C.2 Advertising and Promotion

Advertising/promotion plans that include strategies and timelines

If approved for the charter, marketing will commence in February 2012 with an opening date set for August 2013. Due to the fact that the school is starting with 216 students, in an area of high demand and with existing parent support from church and community members, advertising and promotion expenses can be kept to a minimum. Anticipated start-up marketing and advertising costs of under $4,000 include the following:

- Advertise in a weekly Church bulletin
- Arizona Parenting Magazine
- West Valley View
- We will produce and mail 5,000 door hangers and posters to be posted in businesses serving local families (i.e., see table below)
- Business cards, informational tri-fold brochures and flyers will also be designed and printed. These printed advertising materials will be designed by a parent volunteer with print media experience and printing costs will covered through donations by the Executive Directors.

In years 1-3 of implemention, after start-up, expenditures of $3,500-5,000 were budgeted for continued marketing and advertising costs. There is a small cadre of parents at the local church who are eager to spread the word that Incito will offer a school of choice in the Goodyear area. It is a working objective to maintain a strong web presence by means of an informative website. The Rock of Refuge Corporation has already provided a web developer to Incito Schools at no cost To appeal to the some of the highly educated target population, this method of digital communication is crucial. We will also make sure websites like GreatSchools.org, Yelp, and Yahoo!Local are updated with the most recent information, links and pictures of our school. The founding team will also work with a surrounding development's Homeowner's Association that offers free on-line announcements.

Incito Schools will be distributing door hangers in the surrounding community through the support of the army of volunteer groups provided by the Rock of Refuge Corporation. Incito will distribute brochures to individuals in the Rock of Refuge Corporation and encourage them to disseminate information about Incito Schools. Incito Schools plans to purchase advertising space in the *West Valley View* which will cover over six issues of the paper. This paper is the community paper of Avondale, Buckeye, Goodyear, Litchfield Park and Tolleson. Incito Schools will continue to advertise in the *West Valley View* as needed in future years. Incito Schools will hang posters and flyers in the Rock of Refuge Corporation and wherever type signage is permitted within the Goodyear, Avondale, and Buckeye areas. Incito Schools will also utilize the Rock of Refuges' current web developer to develop a school website. Incito plans to partner with the Rock of Refuge Corporation to host special events and also attend

public meetings. The cost of these marketing/advertising materials are reflected in the budget and were determined according to the following market research:

Year 1 Marketing/Advertising Costs

Marketing/Advertising Material	Total Amount of Material	Total Cost	Quote Obtained From:
Door Hangers	3,000	$1,200	Staples Printing/UPS Store
Brochures	5,000	$450	Staples Printing/UPS Store
Advertising Space	6 issues	$335	*West Valley View* newspaper
Posters	600	$1, 015	Staples Printing/UPS Store
Flyers	350	$500	Staples Printing/UPS Store

The Rock of Refuge Corporation has agreed to support Incito Schools with all advertising and marketing efforts and will directly take an active role in recruiting students for Incito's first year of operation and continued years of operation. The Partnership Agreement between Incito Schools and The Rock of Refuge Incorporation, sections IV and V, read as follows:

IV. Recruitment: THE ROCK CHURCH agrees to use its influence to assist in the recruiting of students for INCITO CHARTER SCHOOL through its resource of church families, their extended families, and the church's network of individuals, business contacts and church leaders in the communities of Goodyear and the surrounding areas. With approximately 400 adults who call THE ROCK CHURCH their place of worship, each individual has an extended network of families beyond the Church's environment who would benefit from a charter school of the caliber and vision of INCITO CHARTER SCHOOL.

V. Marketing & Fundraising: THE ROCK CHURCH is also committed to assisting in the area of marketing and fundraising, to include hosting event tents on the property (mentioned above); supporting fundraising events for start-up costs; enlisting donations and support from local businesses; providing materials and printing costs for advertising, fliers, and door hangers; and building an army of volunteers to go door-to-door to promote INCITO CHARTER SCHOOL and its vision.

Incito's Corporate Board members have researched charter schools in the area. There are approximately six charter schools that are currently serving families and students in the area of Avondale, Buckeye, and Goodyear. In Goodyear specifically, there are currently two operating charter schools. For example, The Odyssey Preparatory Academy (K-8), which serves the Goodyear and Buckeye area, opened in its first school year, August 31, 2009, with over 400 students enrolled. TOPA followed with their second year enrollment with over 700 students and hundreds more on a waitlist. Another example, Great Hearts Trivium Prep Academy in Goodyear currently serves 6th and 7th grade students with a current enrollment of 90 students, or 45 students per grade level. Incito is projecting to enroll 216 students, with the option of nine grade levels (K-8), which breaks down to only 24 students per grade level.

Also, Incito Schools, in partnership with The Rock of Refuge Corporation, has surveyed the surrounding area by asking families and students to complete interest forms. Incito has collected over 400 survey forms identifying that many families have expressed a high interest in enrolling in Incito Schools.

Based on the current enrollment of newly opened charter schools, including their waiting lists, and preliminary interest forms gathered , Incito can confidently calculate that it will reach its projected enrollment goal of 216 students in Year 1, 256 students in Year 2, and 296 students in Year 3.

State Equalization Supported Through Budget

Incito Schools will have up to two classes each for Kindergarten-Fifth Grade in Year 1. Kindergarten will have a limit of 20 students per class; while first through fifth grade will have up to 25 students per class. The projected Average Daily Membership (ADM) was calculated by taking 80% of our students per class and by dividing the number of kindergarten students by two. Eighty percent was used as a conservative estimate instead of expecting full capacity in every class to be reached; dividing the number of kindergarten students by two reflects the half funding from the state for kindergarten students. The weighted student count was calculated by multiplying the projected ADM (216 students) by the support level weight. The grand total of $1, 287,804.00 comes from the 2010-2011 base level funding ($3, 267.72) and additional assistance ($1, 607.50).

Timeline for Recruitment and Enrollment

January 2012

- Establish marketing/advertising team consisting of representatives from Incito Schools and Rock of Refuge Corporation
- Assign marketing/advertising teams to specific areas in Buckeye, Avondale, and Goodyear
- Continue collecting interest forms
- Revisit Marketing/Advertising Plans to ensure all aspects of marketing/advertising are addressed
- Research local events and other city functions

February 2012 – March 2013

- Develop postcards, brochures and marketing/press packet
- Update website & existing school listings on the web
- Attend local events and other city functions
- Marketing/Advertising teams will distribute information at local events and go door to door to in the surrounding area
- Build email list server

- Create parent and student focus groups
- Prepare for open enrollment to attain a minimum of 216 students (January 2013)
- Establish contact with media and place articles and letters to editor
- Attend formal meetings with community leaders
- Print and begin distributing postcards, brochures and media packets

March – July 2013

- Continue as above
- Enroll students
- Plan opening event worthy of publicity with photos in local papers

School Opens August 2013

Market Study and Research

Incito Schools' anticipated location will be in Goodyear, AZ. Goodyear was the fourth fastest growing city in the country between 2000-2006 (cities under 100,000), averaging 16% growth per year during that time. In 1990, the city had a population of 6,258 and has since exploded to over 61,000 in 2010. It is expected that by 2015, the city will have over 100,000 residents (according to www.ci.goodyear.az.us). According to the 2000 U.S Census Bureau statistics, almost twenty percent of Goodyear's population is between the ages of 5 and 19. Goodyear also has a number of major employers in the area for which Incito plans to target some of its advertising and promotional activities. These include:

Company	Industry	Employees
Amazon.com Fulfillment Center	Distribution	250-500
Cancer Treatment Centers of America	Health Services	250-500
Kysor Panel Systems	Wholesale	100-250
Macy's Fulfillment Center	Distribution	250-500
Lockheed Martin	Aerospace Engineering	500-1,000
McLane Sunwest	Distribution	500-1,000
Poore Brothers	Food Manufacturing	100-250
Rudolfo Brothers Plastering	Construction	100-250
Snyders of Hanover	Food Manufacturing	100-250
Del Monte Fresh Produce Co.	Wholesale	<50

West Valley Hospital	Health Services	500-1,000
Cavco Industries	Manufacturing	250-500
Macy's Logistics & Operations	Distribution	250-500
Aero Turbine	Services, Distribution	100-250
Lufthansa Airline Training Center	Education, Flight Center	100-250
Lorts Manufacturing	Manufacturing	50-100
Oxford Aviation Academy	Education, Flight Center	50-100
Global Organics, LLC	Manufacturing	50-100
Arizona Galvanizing	Manufacturing	50-100
Imsamet, Inc	Manufacturing	<50
Keogh Engineering	Services	<50
Simpson Norton Corp	Manufacturing	<50
Southwest Specialty Foods	Food Manufacturing	<50

Source: USWorks, City of Goodyear Economic Development

According to the most current market research, Goodyear residents are currently served by three elementary school districts (Avondale, Liberty, Littelton) and two high school districts (Agua Fria Union and Buckeye Union). There is no charter schools located in Goodyear at this time nor is there a unified school district that offers continuity in academic programming for grades K-12. The school anticipates drawing students largely from the City of Goodyear and Avondale due to the close proximity of the two cities. The city of Avondale is another fast growing city in Arizona with a current population of 76,000. It is expected to reach a population of 123,000 by the year 2020. According to the 2000 Census Bureau statistics, almost 28% of Avondale's population is between 5 and 19 years of age.