



APPENDIX B

LETTER INTENT

(Note: To be typed on Respondent's Letterhead. No modifications may be made to this letter.)

October 6, 2017

Attn: James W. Edwards, Jr., CPA
Business Administrator/Board Secretary
Brick Township Public Schools
101 Hendrickson Avenue
Brick, NJ 08724

Dear Mr. James W. Edwards,

The undersigned, as Respondent, has (have) submitted the attached Proposal Statement in response to a Request for Proposals (RFP), issued by the Brick Township Board of Education ("Board"), dated (INSERT DATE), in connection with the Board's need for School Photographer Services.

LIFETOUCH HEREBY STATES:

1. The Proposal Statement contains accurate, factual and complete information.
2. **Lifetouch National School Studios Inc.** agrees to participate in good faith in the procurement process as described in the RFP and to adhere to the Board's procurement schedule.
3. **Lifetouch National School Studios Inc.** acknowledges that all costs incurred by it (them) in connection with the preparation and submission of the Proposal Statement and any proposal prepared and submitted in response to the RFP, or any negotiation which results there from shall be borne exclusively by the Respondent.
4. **Lifetouch National School Studios Inc.** hereby declares that the only persons participating in this Proposal Statement as Principals are named herein and that no person other than those herein mentioned has any participation in this Proposal Statement or in any contract to be entered into with respect thereto. Additional persons may subsequently be included as participating Principals, but only if acceptable to the Board. /Name of Respondent) declares that this Proposal Statement is made without connection with any other person, firm or parties who has submitted a Proposal Statement, except as expressly set forth below and that it has been prepared and has been submitted in good faith and without collusion or fraud.



APPENDIX B

LETTER INTENT | CONTINUED

5. Lifetouch National School Studios Inc. acknowledges and agrees that the Board may modify, amend, suspend and/or terminate the procurement process (in its sole judgment). In any case, the Board shall not have any liability to the Respondent for any costs incurred by the Respondent with respect to the procurement activities described in this RFP.
6. Lifetouch National School Studios Inc. acknowledges that the provision of [insert services] must comply with all applicable affirmative action and similar laws. Respondent hereby agrees to take such actions as are required in order to comply with such applicable laws.
7. Lifetouch National School Studios Inc. submits a proposal for fixed fees, including out of pocket expenditures, as follows:

January 1, 2018 - December 31, 2018

Senior Portrait Pricing:

Five Post Portrait Package	\$277.00
Four Pose Portrait Package	\$258.00
Three Pose Portrait Package	\$167.00
Two Pose Portrait Package	\$98.00
One Pose Portrait Package	\$279.00

979 corrected 11/30/17 during interview

Add-Ons:

Sixteen Wallets	\$30.00 (as part of the package)	\$64.00 (not part of the package)
Twenty-Four Wallets	\$40.00 (as part of the package)	\$66.00 (not part of the package)
One 16x20	\$85.00 (as part of the package)	\$115.00 (not part of the package)
One 8x10	\$30.00 (as part of the package)	\$50.00 (not part of the package)
Two 5x7	\$30.00 (as part of the package)	\$50.00 (not part of the package)
Four 3x7	\$30.00 (as part of the package)	\$50.00 (not part of the package)

Middle School and High School Underclass Portrait Pricing:

Package One (2-8x10, 4-5x7, 6-3x5, 8 Wallets)	\$34.00
Package Two (1-8x10, 2-5x7, 4-3x5, 16 Wallets)	\$30.00
Package Three (2-5x7, 2-5x7 B&W, 4-3x5, 8 Wallets)	\$24.00
Package Four (1 8x10, 2-5x7, 2-3x5, 16 Wallets)	\$26.00
Package Five (1-8x10, 2-5x7, 4-3x5)	\$20.00
Package Six (2-5x7, 1-5x7 B&W, 2-3x5)	\$14.00





APPENDIX B

LETTER INTENT | CONTINUED

Elementary School Portrait Pricing:

(All Packages to include Class Portrait)

Package One (2-8x10, 2-5x7, 4-3x5, 24 Wallets, 8 Mini)	\$28.00
Package Two (1-8x10, 2-5x7, 4-3x5, 16 Wallets, 8 Mini)	\$25.00
Package Three (2-5x7, 4-3x5, 8 Wallets)	\$17.00
Package Four (1-8x10, 2-5x7, 2-3x5, 16 Wallets)	\$20.00
Package Five (1-5x7, 4 Wallets)	\$8.00
Package Six (1-8x10, 2-5x7)	\$11.00

Special Retouching Pricing:

	UNDERCLASS**	SENIORS**
Braces Removal	\$12.00	20.00
Tan Line Removal	\$12.00	20.00
Fly Away Hair	\$12.00	20.00
Stud Earing Removal	\$12.00	20.00
Eyeglass Glare Removal	\$12.00	20.00
Moles or Minor Scar Removal	\$12.00	20.00
Teeth Whitening	\$12.00	20.00

*All of the above are included with our underclass premium retouch.

**All senior packages include basic retouch, these prices represent the cost for addition retouching in these areas.

January 1, 2019 - December 31, 2019

Senior Portrait Pricing:

Five Post Portrait Package	\$277.00
Four Pose Portrait Package	\$258.00
Three Pose Portrait Package	\$167.00
Two Pose Portrait Package	\$98.00
One Pose Portrait Package	\$279.00

Add-Ons:

Sixteen Wallets	\$30.00 (as part of the package)	\$64.00 (not part of the package)
Twenty-Four Wallets	\$40.00 (as part of the package)	\$66.00 (not part of the package)
One 16x20	\$85.00 (as part of the package)	\$115.00 (not part of the package)
One 8x10	\$30.00 (as part of the package)	\$50.00 (not part of the package)
Two 5x7	\$30.00 (as part of the package)	\$50.00 (not part of the package)
Four 3x7	\$30.00 (as part of the package)	\$50.00 (not part of the package)

Corrected 11/20/17 during interview

Middle School and High School Underclass Portrait Pricing:

Package One (2-8x10, 4-5x7, 6-3x5, 8 Wallets)	\$34.00
Package Two (1-8x10, 2-5x7, 4-3x5, 16 Wallets)	\$30.00
Package Three (2-5x7, 2-5x7 B&W, 4-3x5, 8 Wallets)	\$24.00
Package Four (1 8x10, 2-5x7, 2-3x5, 16 Wallets)	\$26.00
Package Five (1-8x10, 2-5x7, 4-3x5)	\$20.00
Package Six (2-5x7, 1-5x7 B&W, 2-3x5)	\$14.00





PROPOSAL RESPONSE | SCHOOL PHOTOGRAPHER SERVICES
Request for Proposals

APPENDIX B
LETTER INTENT | CONTINUED

**Lifetouch is willing to offer the same packaging and pricing as the elementary schools to the middle school.*

Elementary School Portrait Pricing:

(All Packages to include Class Portrait)

Package One (2-8x10, 2-5x7, 4-3x5, 24 Wallets, 8 Mini)	\$28.00
Package Two (1-8x10, 2-5x7, 4-3x5, 16 Wallets, 8 Mini)	\$25.00
Package Three (2-5x7, 4-3x5, 8 Wallets)	\$17.00
Package Four (1-8x10, 2-5x7, 2-3x5, 16 Wallets)	\$20.00
Package Five (1-5x7, 4 Wallets)	\$8.00
Package Six (1-8x10, 2-5x7)	\$11.00

Special Retouching Pricing:

	UNDERCLASS**	SENIORS**
Braces Removal	\$12.00	20.00
Tan Line Removal	\$12.00	20.00
Fly Away Hair	\$12.00	20.00
Stud Earing Removal	\$12.00	20.00
Eyeglass Glare Removal	\$12.00	20.00
Moles or Minor Scar Removal	\$12.00	20.00
Teeth Whitening	\$12.00	20.00

**All of the above are included with our underclass premium retouch.*

***All senior packages include basic retouch, these prices represent the cost for addition retouching in these areas.*

January 1, 2020 - December 31, 2020

Senior Portrait Pricing:

Five Post Portrait Package	\$277.00
Four Pose Portrait Package	\$258.00
Three Pose Portrait Package	\$167.00
Two Pose Portrait Package	\$98.00
One Pose Portrait Package	\$79.00

Corrected 11/30/17 during interview

Add-Ons:

Sixteen Wallets	\$30.00 (as part of the package)	\$64.00 (not part of the package)
Twenty-Four Wallets	\$40.00 (as part of the package)	\$66.00 (not part of the package)
One 16x20	\$85.00 (as part of the package)	\$115.00 (not part of the package)
One 8x10	\$30.00 (as part of the package)	\$50.00 (not part of the package)
Two 5x7	\$30.00 (as part of the package)	\$50.00 (not part of the package)
Four 3x7	\$30.00 (as part of the package)	\$50.00 (not part of the package)





APPENDIX B

LETTER INTENT | CONTINUED

Middle School and High School Underclass Portrait Pricing:

Package One (2-8x10, 4-5x7, 6-3x5, 8 Wallets)	\$34.00 _____
Package Two (1-8x10, 2-5x7, 4-3x5, 16 Wallets)	\$30.00 _____
Package Three (2-5x7, 2-5x7 B&W, 4-3x5, 8 Wallets)	\$24.00 _____
Package Four (1 8x10, 2-5x7, 2-3x5, 16 Wallets)	\$26.00 _____
Package Five (1-8x10, 2-5x7, 4-3x5)	\$20.00 _____
Package Six (2-5x7, 1-5x7 B&W, 2-3x5)	\$14.00 _____

**Lifetouch is willing to offer the same packaging and pricing as the elementary schools to the middle school.*

Elementary School Portrait Pricing:

(All Packages to include Class Portrait)

Package One (2-8x10, 2-5x7, 4-3x5, 24 Wallets, 8 Mini)	\$28.00 _____
Package Two (1-8x10, 2-5x7, 4-3x5, 16 Wallets, 8 Mini)	\$25.00 _____
Package Three (2-5x7, 4-3x5, 8 Wallets)	\$17.00 _____
Package Four (1-8x10, 2-5x7, 2-3x5, 16 Wallets)	\$20.00 _____
Package Five (1-5x7, 4 Wallets)	\$8.00 _____
Package Six (1-8x10, 2-5x7)	\$11.00 _____

Special Retouching Pricing:

	UNDERCLASS**	SENIORS**
Braces Removal	\$12.00 _____	20.00 _____
Tan Line Removal	\$12.00 _____	20.00 _____
Fly Away Hair	\$12.00 _____	20.00 _____
Stud Earing Removal	\$12.00 _____	20.00 _____
Eyeglass Glare Removal	\$12.00 _____	20.00 _____
Moles or Minor Scar Removal	\$12.00 _____	20.00 _____
Teeth Whitening	\$12.00 _____	20.00 _____

**All of the above are included with our underclass premium retouch.*

***All senior packages include basic retouch, these prices represent the cost for addition retouching in these areas.*






APPENDIX B

LETTER INTENT | CONTINUED

1. Lifetouch National School Studios Inc. agrees, that if selected by the Board, to perform services outlined in RFP. Lifetouch further agrees that if at any time during the period covered by this RFP, the Respondent is unable or unwilling to perform said services, that the Board may utilize the next available responsible Respondent, and Lifetouch will reimburse the Board any cost difference between fee that would have been paid and the cost paid by the Board.
2. Lifetouch National School Studios Inc. agrees to defend, indemnify and hold the Brick Township Board of Education harmless with respect to any claim for injury to person or property arising out of acts of Lifetouch, its subsidiaries, parents, agents, principals or employees.
3. Lifetouch National School Studios Inc. agrees that the services are being delivered and are intended to be performed in the State of New Jersey and shall be constructed and enforced in accordance with the laws of that State.
4. Lifetouch National School Studios Inc. agrees that the services may be terminated by the Board by giving the respondent 30 days advance written notice.

(Respondent shall sign and complete the space provided below. If a joint venture, appropriate officers of each company shall sign.)



Thomas S. Wargolet
Executive Vice President & Chief Operating Officer
Lifetouch National School Studios Inc.

Dated: November 6, 2017

*if joint venture, partnership or other formal organization is submitting a Proposal Statement, each participant shall execute this Letter of Intent.