

## **ADDENDUM I**

ADDENDUM I to the current contract between David R. Voss Associates, Inc. dba Voss & Associates and the School Board of Sarasota County, August 7, 2007 through June 30, 2008.

### **PROJECT OUTLINE**

Promote Booker Middle School to parents of 5<sup>th</sup> graders, administrators, guidance counselors, 5<sup>th</sup> grade teachers, arts organizations, elementary art, music and dance teachers, and parents of current students.

Intitiated by Dr. Hal Nelson

### **PROJECT COMPONENTS**

Direct mail postcard to 5<sup>th</sup> grade parents (concept development, writing, production administration, and graphic design)

New brochure production costs (concept development, writing, production administration, graphic design, and photography @ 6 locations within the school)

Direct mail postcard to parents of current students (concept development, writing, production administration, and graphic design)

Filming, editing and production of interactive DVD

Production costs of printing all print materials above