administrator and Yearbook Photo CD: Underclass photos will be delivered on Photo CD for your publisher. PIMS Administrative Software is also available to be used by school personnel as a "digital student rolodex." Our images smoothly import into Pinnacle Grade Book Software, Follett Library Management software, and many other school administrative software packages.

Yearbook CD and packages will be returned identified and in any order you request with a delivery receipt for each teacher's class.

Splash Color Backgrounds: Fox-Mar offers more gel colored backgrounds in all of our underclass picture packages. Students can choose from many background colors in this program. We can even make sure that all of your backgrounds in the yearbook are the same color if you want, while the student still gets his/her choice with their package!

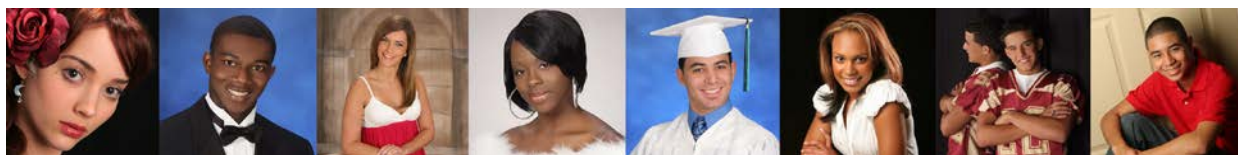
Online products and packages will be made available to parents and students. This will also include products such as smart phone cases, magnets, throw-rugs, keychains, mouse-pads, digital products, and more.



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Senior Portrait Packages and Pricing

All of our packages allow you to swap sheets of the same size at no charge.

4- 3½x5 Color Portraits
12- 2½x3½ Color Portraits
Standard Finish.....\$77.95

2½ Sheets

2- 5x7 Color Portraits
8- 3½x5 Color Portraits
12- 2½x3½ Color Portraits
Standard Finish.....\$99.95

4½ Sheets

Multiple Pose Package

1-8x10 Color Portrait
4-5x7 Color Portraits
8-3½x5 Portrait
8-2½x3½ Color Portraits
Standard Finish.....\$159.95
Add a pose to this package for only \$10

6 Sheets

Multiple Pose Package – 10 Sheets

1-11x14 Color Portrait
2-8x10 Color Portraits
6-5x7 Color Portraits
4-3½x5 Color Portraits
16-2½x3½ Color Portraits
Standard Finish.....\$229.95
Includes 2 Poses, or 4 poses for \$249.95

4 Pose
Special

Multiple Pose Package - 18 Sheets

1-16x20 Color Portrait (Mounted)
4-8x10 Color Portraits
8-5x7 Color Portraits
8-3½x5 Color Portraits
32- 2½x3½ Color Portraits
Poses put into a custom Fox-Mar Mobile App!
Free "Class of 2019" Keychain included
Standard Finish.....\$359.95

UNLIMITED
Poses at no
charge!

Social Media Packages and Digital Options

6-sheets, 2-poses + App – Design your own Package

Includes Social Media Digital Image Downloads

Standard Finish- \$244.95

8-sheets, 3-poses + App – Design your own Package

Includes Social Media Digital Image Downloads

Standard Finish - \$264.95

10-sheets, 5-poses + App – Design your own Package

Includes Social Media Digital Image Downloads

Standard Finish - \$284.95

Class of 2019 Special – Design your own Package

Includes Social Media Digital Image Downloads

12-sheets, 5-poses + App, 12 previews in a folio, & 2 class of 2019 keychains, 3 Poses, and a Grad Tassel Frame
Standard Finish.....\$379.95

Digital Senior

Five of your high res images retouched with a full copyright release and VIP Special Discounted Print Pricing (at 50% off) - \$299.95

Your Poses in the Fox-Mar App are included in certain packages and Digital Images. Presentation easels are offered at discount prices with several packages.

DELUXE RETOUCHING PER POSE IS \$11.95 | SPECIAL POSE BUNDLE – 5 additional poses for \$49.95

Deluxe Portrait Finishing is available on all of the above packages ranging from \$12 to \$30.

ADDITIONAL PRINTS

16-2½ x3½ Portraits.....\$19.95
1-8x10 Portrait.....\$29.95
2-5x7 Portraits.....\$29.95
4-3½x5 Portraits.....\$29.95
48-2½x3½ Portraits.....\$32.95
1-11x14 Portrait.....\$49.95
1-16x20 Portrait.....\$99.95
1-20x24 Portrait.....\$174.95

ADDITIONAL ITEMS

Keychain (2).....\$4.95
Personalized Wallets (digital).....\$9.95
Personalized Wallets (foil).....\$14.95
Images on CD (lo-res).....\$29.95
Images on CD (hi-res).....\$119.95
Grad Frame with Tassel.....\$41.95
Portrait Session Reprints w/ order.....\$30.95
Portrait Session Reprints w/ folio.....\$39.95

Package Pricing listed herein is for the current school year. Senior Portrait packages will be offered at the current Fox-Mar Senior Portrait Contract special pricing for each year of the contract. Packages & pricing will be similar to the above offerings.

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Underclass Portrait Prices

Design your own package

Select from: 1-8x10 or 2-5x7 or 4-3½x5 or 8-2½x3½

Choose as many sheets as you want for only **\$12.00** per sheet.

1-5x7 2-3½x5 8-2½x3½ \$20.00	2-5x7 4-3½x5 8-2½x3½ \$25.00	1-8x10 2-5x7 4-3½x5 8-2½x3½ \$35.00	2-8x10 2-5x7 4-3½x5 8-2½x3½ 1 Digital Image \$40.00	DIGITAL ONLY PACKAGE HIGH RES IMAGE CD Includes Splash Color \$25.00
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Add-on Offers Available with Any Package

- Splash Color Background and Custom Background Choices are available at \$5.00 per package.
- Add personalized wallets for only \$10.00 to any package.
- Retouching is an option that eliminates blemishes, scars, acne etc. will be available for \$10.00
- Digital Image can be added to any of the above packages for \$15.00
- 4 Photo Magnets for \$12.00

Package Pricing listed herein is for the current school year. Portrait packages and products will be offered at the current Fox-Mar special pricing for each year of the contract. Packages & pricing will be similar to the above offerings; however, obsolete products may be eliminated and new products offered in the industry may be added.

This agreement, when executed below will signify acceptance by the school of the foregoing proposal submitted by the photographer.

The agreement is for Fox-Mar to provide the referenced services to the school for the term referenced, and can be extended by mutual agreement in writing. In the event of non-performance by Fox-Mar or the school, a best effort will be put forth by the school and/or Fox-Mar to correct any issues. If said issue cannot be resolved after reasonable efforts, the agreement can be terminated upon completion of the current school year.

We certify that, except herein, there is no understanding or agreement verbal or written, between the photographer and any official representative of the school.

Fox-Mar Representative Signature

Mario Abril

Name Printed

02/21/2019

Date

Official School Representative Signature

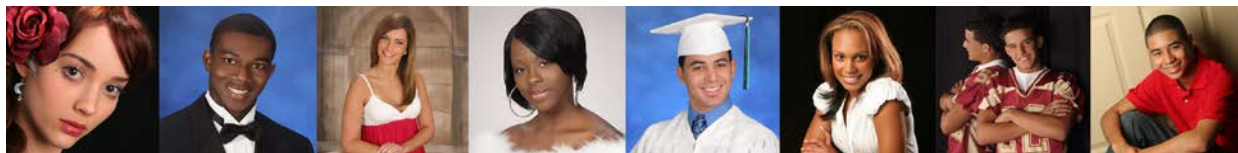
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