



## Office of Purchasing and Supply Service

Facilities Administration Building (FAB)

13300 Old Marlboro Pike, Room 20

Upper Marlboro, MD 20772

Phone: 301-952-6560 Fax: 301-952-6605

### NOTICE OF CONTRACT AWARD

#### AMENDMENT NO. 1

May 1, 2020

Sterling Worldwide Entertainment  
R820 Waterford Tower  
Edgewater, NJ 07020  
Contact: Pierre Romain  
Telephone: 914.282.5908  
Email: [pierre@sterlingwwe.com](mailto:pierre@sterlingwwe.com)  
[susan@sterlingwwe.com](mailto:susan@sterlingwwe.com)

Buyer: Donna Parks  
Telephone: 301.952.6567  
Fax: 301.952.6605  
Email: [Donna.Parks@pgcps.org](mailto:Donna.Parks@pgcps.org)

#### SUBJECT: RFP 029-18 Virtual Video Tours and Independent Media Coverage

1. This amendment (the "Amendment") is made by The Board of Education of Prince George's County and **Sterling Worldwide Entertainment** (the "Agreement") dated March 11, 2019.
2. The purpose of this agreement is to:
  - Renew the contract for Option Year 2 in the amount of \$410,000.00 for new added services only. Effective Date of Contract: March 2020 – March 2021
  - Delete the following services for Option Year 2 included in the Contract Award dated March 11, 2019:

Item No.	Item Description	Amount
7	Print and Digital Marketing Development	\$50,000
8	Marketing Coordination Services	\$30,000
9	Project Management Services	\$100,000
10	360° Photography and Videography	\$100,000
11	Integrated and Interactive 360° Experience	\$100,000
12	Deleted	\$0.00
13	Additional Photography and Videography	\$30,000
	Total	\$410,000

OLD ESTIMATED TOTAL VALUE OF THIS CONTRACT FOR YEAR 1  
NEW ESTIMATED TOTAL VALUE OF THIS CONTRACT FOR YEARS 1 AND 2

\$370,000.00  
\$780,000.00

3. Except as set forth in this Amendment, the Agreement is unaffected and shall continue in full force and effect in accordance with its terms set in the original agreement

ACCEPTED BY:

**FOR THE FIRM:**

**FOR THE BOARD OF EDUCATION:**

 5/4/20  
SIGNATURE DATE

 5/7/2020  
SIGNATURE DATE

**Pierre Romain**  
NAME

Johnna Smarr  
NAME:

**Chairman**  
TITLE

Acting Director, Purchasing & Supply Services  
TITLE

**Sterling Worldwide Entertainment**  
FIRM

FOR THE BOARD OF EDUCATION  
OF PRINCE GEORGE'S COUNTY  
UPPER MARLBORO, MARYLAND 20772-998

 5-7-2020  
SIGNATURE DATE

Mark Fossett  
NAME:

Associate Superintendent for Supporting Services  
TITLE

 5/7/2020  
SIGNATURE DATE

Barry Stanton  
NAME:

Chief Operating Officer  
TITLE

- Add the following new services for Option Year 2:

Item No.	Item Description	Hourly Rate	Hours	New Total
7	Design and publish both print and digital advertising media. Recruitment Material to include: 30K of each- postcards, brochures, (500) Table Top Signs (40) banners and (5) recruitment print billboards	\$500	160	\$80,000
8	Commercial airtime, Media Buying Specific targeted areas: NJ, PA, NC, FL, PR, NY, VA, TX, Midwest, NM, colleges and universities	\$500	300	\$150,000
9	Social Media Design/advertising & monitoring purchased advertisement on the following platforms for targeted advertising same states as radio bids: YouTube, Facebook, Educ. wk, Instagram LinkedIn	\$500	150	\$75,000
10a.	PGCPS Program Video  1. Highlight Special Education Programs: Regional Centers, SPED Early Childhood Centers, (1 highlight video 3 to 5 mins up to 3 days of filming) 2 locations for regional and SPED Schools  2. Highlight Immersion Programs: Spanish, French, Mandarin Chinese (1 video translated into the various languages 3 to 5 mins up to 3 days of filming) 1 location for each language  3. Highlight Montessori schools (up to 3 days of filming 1 highlight video 3 to 5 min ) 1 Location per day	\$500	96	\$48,000
10b.	PGCPS Program Video "Teacher Tuesdays" video of teaching tips. 8 15 second videos with various tips from (8) staff members (4 days of filming 4 location) covering the following subjects(1 math, 1 literacy, 1 STEM, 1 Early Childhood)	\$500	114	\$57,000
	<b>Total Value Amendment No. 1</b>			<b>\$410,000</b>