Approved
11/9//2026

CYPRESS FAIRBANKS
INDEPENDENT SCHOOL DISTRICT

To: **Darin Crawford**
Assistant Superintendent for Support Services

From: **Chelsea Aitken**
Director of Procurement Services

Date: **October 27, 2026**

Re: **Marketing Serivces**
Annual Contract # 26-12-9220R-RFP

The proposals were received and opened at 10:00 a.m., Wednesday, September 9, 2026, as advertised and specified in documents concerning **Annual Contract # 26-12-9220R-RFP Marketing Services.** The final evaluation summary is located on page 2.

[a] Recommendation based on user department's evaluation of overall best value to the District.
[b] Secondary vendor award.

Recommendations: **CESO Communications**
Mind Dance Marketing, Inc.

Estimated Expenditure: **$433,000.00**

Contract Term: **December 1, 2026 - November 30, 2027**

Renewal: **4 Years**

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#26-12-9220R-RFP Marketing Services

TEAM SCORE SUMMARY

Company/Vendor Name	Evaluator 1	Evaluator 2	Evaluator 3	Average Score	Ranking
514 Digital LLC (www.514digitalco.com)	55.60	53.60	76.60	61.93	11.00
Addis Enterprises (Addis Enterprises, LLC)	61.15	52.25	76.95	63.45	10.00
Big Hit Creative Group (Big Hit Productions)	68.70	58.70	83.90	70.43	7.00
BrandEra, Inc.	76.40	72.40	86.40	78.40	3.00
CESO Communications	**85.45**	**89.95**	**72.85**	**82.75**	**2.00** [b]
ENGYN Marketing (ENGYN)	61.20	58.20	82.90	67.43	8.00
Mind Dance Marketing, Inc.	**79.75**	**94.75**	**76.35**	**83.62**	**1.00** [a]
Outreach Strategists, LLC	70.70	72.20	90.10	77.67	4.00
Rhodes Branding, LLC	64.55	66.05	84.25	71.62	6.00
Satori Marketing (Satori Marketing, LLC)	64.40	64.40	87.20	72.00	5.00
SchoolMint, Inc.	64.50	66.50	60.90	63.97	9.00

MEMORANDUM

TO: Board of Trustees, Cypress-Fairbanks Independent School District (CFISD)

FROM: Evaluation & Procurement Committee

DATE: October 27, 2026

SUBJECT: Procurement Assessment & Multi-Award Recommendation: Request for Proposals (RFP) #26-12-9220R – Marketing Services

The purpose of this memorandum is to present the Evaluation Committee's comprehensive assessment and multi-award recommendation for RFP #26-12-9220R (Marketing Services).

Following a rigorous multi-stage evaluation process, including preliminary technical reviews, evaluator matrix scoring, and finalist presentations/interviews, the Evaluation Committee recommends awarding contracts under a Primary and Secondary vendor structure to the two highest-ranked respondents:

- **Primary Recommended Award:** Mind Dance Marketing, Inc. (Rank #1 – Overall Score: 83.62)
- **Secondary Recommended Award:** CESO Communications (Rank #2 – Overall Score: 82.75)

Proposed Contract Terms:

- Initial Contract Term: December 1, 2026 – November 30, 2027
- Renewal Options: Four (4) additional one-year terms through November 30, 2031

A total of eleven (11) qualified submissions were received and evaluated in accordance with Texas Education Code § 44.031 and District purchasing guidelines (evaluating purchase price, vendor reputation, quality of services, meeting District needs, past relationship, and long-term cost).

The composite scoring and final rankings across all evaluators are summarized below:

Mind Dance Marketing, Inc. – Recommended Primary Vendor (Score: 83.62 | Rank: 1)

- **Proven Track Record & District Alignment:**

  Mind Dance Marketing (*minddanceinc.com*) is a local Houston-area agency located within our community on Wortham Center Drive. They hold an

established, highly successful history of supporting CFISD. Across prior initiatives, their team has repeatedly demonstrated an intimate understanding of our administrative goals, community culture, and immediate operational needs.

- **Team Expertise, Production Quality, and Agility:**

  Mind Dance excels in full-funnel marketing execution, high-impact creative and video production, digital ad placements, media buying, and community event activation. Their localized presence allows for hands-on, high-touch support and rapid turnaround times essential for day-to-day district campaign needs.

- **Area of Focus (Public Education Sector Knowledge):**

  Public education is a newer vertical for Mind Dance, as much of their broader corporate portfolio centers on commercial, corporate, and entertainment brands. However, throughout their work with CFISD, they have proven exceptionally proactive in learning district-specific dynamics, collaborating closely with administration to overcome institutional challenges.

CESO Communications – Recommended Secondary Vendor (Score: 82.75 | Rank: 2)

- **Unrivaled Public Education Specialization:**

  CESO Communications (*theceso.com*) is a premier national agency composed entirely of school public relations veterans and accredited educational strategists. They bring deep domain expertise in public school finance, bond and VATRE communications, legislative shifts, open enrollment competition, and stakeholder trust.

- **Proprietary Discovery & Branding/Rebranding Methodology:**

  CESO's core institutional differentiator is their research-driven Discovery and Rebranding Process. Rather than focusing solely on aesthetic refreshes, CESO conducts rigorous qualitative and quantitative discovery, utilizing community surveys, staff and parent focus groups, listening tours, and competitive demographic modeling. This methodology ensures CFISD's long-term brand narrative is authentic, data-backed, and widely embraced across the community.

- **Value Addition to CFISD:**

  CESO provides the overarching brand architecture, high-level narrative strategy, and foundational research needed to position CFISD as an educational leader in an increasingly competitive marketplace.

The Evaluation Committee intentionally recommends awarding contracts to both Mind Dance Marketing (Primary) and CESO Communications (Secondary) rather than selecting a single firm. A dual-award model provides significant operational, strategic, and financial advantages:

1. **Strategic Synergy (High-Level Strategy vs. Localized Tactical Execution):**
    - CESO Communications can assist with comprehensive Discovery, Market Research, and Master Brand/Rebranding Architecture. They can uncover district perception, articulate competitive value propositions, and build the overarching messaging framework.
    - Mind Dance Marketing (Primary) can serve as the Execution Engine. Utilizing the research findings and brand platform developed by CESO, Mind Dance can handle high-frequency collateral development, localized digital/print campaigns, media placement, and rapid community activation.
2. **Mitigating Vendor Weaknesses While Maximizing Strengths:**
    - Relying solely on CESO could introduce logistical delays and higher travel/administrative costs for rapid-turnaround, day-to-day local campaigns and on-site district events.
    - Relying solely on Mind Dance would place the full burden of high-level educational discovery and district brand repositioning on a firm still expanding its public education domain knowledge.
    - Awarding both firms eliminates these risks by positioning each firm where it holds an undeniable competitive advantage.
3. **Task-Order Fiscal Structure & Cost Control:**
    - Contracts will be structured on an indefinite delivery / task-order model with pre-negotiated rate cards.
    - The District assumes no fixed retainer obligations and maintains total spending discretion, issuing specific Statements of Work (SOWs) only when targeted initiatives arise.

The Evaluation Committee concludes that multi-awarding Mind Dance Marketing, Inc. as primary vendor and CESO Communications as secondary vendor delivers the optimal balance of specialized K–12 branding expertise, localized agility, and taxpayer value.

Action Requested:

The Board of Trustees approve the Committee's recommendation to award contracts under RFP #26-12-9220R (Marketing Services) to Mind Dance Marketing, Inc. (Primary) and CESO Communications (Secondary) for an initial term of December 1, 2026 through November 30, 2027, with four (4) optional one-year renewals through November 30, 2031, with task orders issued based on project scope, negotiated fee schedules, and District needs.