



ALBERT EINSTEIN ACADEMIES

REQUEST FOR PROPOSALS

Marketing Services

Student Recruitment and Enrollment Support

Practical marketing services aligned with AEA’s enrollment needs

RFP Issued	Friday, October 9, 2026
Questions Due	Friday, October 16, 2026 12:00 p.m. Pacific Time
Responses and Addenda	Tuesday, October 20, 2026 By 5:00 p.m. Pacific Time
Proposals Due	Friday, October 23, 2026 5:00 p.m. Pacific Time
Submission	To: bbaquial@aeacs.org

How to submit

Email one PDF to Brad Baquial, Director of Business Services, at bbaquial@aeacs.org by the deadline on page 1. Use the subject line “AEA Marketing Services RFP - [Company Name].” Direct written questions to the same contact.

AEA will post written responses and any changes at www.aeacs.org/request-for-proposals. Proposers are responsible for reviewing addenda and acknowledging them in their proposal. Only written addenda change this RFP.

3035 Ash Street | San Diego, California 92102 | (619) 795-1190 | aeacs.org

1. Purpose and Scope

Albert Einstein Academies (AEA) invites proposals for cost-effective marketing services to increase awareness, attract prospective families, and support student enrollment. AEA operates tuition-free public charter elementary and middle schools in San Diego, serving transitional kindergarten through eighth grade.

AEA wants a practical marketing approach that complements existing staff capacity and directs resources to the schools and grade levels with the greatest enrollment needs. Priorities will be adjusted as current openings and projected enrollment change.

Scope of services

Marketing plan. Review existing efforts and recommend audiences, geographic areas, outreach channels, and a campaign calendar aligned with AEA's enrollment priorities.

Campaigns and content. Develop and manage targeted recruitment campaigns, which may include digital advertising, social media, enrollment materials, and promotion of school tours or events. Use AEA's existing branding and materials where practical.

Enrollment support. Recommend focused improvements to enrollment webpages, inquiry forms, and calls to action. Coordinate with AEA staff so interested families receive clear information and can move from inquiry to application.

Reporting. Provide a brief monthly report and review meeting covering spending, inquiries, applications, and confirmed enrollments when AEA can provide those results. Explain how results are tracked and recommend adjustments.

Staff coordination. Identify work the provider will perform and support needed from AEA's marketing, enrollment, technology, and school staff. AEA will approve public content and spending and retain responsibility for admissions and enrollment decisions.

Budget and service period

AEA is seeking an affordable, scalable proposal. A fixed spending level is not guaranteed. Recommend a focused scope and clearly distinguish professional fees from advertising and other costs. A lower-cost option may also be included. The final scope and amount will depend on available funding and required approvals.

Anticipated service period: November 16, 2026 through June 30, 2027, subject to execution of the agreement and AEA's authorization to begin work. Any extension will require a separate written agreement.

2. Proposal Submission and Evaluation

What to include

Please submit a concise proposal addressing the following. An existing company proposal format is acceptable if it includes all requested information.

Company and experience. Provide your business name, contact information, assigned lead, and relevant marketing experience. Include examples of school enrollment or comparable recruitment campaigns and their results.

Proposed services. Describe your recommended approach, channels, included deliverables and quantities, launch timeline, reporting, and required AEA staff support. Identify subcontractors and your ability to adjust campaigns by grade level as needs change.

Pricing. Show one-time fees, monthly fees, advertising spend, other costs, and the total for the full service period. State annualized recurring costs, minimum commitments, cancellation terms, optional services, and exclusions. Disclose markups or commissions and any separate charges for creative work, website updates, translation, or software.

References. Provide three relevant client references, including contact names, email addresses or phone numbers, and a brief description of the services provided.

Disclosures. Identify potential conflicts of interest or relationships with AEA, exceptions to the RFP, and ability to meet the insurance requirements. You may identify local, minority-owned, veteran-owned, or women-owned status for consideration under AEA's vendor priorities.

Evaluation criteria

Criterion	What AEA will consider	Points
Cost	Total cost, pricing transparency, and value for the proposed services	30
Relevant experience	Experience and demonstrated results relevant to enrollment marketing	25
References	Feedback on performance, reliability, and results	15
Service capability	Approach, deliverables, staffing, timing, measurement, and coordination with AEA	30
Total		100

AEA Administration will review and score proposals using this matrix and may conduct interviews or request clarification. The lowest price will not be the sole selection factor. Consistent with fiscal policy, AEA gives priority to minority-, veteran-, and women-owned vendors and to local vendors, including those on AEA's Preferred Vendor list, whenever possible.

3. Selection and Service Requirements

Approval and agreement

This solicitation will be issued under the authority of AEA's Superintendent. Selection is subject to available funding, required approvals, and a written agreement signed by the Superintendent. Contracts and purchases over \$25,000 require Board of Trustees approval. Services may begin only after the agreement is executed and AEA authorizes the work.

The agreement will define services, deliverables, timing, costs, and payment terms. Payments will be made as work is performed under the approved agreement. Advertising and additional work require advance written approval; the provider may not exceed approved spending limits. AEA may negotiate scope and pricing, reject any or all proposals, or cancel the solicitation. Proposal preparation costs are the proposer's responsibility.

Insurance and contractor eligibility

Before beginning work, the selected provider must supply evidence of liability insurance of at least \$1,000,000 per occurrence and \$2,000,000 general aggregate for bodily injury and property damage. The certificate and an additional insured endorsement naming Albert Einstein Academies must be provided to AEA at 3035 Ash Street, San Diego, CA 92102. Any reduction or waiver requires AEA's case-by-case approval.

Provide proof of licensing and bonding where applicable. AEA will verify contractor eligibility through the federal System for Award Management before contracting. Disclose potential conflicts before selection and any new conflicts during the engagement.

AEA materials and information

AEA will retain control of its advertising and social accounts, campaign data, and enrollment leads. The agreement must provide AEA with continued use of paid custom deliverables and access to editable files. Identify any third-party license restrictions or ongoing charges in the proposal and provide a complete handoff at the end of the engagement.

Use only AEA-approved content, photographs, and student images with required permissions. Recruitment materials must be accurate, inclusive, and accessible. Describe included English and Spanish content and any separately priced language services. Protect family information, use aggregate data for routine reports, and do not upload student records to advertising platforms or use AEA data for unrelated purposes.

Public records

Proposals may be subject to disclosure under the California Public Records Act. Identify any specific information claimed to be exempt and the basis for that claim. AEA cannot guarantee confidentiality solely because a proposal is marked confidential.