

PROFESSIONAL SERVICES AGREEMENT

THIS PROFESSIONAL SERVICES AGREEMENT (the “Agreement”) is made and entered into as of January 14, 2026 (the “Effective Date”) by and between Merced City School District, a public school district of the State of California (the “District”), and School Yard Rap (“Vendor”) for the period specific herein and according to the following terms and conditions. The District and the Vendor are referred to in this Agreement individually as “Party” and collectively as the “Parties.” The Vendor shall be, for the purposes of this Agreement, an independent Vendor/consultant and shall not be deemed an employee of the District for any purpose. The District may provide such supplies and equipment as shown herein for the convenience of Vendor and such accommodation shall not operate as an indicia of employment.

I. SERVICES TO BE PERFORMED BY VENDOR

A. Scope of Work.

Vendor agrees to perform the Scope of Work described in **Exhibit A** in a manner satisfactory to the District, and consistent with that level of care and skill ordinarily exercised by members of the profession currently practicing in California under similar conditions. Any changes in the Scope of Work must be made in writing and approved by both parties. The cost of any change in the Scope of Work must be agreed to by both parties in writing. Vendor retains the right to control or direct the manner in which the services, described in Exhibit A, are to be performed. Subject to the foregoing, the District retains the right to inspect Vendor’s work to ensure conformity with the desired result.

Any terms included in the Scope of Work or other attachments included in Exhibit A, including Vendor’s proposed terms and conditions to the extent inconsistent with the terms and conditions of this Agreement, shall be superseded by the terms of this Agreement.

B. Manner of Work, Place of Performance, Access to Supplies and Equipment.

Vendor shall perform all services as needed by the District in a competent and professional manner under the direction of Aaron Alexander (“Project Manager”), who shall review Vendor’s performance and determine the final acceptance of the end product to be produced under the terms of this Agreement. Vendor shall render service(s) described in the Scope of Work at any and all locations as required to complete the Agreement.

Vendor shall not have access to or use of supplies and equipment owned by the District unless stated herein for the purposes of the performance of the services described in Exhibit A. Contract shall have access to the following:

Vendor agrees to use ordinary care to safeguard and maintain equipment or supplies listed below, and shall be held accountable for loss, damage, or destruction arising within this clause.

C. Employment Of Assistants/Others.

Vendor represents that it has, or shall secure at its own expense, all personnel required to perform the Scope of Work under this Agreement. All personnel engaged in the work shall be qualified to perform such Scope of Work. This includes meeting all employment requirements for work in a public school in the state of California, including, but not limited to passing all background check requirements, health requirements, and other screening laws currently in place. This is further outlined below in Section IV.

D. Vendor's Certifications, Representations, and Warranties.

Vendor makes the following certifications, representations, and warranties for the benefit of the District. Vendor acknowledges and agrees that the District, in deciding to engage Consultant pursuant to this Agreement, is relying upon the truth and validity of the following certifications, representation, and warranties and their effectiveness throughout the term of this Agreement and the course of Vendor's engagement hereunder.

1. Vendor is qualified in all respects to provide to the District all of the services contemplated by this Agreement and, to the extent required by any applicable law, Vendor has all such licenses, permits, certificates, and/or governmental approvals as would be required to carry out and perform for the benefit of the District, such services as are called for hereunder.

2. Vendor, in providing the services and in otherwise carrying out its obligations to the District under this Agreement, shall, at all times, comply with all applicable federal, state, and local laws, rules, regulations, and ordinances, including workers' compensation and equal protection and non-discrimination laws.

3. Vendor will perform its services hereunder in a professional manner, using the degree of care and skill ordinarily exercised by, and consistent with, the current professional practices and standards of a professional practicing in California. The Consultant will furnish, at its expense, those services that are set forth in this Agreement, and represents that such services are within the technical and professional areas of expertise of the Consultant or any sub-consultant the Consultant has engaged or will engage to perform the service(s). Vendor will use the District's enrollment and attendance platform.

II. **TERM AND TERMINATION**

A. Term.

This Agreement shall become effective on the Effective Date and shall continue for a period of one (1) year, unless terminated earlier consistent with Section II. C.

B. Dispute.

In the event of a dispute between the Parties as to performance of the work or the interpretation of this Agreement, or payment or nonpayment for work performed or not performed, the Parties shall attempt to resolve the dispute. Pending resolution of this dispute, Vendor agrees to continue the work diligently to completion. If the dispute is not resolved, Vendor agrees it will neither rescind the Agreement nor stop the progress of the work, but Vendor's sole remedy shall be to submit such controversy to determination by a court having competent jurisdiction of the

dispute, after the Project has been completed, and not before. The Parties may agree in writing to submit any dispute between the Parties to arbitration. The District agrees to pay the Vendor the undisputed amounts due under this Agreement.

C. Termination.

This Agreement shall terminate as set out at the expiration of the Agreement, outlined in Section II(A), except:

(1) The District may terminate at any time if Vendor does not perform, or refuses to perform, according to this Agreement.

(2) The District may terminate services of Vendor at any time, if, in the professional judgment of the Project Manager, named herein, Vendor's performance is unsatisfactory as to the manner of performance or the product of said performance fails to meet the District's requirements as specified in Exhibit A.

(3) Either party may terminate upon 30 days written notice.

(4) In the event of early termination, Vendor shall be paid for all work or services performed to the date of termination, based on the Project Manager's determination of product delivered.

(5) For avoidance of doubt, the District is not entitled to a refund of any prepaid fees in the event of a termination for convenience.

III. COMPENSATION

A. Terms Of Payment.

In consideration for all Services to be performed by Vendor, the District agrees to pay the following amount in accordance with the following payment schedule:

District will be billed at the completion of each program(s).

This reflects full and complete payment for the services described in the Scope of Work, attached as Exhibit A.

B. No Payroll Or Employment Taxes.

No payroll or employment taxes of any kind shall be withheld or paid with respect to payments to Vendor. Vendor is fully responsible for all payroll and employment taxes for all employees.

C. Expenses.

Vendor shall not be reimbursed for any out-of-pocket expenses incurred by Vendor in the performance of Vendor duties and responsibilities under this Agreement, except as provided for in Appendix A or as outlined in Section III(A), above.

IV. OTHER OBLIGATIONS OF CONSULTANT

A. Workers Compensation And Unemployment Insurance And Licenses.

Vendor shall be responsible for providing, at Vendor's own expense, disability, unemployment and other insurance, workers' compensation, training, permits and licenses for Vendor and for Vendor's employees, agents and independent Consultants, as may be required by law.

B. Materials And Equipment.

Vendor shall supply all materials and equipment required to perform the Services under this Agreement, except as may be otherwise specified in Appendix A.

C. Licenses, Permits, Fees And Assessments.

Vendor shall obtain at Vendor's sole cost and expense such licenses, permits, and approvals as may be required by law for the performance of the Services required by this Agreement. Vendor shall have the sole obligation to pay for any fees, assessments, and taxes, plus applicable penalties and interest, which may be imposed by law and arise from or are necessary for Vendor's performance of the Services required by this Agreement.

D. Fingerprinting.

For any work performed by Vendor at District facilities or directly with students when not directly supervised by a District employee, Vendor's employees are required to submit fingerprints to the Department of Justice where an employee may come into contact with students at any District site pursuant to Education Code section 45125.1. The Department of Justice will ascertain whether the employee has a pending criminal proceeding for a violent or serious felony, or has been convicted of a violent or serious felony as those terms are defined in Penal Code sections 667.5(c) and 1192.7(c), respectively. Vendor shall not permit an employee to come into contact with students until the Department of Justice has ascertained that the employee has not been convicted of a felony as defined in Education Code section 45125.1. Vendor shall provide District with a list of names of employees who may come into contact with students and must certify in writing to the District that none of its employees who may come into contact with students have been convicted of a felony as defined in Education Code section 45125.1. District may request the removal of an employee from a District site at any time. Failure to comply with any of the provisions of this Section may result in termination of this Agreement.

E. Confidentiality.

Vendor acknowledges that, during the term of this Agreement, Vendor may have access to privileged and confidential materials and information in the custody of clients of the District, including, but not limited to, student information. Vendor covenants and agrees to keep such

information confidential and not to disclose such information directly or indirectly during, or subsequent to, the term of this Agreement. Vendor further acknowledges that, during the term of this Agreement, Vendor may obtain and have access to certain proprietary or confidential information, knowledge, technology, data, methods, files, records, and client lists relating to the District's business (collectively, the "Confidential Information"), which the District and Vendor agree are proprietary or confidential in nature.

Vendor acknowledges that:

1. The Confidential Information will be developed and acquired by the District at great expense, is of great significance and value to the District, and constitutes trade secrets;
2. The Confidential Information will be made known to the Vendor in full reliance on this Agreement;
3. The Confidential Information is material and critically important to the effective and successful conduct of the District's business operations and activities; and
4. Any use of the Confidential Information by Vendor other than for the District's benefit in connection with the business relationship between Vendor and the District established by this Agreement will constitute a wrongful usurpation of the Confidential Information by Vendor. The Consultant hereby agrees to forever hold the Confidential Information in strict confidence and secret; provided, however, that Vendor may disclose any or all of the Confidential Information to any corporation, partnership, trust, firm or other business entity not affiliated with the District if prior written consent of the District is obtained by Vendor.

F. Protection Of Student Education Records And Information.

1. Student Information. Student data, records, and information ("Student Information") includes paper and electronic student education record information supplied by District, as well as any data provided by District students and parents to the Vendor, which is protected by federal and state law, including but not limited to, 20 U.S.C. section 1232(g) and Education Code sections 49060, *et seq.* Vendor acknowledges that the Agreement requires the Vendor to access Student Information to perform this Agreement. Vendor receives this Student Information in its capacity as a "school official" for purposes of performing its obligations under this Agreement. Both District and Vendor certify that they will abide by state and federal laws concerning confidential Student Information.

2. Prohibition on Unauthorized Use or Disclosure of Student Information. Vendor agrees to hold Student Information in strict confidence. Vendor shall not use or disclose Student Information received from or on behalf of District, except as permitted or required by the Agreement, or as required by law. Vendor agrees that it will protect the Student Information it receives from or on behalf of District according to commercially acceptable standards and no less rigorously than it protects its own confidential information.

3. Return or Destruction of Student Information. Upon termination, cancellation, expiration or other conclusion of the Agreement, Vendor shall return all Student Information to

District, or if return is not feasible as determined by District in written notice to Vendor, destroy any and all Student Information.

4. District Remedies. If District reasonably determines in good faith that Vendor has materially breached any of its obligations under this Article, District, in its sole discretion, shall have the right to provide Vendor with a fifteen (15) day period to cure the breach, or terminate the Agreement immediately if cure is not possible. District shall provide written notice to Vendor describing the violation and the action it intends to take.

5. Maintenance of the Security of Student Information. Vendor shall develop, implement, maintain and use appropriate administrative, technical and physical security measures to preserve the confidentiality, integrity and availability of all maintained or transmitted Student Information received from or on behalf of District or its students. These measures will be extended by contract to all sub vendors used by Vendor.

6. Reporting of Unauthorized Disclosures or Misuse of Student Information. Vendor, within one calendar day of discovery, shall report to District any use or disclosure of Student Information not authorized by the Agreement or in writing by District. Vendor's report shall identify: (i) the nature of the unauthorized use or disclosure; (ii) the Student Information used or disclosed; (iii) who made the unauthorized use or received the unauthorized disclosure; (iv) what Vendor has done or shall do to mitigate any effect of the unauthorized use or disclosure; and (v) what corrective action Vendor has taken or shall take to prevent future similar unauthorized use or disclosure. Vendor shall provide such other information, including a written report, requested by District.

7. Indemnity. Vendor shall indemnify, defend, and hold District harmless from all claims, liabilities, damages, or judgments involving a third party, including District's costs and attorneys' fees, which arise as a result of Vendor's failure to meet any of its obligations under this Article.

G. Implementation of Student Individualized Education Programs, Student Section 504 Plans, and Student Health Plans.

The District shall provide Vendor with information necessary for Vendor to implement provisions of individualized student plans during the Agreement period. This includes providing accommodations and health support. Vendor shall indemnify, defend and hold District harmless from all claims, liabilities, damages, or judgments involving a third party, including District's costs and attorneys' fees, which arise as a result of Vendor's failure to meet any of its obligations under the Individuals with Disabilities Education Act, California law, or other laws, related to a failure to appropriately implement a student's individualized plan or to appropriately provide a student with access to Contract's program.

H. Insurance.

Vendor shall purchase and maintain policies of insurance with an insurer or insurers, qualified to do business in the State of California and acceptable to District, which will protect Vendor and District from claims which may arise out of or result from Vendor's actions or inactions relating to the Agreement, whether such actions or inactions be by themselves or by

anyone directly or indirectly employed by any of them, or by anyone for whose acts any of them may be liable. The aforementioned insurance shall include coverage for:

1. Workers' Compensation and Employers Liability Insurance in accordance with the laws of the State of California.

2. Comprehensive general and auto liability insurance with limits of not less than TWO MILLION DOLLAR (\$2,000,000) combined single limit, bodily injury and property damage liability per occurrence, including:

- a. owned, non-owned and hired vehicles;
- b. blanket contractual;
- c. broad form property damage;
- d. products/completed operations; and
- e. personal injury.

Each policy of insurance required in G 2 above shall name District and its officers, agents and employees as additional insureds; shall state that, with respect to the operations of Vendor hereunder, such policy is primary and any insurance carried by District is excess and non-contributory with such primary insurance; shall state that not less than thirty (30) days' written notice shall be given to District prior to cancellation; and shall waive all rights of subrogation. Vendor shall notify District in the event of material change in, or failure to renew, each policy. Prior to commencing work, Vendor shall deliver to District certificates of insurance as evidence of compliance with the requirements herein. In the event Vendor fails to secure or maintain any policy of insurance required hereby, District may, at its sole discretion, secure such policy of insurance in the name of and for the account of Vendor, and in such event Vendor shall reimburse District upon demand for the cost thereof.

3. Cyber Liability Insurance to cover Security, Privacy, Business Interruption, Cyber Extortion and Denial of Service with limits of Two Million Dollars (\$2,000,000) per occurrence.

4. Errors and Omissions insurance, where such policy limits shall be at least Two Million Dollars (\$2,000,000) per occurrence, and cover technology errors and omissions items.

I. Indemnification.

To the fullest extent permitted by law, Vendor shall fully indemnify, defend, and hold harmless the District, its employees, agents, and independent Vendor from claims, demands, causes of actions and liabilities of every kind and nature whatsoever arising out of or in connection with Vendor services performed under this Agreement. This indemnification shall extend to claims occurring after this Agreement is terminated, as well as while it is in force.

J. Return Of District Property.

On the termination of this Agreement or whenever requested by the District, Vendor shall immediately deliver to the District all property in Consultant's possession or under Vendor's control belonging to the District in good condition, ordinary wear and tear and damage by any cause beyond the reasonable control of Vendor excepted.

K. Use Of Copyrighted Materials.

Vendor warrants that any materials provided by Vendor for use by District pursuant to this Agreement shall not contain any material that is protected under the Copyright Act or any other similar law, except to the extent of "fair use," as that concept is defined in the Copyright Act, and except to the extent that Vendor has obtained permission to use such work from the copyright holder. Vendor shall be solely responsible for ensuring that any materials provided by Vendor for use by District pursuant to this Agreement satisfy this requirement. Consultant agrees to hold District harmless from all liability or loss, including debt or exercise for attorneys' fees to which District is exposed on account of Vendor's failure to perform this duty.

V. **GENERAL PROVISIONS**

A. Disputes Resolution.

In the event of any disputes or disagreement between the District and Vendor with respect to the interpretation of any provision of this Agreement, or to the performance of the Parties under this Agreement, each Party shall appoint a designated representative to meet in good faith, to resolve the dispute or to negotiate an adjustment to any provision of this Agreement. Such negotiations shall be conducted in a timely manner to avoid undue delay in resolving the dispute. No formal proceeding for judicial resolution of any dispute or disagreement shall be commenced until a Party concludes in good faith and provides written notice to the other Party that an amicable resolution of the matter at issue through continued negotiation does not appear likely.

B. Default.

A Party will be considered in default of its obligations under this Agreement if such Party should fail to observe, to comply with, or to perform any term, condition, or covenant contained in this Agreement and such failure continues for ten (10) days after the non-defaulting Party gives the defaulting Party written notice thereof. In the event of default, the non-defaulting Party, upon written notice to the defaulting Party, may terminate this Agreement as of the date specified in the notice, and may seek such other and further relief as may be provided by law.

C. Amendments.

This Agreement may not be altered or modified, except by a writing signed by the Parties.

D. Governing Law.

This Agreement shall be governed by and construed according to the laws of the State of California that would apply if all Parties were residents of California and the Agreement was made and performed in California. The venue for all disputes shall be in Merced County, California.

E. Notices.

All notices and demands between the Parties hereto shall be in writing and shall be served either personally or by registered or certified mail. Such notices or demands shall be deemed given when personally delivered or seventy-two (72) hours after the deposit thereof in the United States mail, postage prepaid, addressed to the Party to whom such notice or demand is to be given or made. Such notices and demands may also be sent by telex, telegraph, telecopier or other similar electronic transmission device providing for a permanent record of the notice or demand, and, if so served, such notice or demand shall be deemed given and made at the time the device confirms to the sender delivery thereof to the addressee.

All notices and demands shall be given as follows:

To the District:

Attn:
Julianna Stocking, MCSD
Superintendent
444 West 23rd Street
Merced, CA 95340

To the Vendor:

Attn:
Brandon Brown
1570 N Wishon Avenue
Fresno, CA 93728

Each Party may designate in writing such other place or places that notices and demands may be given.

F. Assignment.

This Agreement is for personal services to be performed by Vendor and may not be assigned to, sublet to, or performed by any person or persons who are not parties hereto except by employees of Vendor. Notwithstanding the foregoing, Vendor may assign this Agreement in the event of merger, acquisition or reorganization.

G. Agreement Interpretation.

This Agreement is the result of arm's length negotiations between the Parties, and shall be construed as drafted by all Parties such that any ambiguities shall not be construed against either Party.

H. Counterparts.

This Agreement may be executed in one or more counterparts, each of which shall be deemed an original, and will become effective and binding upon the Parties as of the Effective Date at such time as all signatories hereto have signed a counterpart of this Agreement.

I. Entire Agreement.

This Agreement contains the entire agreement between the Parties with respect to the subject matter of this Agreement and it supersedes all other prior and contemporary agreements, understanding, and commitments between the Parties with respect to the subject matter of the Agreement. In the event of any inconsistency or conflict between the terms of this Agreement and any proposal by Vendor or any Scope or other Exhibit attached hereto, the terms of this Agreement, Sections I – V, including all subparts therein, shall govern.

J. Severability.

If any provision in this Agreement is held by a court of competent jurisdiction to be invalid, void, or unenforceable, the remaining provisions will nevertheless continue in full force without being impaired or invalidated in any way.

K. Force Majeure.

Notwithstanding any other terms and conditions hereof, in the event that a Party is materially unable to perform any of its obligations hereunder because of severe weather, natural disasters, riots, wars, acts of terrorism, governmental action or other events of force majeure beyond the Party's control, then such Party shall, upon written notice to the other Party hereof, be relieved from its performance of such obligations to the extent, and for the duration, that such performance is prevented by such events; provided that such Party shall at all times use its best efforts to resume such performance.

IN WITNESS WHEREOF, the Parties hereto have entered into this Agreement as of the Effective Date of this Agreement.

DISTRICT:

MERCED CITY SCHOOL DISTRICT

By: _____
Name and Title: _____

VENDOR:

School Yard Rap

By: _____
Name and Title: _____

APPENDIX A
SCOPE OF SERVICES

(attached)

MERCED CITY SCHOOL DISTRICT

PARTNERSHIP PROPOSAL

Education Through Entertainment

SCHOOL
YARD
RAP



ABOUT SCHOOL YARD RAP

PROPOSED BY

School Yard Rap (SYR) is a leading educational provider that specializes in cultural arts. School Yard Rap programs—including school performances (assemblies), educational cultural arts field trip experiences, supplemental virtual content, workshops, summer camps, and targeted professional learning for teachers—align with Merced City School District’s core beliefs and strategic priorities. By integrating high-quality, culturally responsive arts into students’ experiences, we help advance the district’s goals of academic achievement, engagement, and equity.

OUR OFFERINGS: 1) School Site Assemblies 2) Educational Cultural Arts Field Trip 3) Virtual Curriculum 4) R.A.P. Camp 5) Affinity Groups

School Yard Rap currently services both day and after-school programs throughout California. We are a team of educators, creators, professional artists and agents of change with a proven track record in our work with district’s such as Elk Grove Unified School District, Duarte Unified School District, Fresno Unified School District, Inglewood Unified School District, Lancaster School District, Merced City School District, Manteca Unified School District, Modesto City Schools, Ontario-Montclair School District, Oxnard School District, Stockton Unified School District, Val Verde Unified School District, eight charter school networks, and over 50 Los Angeles Unified School District schools.

Over the past nine years, School Yard Rap has been in over 880 schools around the United States, over 40 colleges/universities, and served clients in 26 states.



WHAT WE OFFER

SCHOOL SITE ASSEMBLIES



Description: School Yard Rap’s Integration of Cultural Arts Narratives Building Excellence (I CAN BE) assemblies are centered around historical information on different communities. It is an engaging Hip-Hop show experience where students rap, dance, learn, and have fun with School Yard Rap’s crew. This assembly features our billboard-charting, clean, copyrighted hip-hop music as well as our animated lyric films. This modality of learning will entertain and educate every student in attendance. This program will also leave each student inspired and uplifted, along with an optional add-on of a companion color booking.

EDUCATIONAL CULTURAL ARTS FIELD TRIP: SCHOOL RAP LIVE CONCERTS



Description: School Yard Rap’s Cultural Arts Concert, a field trip experience, is our concert with a live band, dancers, and educational hip-hop music. Each student will receive a School Yard Rap book to help further learning. Our show centers around historical information on Black history, Latino/a history, Asian Pacific Islander history, women, and other communities. The performances feature our billboard-charting, clean, copyrighted hip-hop music. We offer two shows, one in the daytime and one in the evening for parents and community to join.

SCHOOL YARD RAP TV SHOW - DIGITAL LIBRARY



Description: School Yard Rap’s original streaming series is a digital subscription that can be accessed by five assigned educators per site. After our assemblies, we offer sites an opportunity to utilize our virtual content. 20 minutes a day, press play! Our web-based platform, host an engaging educational television-like series. It includes illustrated animated videos, music, and text sets. 28 ready-to-use episodes designed to fit seamlessly into daily lessons, enriching curriculum with engaging, culturally relevant content. All content curriculum is created to challenge students’ cognitive abilities while increasing their historical and cultural awareness. Our curriculum is designed for students in grades 3rd-8th grade.

R.A.P. “REALIZING ARTISTIC POTENTIAL” CAMP

Description: School Yard Rap offers mini-camp experiences titled Realizing Artistic Potential (RAP). SYR R.A.P. CAMP develops students' capacity for connectivity, advocacy, and community. Students will be able to learn various skill sets in hip-hop/rap, DJing, Production, dance, and more.

Students will choose a pillar to “Major” in, and SYR professional artists and educators will take them through various days of masterclass instruction.

The culminating event of this rotation will be a Concert/Showcase with students performing live for their peers, families, and teachers with their newfound expertise from their chosen pillar path

The culminating event of this rotation will be a Concert/Showcase utilizing SYR dancers, DJs, audio equipment, lighting, and marketing alongside student-created songs, performances, and art. We will also leave keepsakes at each school. each student participating, as well as a lyric book for each student.

AFFIRNITY GROUP CAMPS

Description: School Yard Rap offers Affinity Groups to the district. Our affinity group provides students with intentional spaces to connect around shared identity, lived experiences, and or interests. These groups are designed to foster belonging, self-expression, and leadership while helping students build social-emotional skills and resilience.



Student Outcomes

Our programs at School Yard Rap are designed with specific outcomes in mind to empower students and foster their holistic development. Through our engaging music, shows, concerts, assemblies, camps, and curriculum, we aim to achieve several projected outcomes:

Outcome 1: We aim to cultivate a deep appreciation for the arts and cultural diversity, instilling in students a sense of pride and curiosity about their own heritage and the world around them.

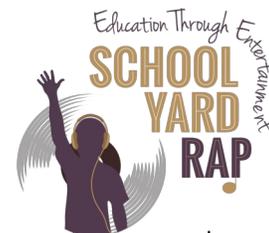
Outcome 2: We seek to enhance students' critical thinking, creativity, and communication skills by encouraging active participation and expression through music and storytelling.

Outcome 3: We aim to promote social and emotional learning by providing a supportive environment for self-expression, empathy, and collaboration.

Ultimately, we envision students emerging from our programs as confident, culturally-aware individuals equipped with the skills and mindset to navigate the complexities of the modern world.

The evaluation plan for School Yard Rap's programs involves multiple metrics to assess the effectiveness and impact on students. The primary goal is to increase historical knowledge and boost self-esteem among students. Evaluation methods include post-surveys and student focus group interviews to measure the increase in historical knowledge and cultural pride. Key metrics include the number of students in attendance, the percentage of new content learned, and ratings of cultural pride. We use this evaluation data as a way to continuously improve our programming. We create new songs based on the population of students we serve. We also plan to use the data to share with district leaders after year one implementation to show how we plan to use students' voices and other stakeholders' input for the following year.

SCHOOL YARD RAP'S PROPOSAL MERCED CITY SCHOOL DISTRICT



African American Affinity (AAA) Camp: School Yard Rap specialists will engage select students in a powerful affinity experience centered on identity, creativity, and community. Each day includes two group sessions for up to 100 African-American students, providing a supportive and culturally affirming space. to DJ, Dance, and create Hip Hop/Rap songs, create those songs and selected topics, record those songs in a studio environment, and perform the songs in front of their parents and community.

During the program, students will:

- **Explore Identity and Community:** Reflect on their personal stories, heritage, and the role of African American culture in shaping resilience and creativity.
- **Learn Artistic Skills:** Receive hands-on training in DJing, dance, and Hip Hop/ Rap songwriting.
- **Create Original Works:** Develop songs on meaningful, student-selected topics that reflect their voices and perspectives.
- **Record in a Studio Environment:** Experience the professional process of recording music, reinforcing pride and accomplishment.
- **Perform for Families & Community:** Share their creations at a culminating showcase event, celebrating achievement and cultural pride with parents, peers, and the broader community.
- **Special Guests :** Amazing speakers, performers and presenters from our network who will educate and provide experiences for students specific to their Affinity in the diaspora.

Culminating Event: Students perform alongside the SYR team for the Moor Than A Month Concert.

Proposed Length of Time: 7 Days @ 6 Hours per day (10:00 am-4:00 pm)

Max number of Participants: 100

Proposed Dates: January 31, 2026 (Orientation for students and parents), February 7, 2026 (Saturday), February 14, 2026(Saturday), February 17, 2026, February 18, 2026, February 19, 2026, and February 21, 2026 (Saturday)

Facilities and Equipment:

- All equipment, costumes, and materials will be provided by SYR.
- Video of Student performance provided by SYR.
- MCSD provides at least 7 classrooms to support the program. Dance may take place in either a classroom or a gymnasium/MPR space.
- MCSD provides snacks
- MCSD provides a venue for the Showcase

SCHOOL YARD RAP'S PROPOSAL MERCED CITY SCHOOL DISTRICT



Realizing Artistic Potential (R.A.P.) Camp: School Yard Rap specialists will engage students in a transformative, hands-on experience that blends music, creativity, and self-expression. Over the course of the program, participants will explore the art of Hip Hop as a vehicle for literacy, identity, and empowerment.

Students will be able to learn various skill sets in hip-hop/rap, DJing, Production, dance, and more.

Students will choose a pillar to “Major” in, and SYR professional artists, mentors, and educators will take them through various days of masterclass instruction. The culminating event of this rotation will be a showcase, where students will perform live for their peers, families, and community, showcasing their newfound expertise in their chosen pillar.

During the program, students will:

- **Develop Creative Confidence:** Use rap, poetry, and rhythm as tools for communication, self-expression, and storytelling.
- **Learn Artistic Skills:** Receive professional training in DJing, Hip Hop dance, songwriting, art, and stage presence from SYR specialists.
- **Compose and Record Original Songs:** Work collaboratively to write lyrics, produce beats, and record tracks that reflect student-selected themes.
- **Experience Studio Production:** Gain exposure to the music production process in a professional recording environment.
- **Perform for Families & Community:** Showcase their talents in a culminating performance, celebrating creativity, confidence, and collective achievement.

Special Guests: students will be able to meet industry professionals from SYR’s network who will educate, perform, and share real-world insights into music, culture, and creative careers.

Culminating Event: SYR Showcase

Proposed Length of Time: 10 Days @ 4 Hours per day during Summer Intersession

Max number of Participants: 100

Facilities and Equipment:

- All equipment, costumes, and materials will be provided by SYR.
- Video of Student performance provided by SYR.
- MCSD provides at least 7 classrooms to support the program. Dance may take place in either a classroom or a gymnasium/MPR space.
- MCSD provides snacks
- MCSD provides a venue for the Showcase

SYR'S PRICING



Education Through
**SCHOOL
YARD
RAP**
Entrepreneur X

BILLING AND SERVICES COST

Merced City School District will be billed electronically to the designated district contact. Standard payment terms are net 30 days for services rendered. However, for physical materials such as books and digital content, payment is required upfront prior to shipment or activation of access. Invoices will clearly itemize each product or subscription, including quantities, license terms, and dates of service for any performances. Requests for adjustments or clarifications to invoices may be submitted within 10 business days of receipt to payments@schoolyardrap.com.

PROGRAM COST

ITEM	COST
African- American Affinity (AAA) Camp	\$120,000
SYR R.A.P. (Realizing Artistic Potential) Camp	\$80,000 per week 2 weeks Discounted to \$150,000

SYR'S STAFFING

STAFFING

POSITION TITLE	DESCRIPTION	NUMBER OF POSTION
Site Lead	Site Lead oversees daily operation of the program ensuring a safe, engaging, and culturally responsive learning. They serve as the primary point of contact for district, staff, families, and program partners.	1-2
Site Support	The Site Support assists the Site Lead in maintaining smooth site operations. This role provides logistical, clerical, and supervisory support as needed throughout the day.	2-4
Mentor Artist	The Mentor Artist leads students in engaging, lessons and enrichment sessions (e.g., music, dance, rap, DJing, art). They serve as both an instructor and a positive role model who inspires creativity and confidence.	5-7
Assistant Artist	The Artist Assistant supports the Mentor Artist by preparing materials, managing transitions, and helping students stay engaged during lessons.	5-7
Special Guest	The Special Guest delivers a one-time or limited-series presentation, workshop, or performance aligned with program goals. They bring unique expertise, inspiration, or cultural enrichment to the student experience.	5-7

SYR'S PRICE SUMMARY

Confidential Pricing Disclosure Statement

School Yard Rap, LLC is a privately held, for-profit organization. Our pricing reflects fair market value for comprehensive educational services that include curriculum design, instructional staffing, production, and administrative support.

To maintain the confidentiality of our proprietary cost structure and vendor relationships, we are providing a summary-level cost breakdown expressed in percentages rather than dollar amounts. These percentages represent the relative allocation of resources across major expense categories and demonstrate that pricing is balanced, reasonable, and aligned with the scope of work outlined.

All pricing details, rates, and internal calculations are considered confidential and proprietary information of School Yard Rap, LLC and are not for public disclosure. Any use or reproduction of these materials beyond proposal evaluation purposes is prohibited without prior written consent.

CATEGORY	DESCRIPTION	ESTIMATED %
Staffing and Special Guest	Teaching artists, mentors, admin, and special guest.	45%
Curriculum and Materials	Curriculum, giveaways, supplies, and shirts.	15%
Technology and Equipment Rental	Audio/visual equipment, recording gear, sound systems, tech rentals.	10%
Production	Music production, videography, photography, editing, and showcase prep.	15%
Travel and Logistics	Transportation, lodging, and coordination for staff and equipment.	5%
Administration & Overhead	Insurance, planning, compliance, and program management support.	10%
Service Fees	Administrative and processing fee	10%

APPENDIX H - PROPOSER PRICE SCHEDULE
STAFFING POSITION WORKSHEET

(R.A.P. Camp)

Position Title	Position Description	Number of Positions	Will the Staff Person Work Directly with Students?
Site Lead	Site Lead oversees daily operation of the program ensuring a safe, engaging, and culturally responsive learning. They serve as the primary point of contact for district, staff, families, and program partners.	1-2	<u>Yes</u> / No
Site Support	The Site Support assists the Site Lead in maintaining smooth site operations. This role provides logistical, clerical, and supervisory support as needed throughout the day.	2-4	<u>Yes</u> / No
Mentor Artist	The Mentor Artist leads students in engaging, lessons and enrichment sessions (e.g., music, dance, rap, DJing, art). They serve as both an instructor and a positive role model who inspires creativity and confidence.	5	<u>Yes</u> / No
Assistant Artist	The Artist Assistant supports the Mentor Artist by preparing materials, managing transitions, and helping students stay engaged during lessons.	5	<u>Yes</u> / No
Special Guest	The Special Guest delivers a onetime or limited-series presentation, workshop, or performance aligned with program goals. They bring unique expertise, inspiration, or cultural enrichment to the student experience.	5-7	<u>Yes</u> / No

STAFF PLANNING WORKSHEET

Position Title	Hourly Rate of Pay	Total Projected Hours	Projected Cost Per Staff	Total Projected Cost
Site Lead	\$50-\$75	80	\$4,000-\$6,000	\$8,000-\$12,000
Site Support	\$30	60	\$1,800	\$3,600-\$7,200
Mentor Artist	\$50-\$100	60	\$3,000-\$6,000	\$15,000-\$30,000
Assistant Artist	\$30-\$40	60	\$1,800-\$2,400	\$9,000-\$12,000
Special Guests	\$500-\$1000	15	\$15,000	\$15,000
Videographers	\$250	8	\$2,000	\$2,000
Photographers	\$150	4	\$600	\$600

Post Production Engineer	\$300	4	\$1,200	\$1,200
Total Projected Hours			291	
Total Projected Cost			\$72,500	

SUPPLY ITEMIZED WORKSHEET

Supply Description	Will Students Use the Supply?	Cost per Item	Total Items Needed	Total Item Cost
DJ Controllers Rental	<u>Yes</u> / No	\$100	30	\$3,000
Laptop Rental	<u>Yes</u> / No	\$200	60	\$12,000
Producer Keyboard Rental	<u>Yes</u> / No	\$150	30	\$ 4,500
Pro Studio Headphones Rental	<u>Yes</u> / No	\$50	60	\$3,000
Traveling Recording Booth Rental	<u>Yes</u> / No	\$2,500 per day	4	\$10,000
Art Supply Box: canvas, paint, markers, crayons, sketch pads	<u>Yes</u> / No	\$85	30	\$2,550
Laynard	<u>Yes</u> / No	\$20	2 (50 packs)	\$40
Giveaway: Snacks	<u>Yes</u> / No	\$10	10	\$100
Giveaway: Prizes Playground Game Motion	<u>Yes</u> / No	\$260	2	\$520
Giveaway: Meta Quest	<u>Yes</u> / No	\$499	2	\$998
Giveaway: Goodie bag items	<u>Yes</u> / No	\$45	5	\$225
Giveaway: Gift Cards	<u>Yes</u> / No	\$15	20	\$300
Giveaway: Camp Shirts	<u>Yes</u> / No	\$20	100	\$2,000
Giveaway: Bandandas	<u>Yes</u> / No	\$48	1 (100 pack)	\$48
Giveaway: Bucket Hat	<u>Yes</u> / No	\$87	2 (50 pack)	\$174
Giveaway: Glasses	<u>Yes</u> / No	\$65	1 (100 pack)	\$65
Giveaway: Chain	<u>Yes</u> / No	\$68	5 (20 pack)	\$340
Staff Carts and Materials (scotch tape, expo markers, raffle tickets, clip board, walkie-talkies, Clorox wipes, pencil sharpener, chart paper, monitor speaker rental)	Yes / No	\$715	5	\$3,575
Vinyl Records	Yes/No	\$85	18	\$1,530
			Total Supplies Cost	\$44,965

APPENDIX H - PROPOSER PRICE SCHEDULE
STAFFING POSITION WORKSHEET

(AAA Camp)

Position Title	Position Description	Number of Positions	Will the Staff Person Work Directly with Students?
Site Lead	Site Lead oversees daily operation of the program ensuring a safe, engaging, and culturally responsive learning. They serve as the primary point of contact for district, staff, families, and program partners.	1	<u>Yes</u> / No
Site Support	The Site Support assists the Site Lead in maintaining smooth site operations. This role provides logistical, clerical, and supervisory support as needed throughout the day.	1	<u>Yes</u> / No
Mentor Artist	The Mentor Artist leads students in engaging, lessons and enrichment sessions (e.g., music, dance, rap, DJing, art). They serve as both an instructor and a positive role model who inspires creativity and confidence.	4	<u>Yes</u> / No
Special Guest	The Special Guest delivers a onetime or limited-series presentation, workshop, or performance aligned with program goals. They bring unique expertise, inspiration, or cultural enrichment to the student experience.	10	<u>Yes</u> / No

STAFF PLANNING WORKSHEET

Position Title	Hourly Rate of Pay	Total Projected Hours	Projected Cost Per Staff	Total Projected Cost
Site Lead	\$50-\$75	60	\$3,000-\$4,500	\$8,000-\$12,000
Site Support	\$30	50	\$1,500	\$1,500
Mentor Artist	\$50-\$100	60	\$3,000-\$6,000	\$12,000-\$24,000
Special Guests	\$500-\$1500 0	20	\$2,000-\$6,000	\$36,000
Videographers	\$250	4	\$1,000	\$1,000
Photographers	\$150	4	\$600	\$600
Post Production Engineer	\$300	4	\$1,200	\$1,200
Stylist (Costumes)	\$500	4	\$2,000	\$2,000
		Total Projected Hours	206	
		Total Projected Cost	\$60,000	

SUPPLY ITEMIZED WORKSHEET

Supply Description	Will Students Use the Supply?	Cost per Item	Total Items Needed	Total Item Cost
Laptop Rental	<u>Yes</u> / No	\$200	30	\$6,000
Producer Keyboard Rental	<u>Yes</u> / No	\$150	30	\$ 4,500
Pro Studio Headphones Rental	<u>Yes</u> / No	\$50	30	\$1,500
Traveling Recording Booth Rental	<u>Yes</u> / No	\$2,500 per day	3	\$7,500
Art Supply Box: canvas, paint, markers, crayons, sketch pads	<u>Yes</u> / No	\$85	30	\$2,550
Laynard	<u>Yes</u> / No	\$20	2 (50 packs)	\$40
Student Performance Costume for Concert	<u>Yes</u> / No	\$40	100	\$4,000
Giveaway: Snacks	<u>Yes</u> / No	\$10	10	\$100
Giveaway: Goodie bag items	<u>Yes</u> / No	\$45	5	\$225
Giveaway: Gift Cards	<u>Yes</u> / No	\$15	20	\$300
Giveaway: Shirts	<u>Yes</u> / No	\$20	100	\$2,000
Giveaway: Crown	<u>Yes</u> / No	\$25	100	\$2,500
Curriculum Licensing	<u>Yes</u> / No	\$1,500	1	\$174
Staff Carts and Materials (scotch tape, expo markers, raffle tickets, clip board, walkie-talkies, Clorox wipes, pencil sharpener, chart paper, monitor speaker rental)	<u>Yes</u> / <u>No</u>	\$715	4	\$2,860
Vinyl Records	<u>Yes</u> /No	\$820	18	\$1,530
		Total Supplies Cost		\$35,779