

### **Action Item - 3**

**Title:** Contracts with Various Vendors for Marketing Support Services (\$1,155,000)

**Board of Education Meeting Date:** 6/26/2025

#### **Action Under Consideration:**

The Administration recommends that the Board of Education authorize The School District of Philadelphia, through the Superintendent or his designee, to execute and perform a contract, subject to funding, as follows:

#### **With:**

Vanguard Direct Inc.  
Anro Incorporated of Pennsylvania  
Santo Media LLC

#### **Purpose:**

Marketing support services (i.e., marketing consulting, printing and advertising production) for the District's annual marketing campaigns

**Start date:** 7/1/2025

**End Date:** 6/30/2028

#### **Compensation not to exceed:**

\$1,155,000

#### **Separate Compensation by Contractor:**

All vendors will be paid out of the aggregate amount not to exceed \$1,155,000

#### **Location:**

Administrative Offices

#### **Renewal Option:**

Number of options: 2; Duration of each option: 1 year

#### **Maximum Compensation authorized per option period:**

All vendors will be paid out of the aggregate amount not to exceed \$385,000

#### **Description:**

##### **Why is this contract needed?**

Effectively implementing the School District of Philadelphia's numerous annual marketing campaigns – including *Ring the Bell Back to School*, *Pre-Kindergarten registration*, *Kindergarten registration*, *School Selection*, *Student Attendance*, and *I AM SDP* – requires marketing support services that help to successfully and cost-

efficiently plan, develop & distribute assets for, and purchase media to reach the spectrum of audiences that our annual campaigns target. These audiences include students, families, community members, business leaders and other Philadelphia stakeholders. Keeping these audiences engaged and informed is a vital aspect of achieving the strategic goals outlined in *Accelerate Philly*, the District's five-year strategic plan.

**How will the success of this contract be measured?**

**Marketing Consulting:** Success will be measured by 1) the on-time and on-budget delivery of all marketing campaign production deliverables, including the purchasing of all media, and 2) the attainment of all marketing campaign goals.

**Printing & Ad Production:** Success will be measured by the on-time and on-budget delivery of all project deliverables in alignment with agreed upon production quality standards and timelines.

**If this is the continuation of a contract, how has success been measured in the past, and what specific information do we have to show that it was successful?**

Success was measured by the metrics noted above. In the past, all metrics have been successfully attained.

**When applicable, is this an evidence-based strategy? If so, what evidence exists to support this approach?**

The support services noted above are crucial to the proven success of our targeted, diversified and adaptive annual marketing campaigns which effectively reach and engage our target audiences throughout the year and consistently deliver overall campaign objectives.

**Which Goal and/or Guardrail does this Action Item support?**

**Has this investment been discussed during a progress monitoring session?**

**Which session?**

Effectively implementing the School District of Philadelphia's numerous annual marketing campaigns – including Ring the Bell Back to School, Pre-Kindergarten registration, Kindergarten registration, School Selection, Student Attendance, and I AM SDP aligns with Guardrail 3 in support of parent and guardian engagement, and that engagement then supports Goals 1-4 to advance student achievement.

**Related resolution(s)/action item(s)**

N/A

**Funding Source(s)**

FY26 Operating and Grant funds

FY27 Operating and Grant funds

FY28 Operating and Grant funds

**Office Originating Request:**  
Communications