C.2 Advertising and Promotion

As is typical with new BASIS schools, BASIS Mesa K-6 will hold frequent Information Sessions starting in the fall as the primary vehicle for students and parents to learn more about the school's curriculum and offerings. These are open to the public at a location easily accessible from the school site, potentially at the current BASIS Mesa school itself. BASIS schools in Arizona generally have benefitted from our strong reputation, and our enrollment has been driven largely by word of mouth.

The BASIS Mesa K-6 school has been the subject of vocal parent demand since shortly after the opening of BASIS Mesa. Within two weeks of opening an interest list for the school, we received 168 responses for grades K-3 alone. We expect sign-ups to accelerate as word about the school spreads.

Other BASIS schools, in their first year of opening, have advertised in the *Arizona Republic, Raising Arizona Kids* magazine, on National Public Radio, on Metro light rail platforms, and online through Facebook and other websites. In the case of BASIS Phoenix Central, scheduled to open in fall 2014, each advertising venue mentioned above cost approximately $1,000.

At BASIS San Antonio North (opening fall 2014) our marketing strategy was broader and included more expensive items such as radio ads and billboard placements. The billboards alone, produced and reserved through Clear Channel, cost approximately $19,000. Should we feel that such efforts are necessary to secure an adequate number of students at BASIS Mesa K-6, we would execute them in August-October 2014 in advance of registration in December. To be conservative, the budget has allocated $40,000 for marketing expenses.