

MERCED CITY SCHOOL DISTRICT

PARTNERSHIP PROPOSAL

Education Through Entertainment

SCHOOL
YARD
RAP



ABOUT SCHOOL YARD RAP

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 OUTCOME

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.

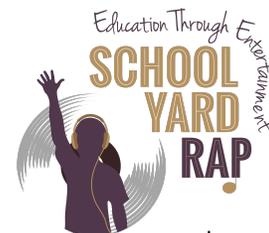
Outcome 2: We seek to enhance students' critical thinking, creativity, and communication skills by encouraging active participation and expression through music and storytelling.

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: 6 Hours (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: 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

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.

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.

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.

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 |

**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 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 | <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 |
| Incentive: Snacks | <u>Yes</u> / No | \$10 | 10 | \$100 |
| Incentive: Prizes Playground Game Motion | <u>Yes</u> / No | \$260 | 2 | \$520 |
| Incentive: Meta Quest | <u>Yes</u> / No | \$499 | 2 | \$998 |
| Incentive: Gift Cards | <u>Yes</u> / No | \$15 | 20 | \$300 |
| Goodie bag items | <u>Yes</u> / No | \$45 | 5 | \$225 |
| Camp Shirts | <u>Yes</u> / No | \$20 | 100 | \$2,000 |
| Student Bandandas | <u>Yes</u> / No | \$48 | 1 (100 pack) | \$48 |
| Student Bucket Hat | <u>Yes</u> / No | \$87 | 2 (50 pack) | \$174 |
| Student Glasses | <u>Yes</u> / No | \$65 | 1 (100 pack) | \$65 |
| Student Chains | <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 |

ADDITIONAL ITEMIZED WORKSHEET

| Item | Description | Will Students Use? | Total Estimated Cost |
|---|---|---------------------------|-----------------------------|
| SYR Show: Supplemental Curriculum License Fee | Access to digital curriculum materials, videos, lesson plans, and student activities for the licensed period. Includes educator logins, updates, and technical support. | <u>Yes</u> / No | \$10,035 |
| Evaluation & Reporting | Student participation and feedback data. | <u>Yes</u> / No | \$2,000 |
| Administration & Overhead | Insurance, DOJ processing for staff, planning, compliance, and program management support. | Yes / <u>No</u> | \$13,500 |
| Travel and Logistics | Transportation, lodging, gas reimbursements, and coordination for staff and equipment. | Yes / <u>No</u> | \$7,000 |
| Total Cost | | | \$32,535 |

**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, | 4 | <u>Yes</u> / No |

| | | | |
|---------------|---|----|-----------------|
| | art). They serve as both an instructor and a positive role model who inspires creativity and confidence. | | |
| 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 | | | \$62,000 | |

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 |
| Incentives: Gift Cards | <u>Yes</u> / No | \$15 | 20 | \$300 |

| | | | | |
|--|-----------------|---------|-----|----------|
| Incentive: Snacks | <u>Yes</u> / No | \$10 | 10 | \$100 |
| Student Goodie bag items | <u>Yes</u> / No | \$45 | 5 | \$225 |
| Student Shirts | <u>Yes</u> / No | \$20 | 100 | \$2,000 |
| Students Crown | <u>Yes</u> / No | \$25 | 100 | \$2,500 |
| Curriculum Licensing | <u>Yes</u> / No | \$1,500 | 1 | \$1,500 |
| Staff Carts and Materials (scotch tape, expo markers, raffle tickets, clip board, walkie-talkies, Clorox wipes, pencil sharpener, chart paper, monitor speaker rental) | Yes / <u>No</u> | \$715 | 4 | \$2,860 |
| Vinyl Records | <u>Yes</u> /No | \$85 | 18 | \$1,530 |
| Total Supplies Cost | | | | \$37,105 |

ADDITIONAL ITEMIZED WORKSHEET

| Item | Decription | Will Students Use? | Total Estimated Cost |
|---------------------------|--|--------------------|----------------------|
| Communication & Marketing | Family and community outreach materials, | Yes / <u>No</u> | \$2,000 |
| Evaluation & Reporting | Student participation and feedback data. | <u>Yes</u> / No | \$2,000 |
| Administration & Overhead | Insurance, DOJ processing for staff, planning, compliance, and program management support. | Yes / <u>No</u> | \$13,500 |
| Travel and Logistics | Transportation, lodging, gas reimbursements, and coordination for staff and equipment. | Yes / <u>No</u> | \$3,395 |
| Total Cost | | | \$20,895 |