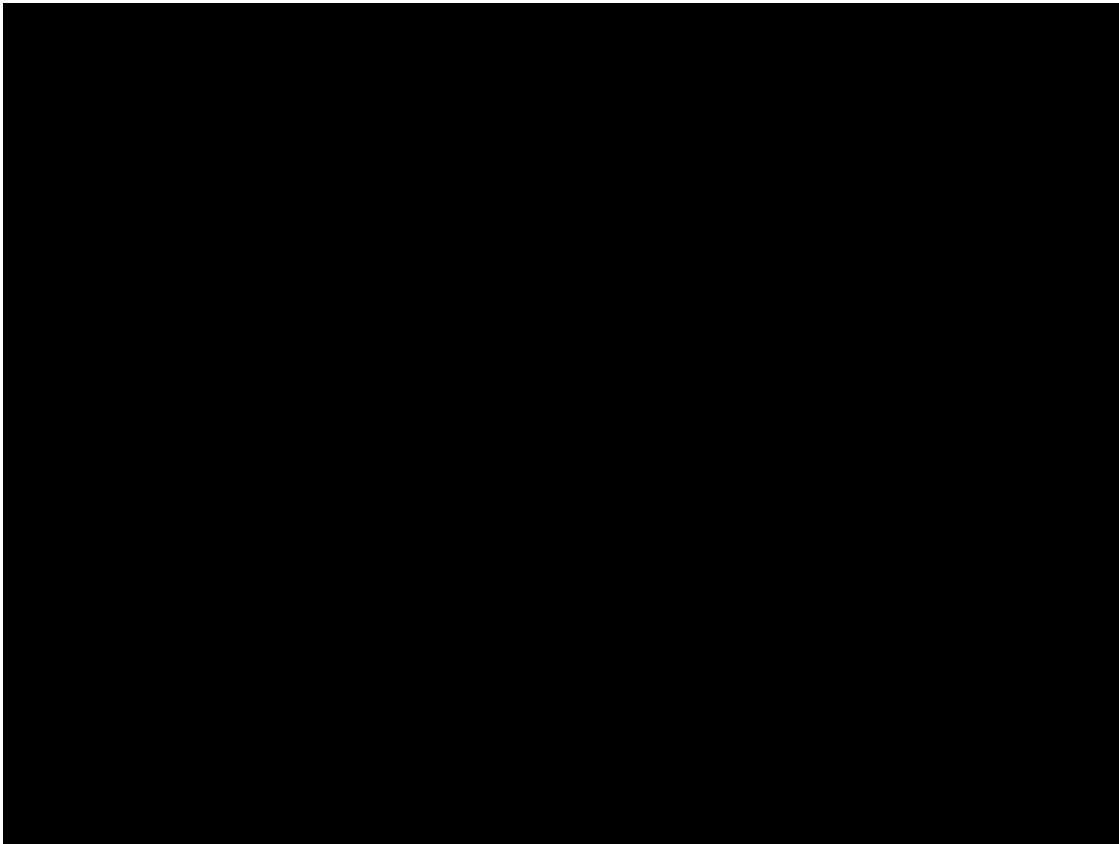
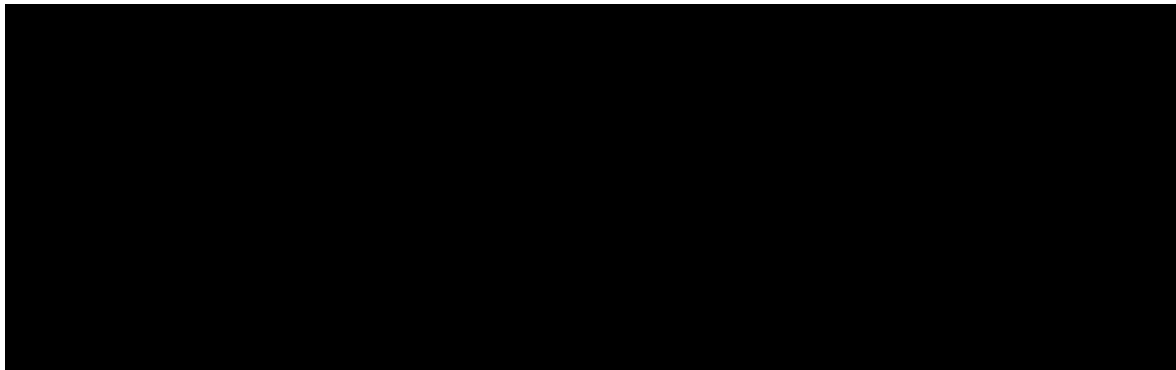


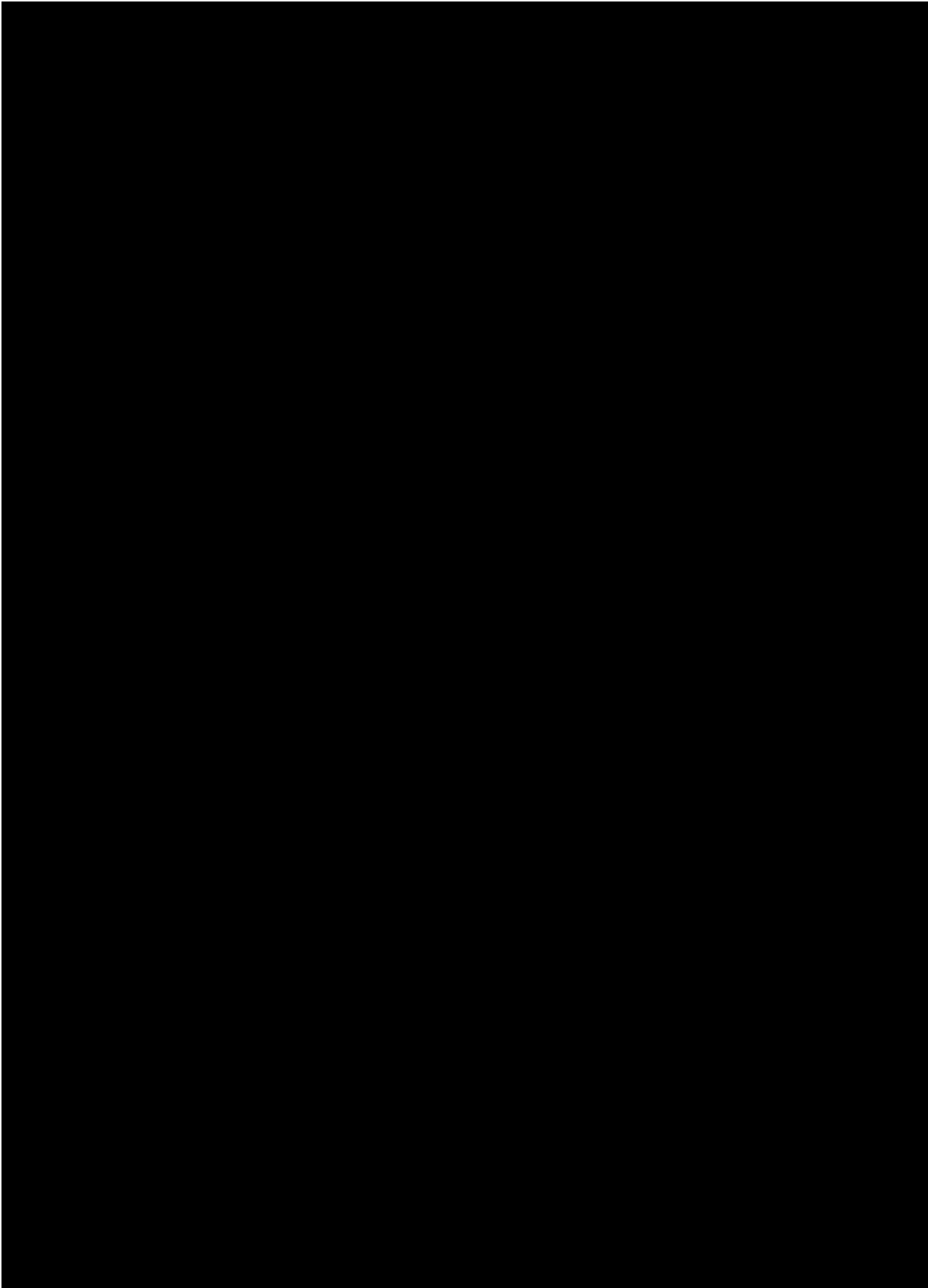
**Lewisville ISD
Advocacy Group, District Successes & Referendum Education
Initial Estimated Budget
July 23, 2016**



**Phase II – Promotion Of District Successes
Targeted households – 35,000 HHs
September 2016 - January 2017**

- | | |
|---|----------|
| • “Quick Fact” #1
35,000 target per mailing | \$18,885 |
| • “Quick Fact” #2
35,000 target per mailing | \$18,885 |
| • “Quick Fact” #3
35,000 target per mailing
Costs for these three mailings based on printing at same time | \$18,885 |





All costs are estimated. Final costs will be provided upon approval or artwork, design, quantity and bulk mail postage rates.

CONSULTING SERVICES AGREEMENT

This Consulting Services Agreement (the "Agreement") is entered into as of June 13, 2016 (the "Effective Date") by and between Rebecca Cowan, DBA Caelen Communications (the "Consultant"), and Lewisville ISD (the "Client," and together with the Consultant, the "Parties").

RECITALS

The Client is seeking Communications Consulting; and

The Client wishes to engage the Consultant as an independent contractor for the Client for the purpose of providing the professional services set forth in Exhibit A attached hereto and made a part hereof (the "Services") on the terms and conditions set forth below; and

The Consultant wishes to provide the Services in accordance with the terms of this Agreement; and

Each Party is duly authorized and capable of entering into this Agreement.

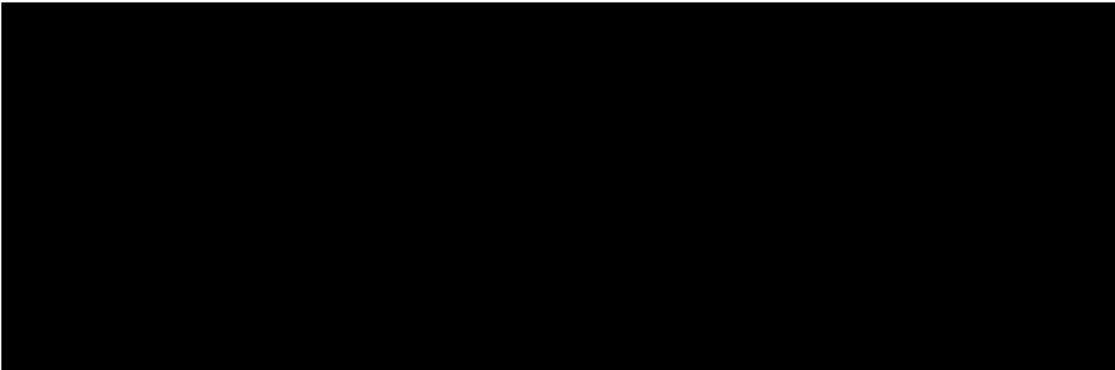
Now therefore, in consideration of the above recitals and the mutual promises and benefits contained herein, the Parties hereby agree as follows:

1. RESPONSIBILITIES.

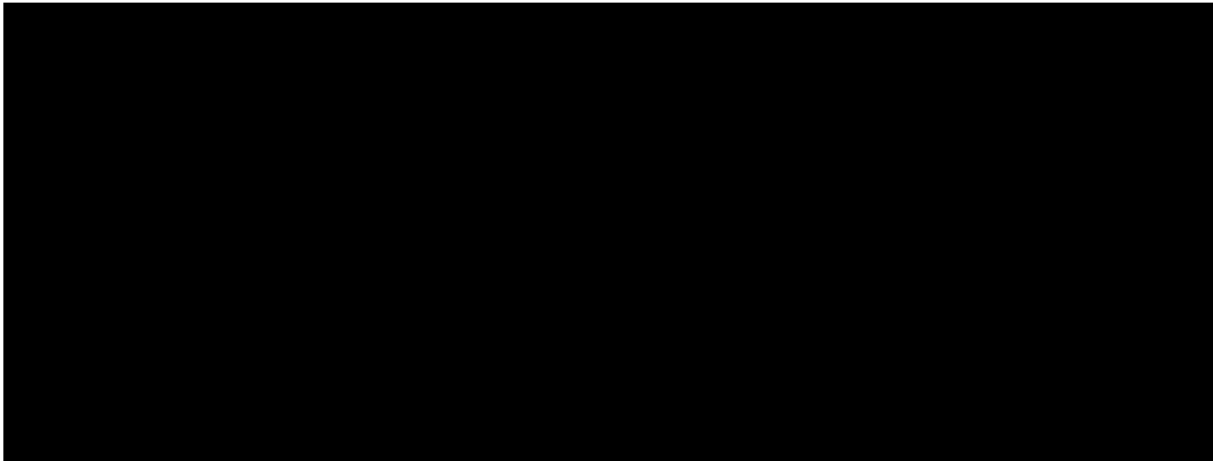
- (a) Of the Contractor. The Consultant agrees to do each of the following:
- A. Perform the Services set forth in Exhibit A attached hereto; provided, however, that if a conflict exists between this Agreement and any term in Exhibit A, the terms in this Agreement shall control.
 - B. Perform the Services in a safe, good, and professional manner by fully-trained, skilled, competent, and experienced personnel using at all times adequate equipment in good working order.
 - C. Communicate with the Client regarding progress the Consultant has made in performing the Services.
- (b) Of the Client. The Client agrees to do each of the following:
- A. Engage the Consultant as an independent contractor to perform the Services set forth in Exhibit A to this Agreement.
 - B. Provide relevant information to assist the Consultant with the performance of the Services.
 - C. Satisfy all of the Consultant's reasonable requests for assistance in its performance of the Services.



4. REPRESENTATIONS AND WARRANTIES.

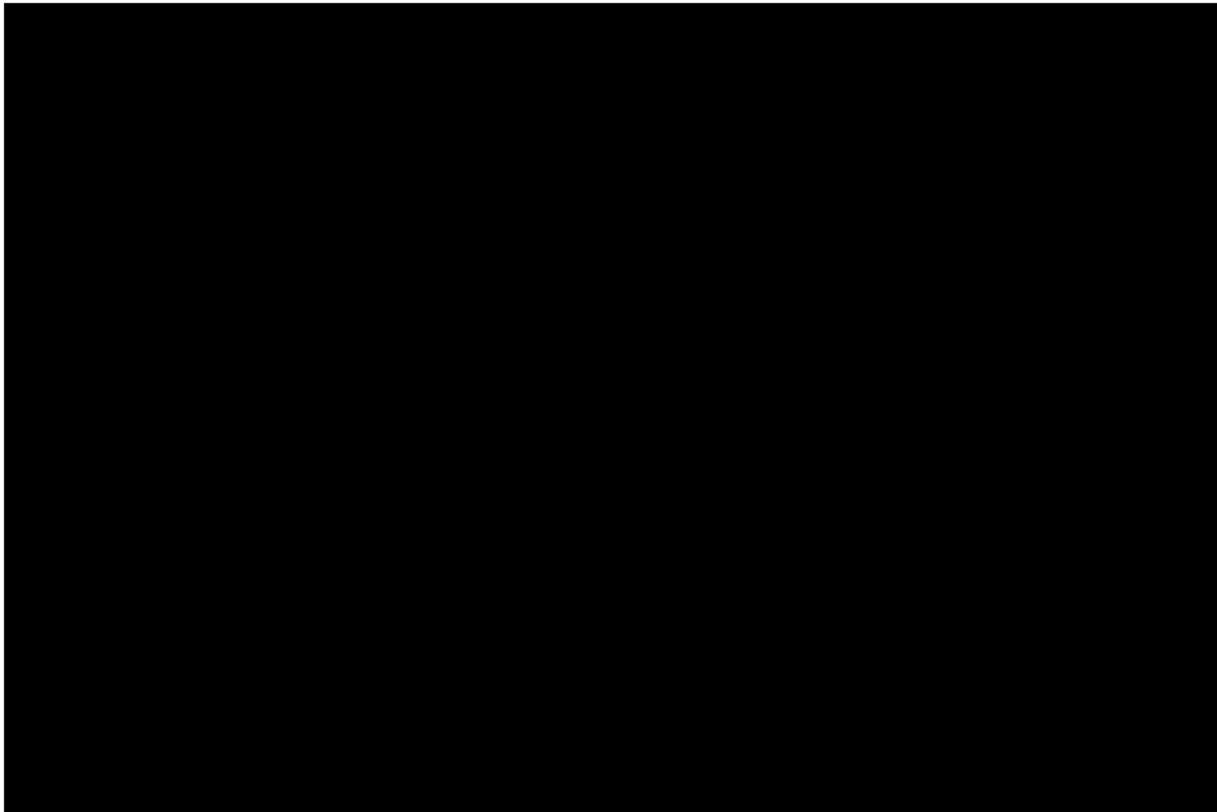


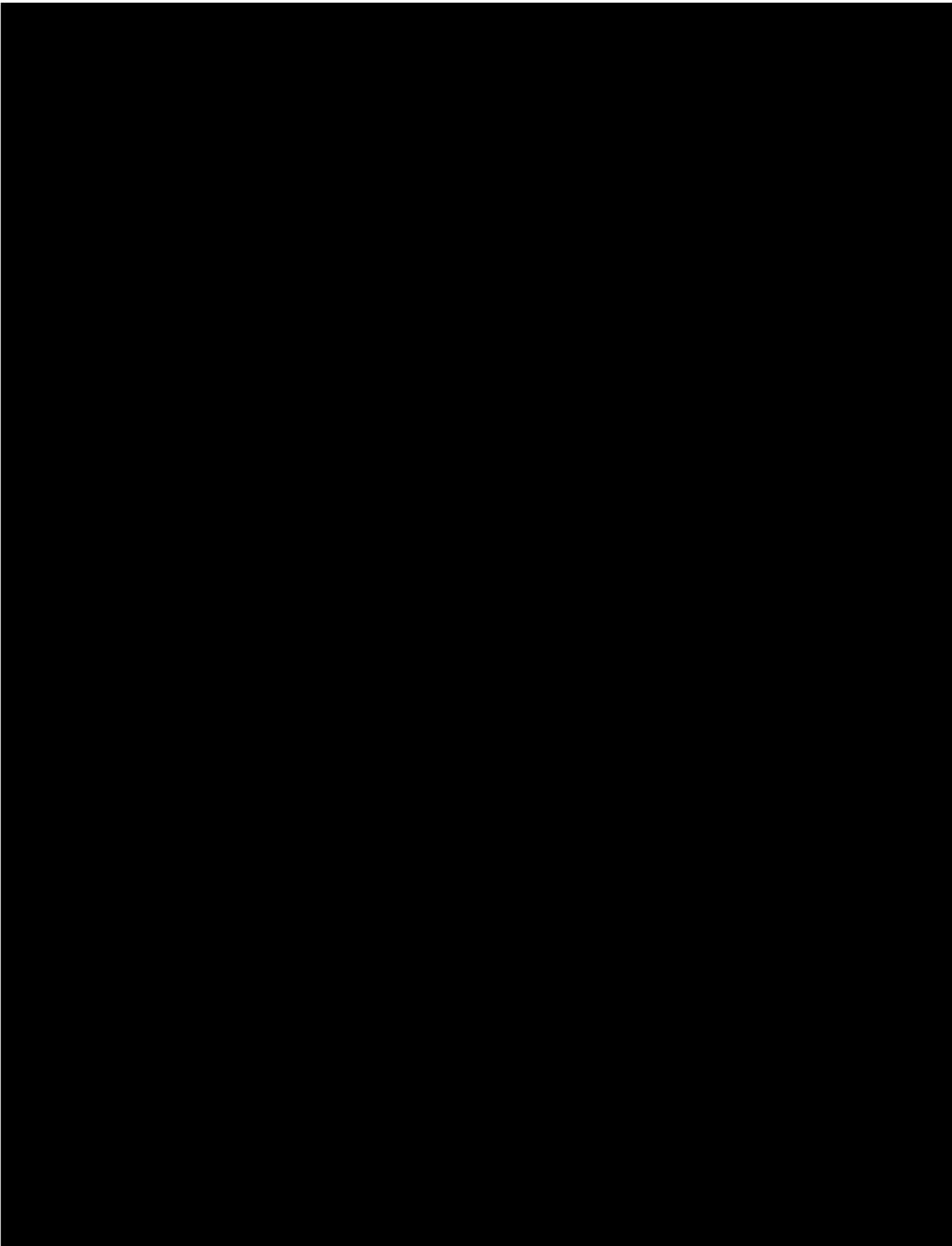
- (b) The Consultant hereby represents and warrants as follows:
 - A. The Consultant has the sole right to control and direct the means, details, manner, and method by which the Services required by this Agreement will be performed.
 - B. The Consultant has the right to perform the Services required by this Agreement at any place or location, and at such times as the Consultant shall determine.

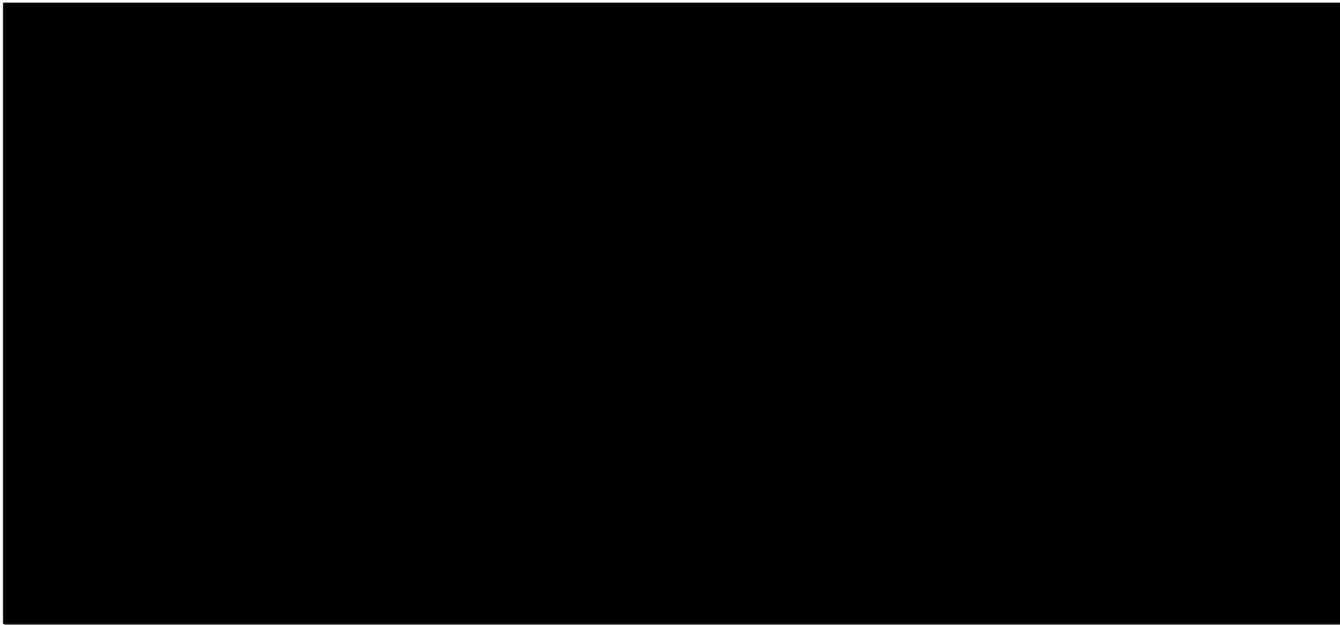


5. CREATIVE SERVICES.

- (a) Design Services. The Consultant will retain exclusive turnkey responsibility for collateral, advertising and other projects needed to implement the communications plan including direct mail, mailing services, informative videos, informative website, digital media advertising, newspaper, brochures, signage and other advertising projects. Vendors for these projects will be selected by the Consultant.







IN WITNESS WHEREOF,

The Parties have executed this Agreement as of June 13, 2016.

CLIENT

Lewisville ISD

By: 
Name: Trisha Sheffield
President, Board of Trustees

CONSULTANT

Rebecca Cowan, DBA Caelen Communications

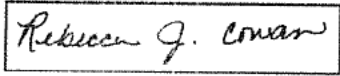
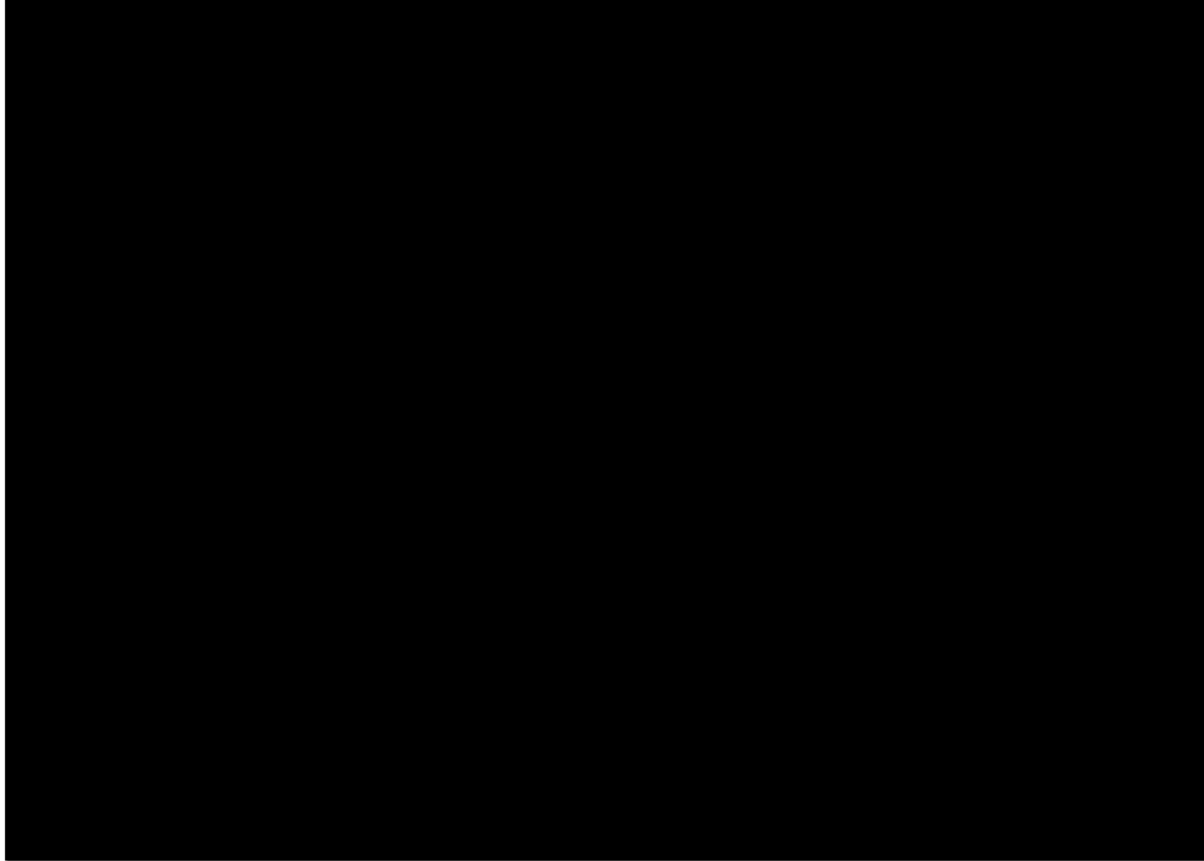
By: 
Name: Rebecca Cowan, DBA Caelen Communications
Title: Owner

EXHIBIT A

JOB

Communications Consulting for Lewisville ISD.



Term of Assignment:



Compensation for design and paid media services will be in the form of project creative/production fees and agency commissions on all deliverables detailed above. These project fees will be billed to the campaign on a project basis, with turnkey project cost estimates presented to you for approval in advance, including our standard creative fees for designing, writing and producing camera-ready art, scripts and brochures, plus costs for printing, mailing, postage, production and media placement. These project fees are separate from the consulting fee.



EXHIBIT A CONTINUED

By signing below, the Parties agree to comply with all of the requirements contained in this Exhibit A.

The Parties have executed this Agreement as of June 13, 2016.

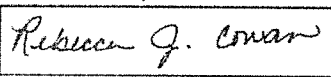
CLIENT

Lewisville ISD

By: 
Name: Trisha Sheffield
President, Board of Trustees

CONSULTANT

Rebecca Cowan, DBA Caelen Communications

By: 
Name: Rebecca Cowan, DBA Caelen Communications
Title: Owner

From: [Brim, Amanda](#)
To: [Becky Cowan](#)
Subject: Re: First mailer
Date: Wednesday, February 15, 2017 2:10:55 PM

One other thing – on the Angie Greenlaw one, make it say Flower Mound High School 9th Grade Campus in every spot. FM9 is also ok in the text.

--

Amanda Brim

Executive Director of Communications

O: 469.948.8108 | C: 469.763.5875

www.lisd.net

From: Becky Cowan <bcowan07@gmail.com>
Date: Wednesday, February 15, 2017 at 2:03 PM
To: Amanda Brim <brima@lisd.net>
Subject: Fwd: First mailer

Here you go. Good to print? Printer is on standby.

From: Becky Cowan <bcowan07@gmail.com>
Date: Wednesday, February 15, 2017 at 12:54 PM
To: Brian Mayes [REDACTED]
Subject: Fwd: First mailer

Sent from my iPhone

Begin forwarded message:

From: "Brim, Amanda" <BrimA@lisd.net>
Date: February 15, 2017 at 12:27:28 PM CST
To: Becky Cowan <bcowan@caelencommunications.com>
Cc: Andrea Coker [REDACTED]
Subject: Re: First mailer

See if this works for you guys.

With dedicated and talented educators like Donna Friend, it's no surprise students, parents and community members alike agree Lewisville ISD schools are the

cornerstones of the communities we serve. Donna, a teacher at Hebron High School with 20 years of service in our district, was awarded the prestigious status of High School Teacher of Excellence by the National Council of Teachers of English for her passionate approach to preparing our kids for life and career.

Lewisville ISD schools are widely recognized among the best in the state and in the nation, far outpacing both Texas and national averages in SAT, ACT and Advanced Placement scores.

--

Amanda Brim

Executive Director of Communications

O: 469.948.8108 | C: 469.763.5875

www.lisd.net

From: <bcowan07@gmail.com> on behalf of Becky Cowan <bcowan@caelencommunications.com>

Date: Wednesday, February 15, 2017 at 10:14 AM

To: Amanda Brim <brima@lisd.net>

Cc: Andrea Coker [REDACTED]

Subject: Fwd: First mailer

Here you go.

From: bcowan07@gmail.com on behalf of [Becky Cowan](#)
To: [Ball, Michael](#)
Cc: [Brim, Amanda](#)
Subject: January Invoice
Date: Tuesday, January 17, 2017 2:15:48 PM
Attachments: [Lewisville January17.pdf](#)

Mike - sorry this is a bit late this month. Getting back on the horse is no fun after a great holiday =)



13083 Cordellera Lane
Frisco, TX 75035
(817)909-6798
bcowan@caelencommunications.com

Invoice

BILL TO
Dr. Kevin Rogers
Lewisville ISD
1565 W. Main Street
Lewisville, TX 75067

INVOICE #	DATE	TOTAL DUE	DUE DATE	TERMS	ENCLOSED
1200	01/17/2017		01/17/2017	Due on receipt	

ACTIVITY	QTY	RATE	AMOUNT
Photography for mail series	1	750.00	750.00

BALANCE DUE

Thank you for your business.