AEA marketing proposal demonstration

Prepared November 1, 2026 | Example Enrollment Studio

Readiness decision

NOT READY FOR SUBMISSION. The source deadline has elapsed and required supplier evidence is missing. This fictional benchmark illustrates document production and verification. It is not an offer to AEA, an actual supplier statement, or proof of commercial demand.

Supplier identity

Business: Example Enrollment Studio (fictional). Assigned lead: Demo Operator (fictional). Contact: hello@example.invalid (non-deliverable). No real qualifications, client results, references, signatures or certifications are asserted.

Submission controls

Source deadline: October 23, 2026 at 5:00 p.m. Pacific (America/Los_Angeles). It elapsed before this November 1 benchmark. No deadline extension was verified.

Source recipient, for reference only: bbaquial@aeacs.org. Subject after company substitution: AEA Marketing Services RFP - Example Enrollment Studio. No email has been sent or authorized.

Source acknowledgment

This demonstration acknowledges Addendum 1 issued October 20, 2026, and uses it together with the October 9, 2026 Marketing Services RFP for Student Recruitment and Enrollment Support.

Document controls

The addendum sets no fixed page limit and no required pricing form. The response and its appendix are combined in this one PDF. The editable DOCX and review files are production deliverables, not additional submission attachments. No submission is permitted by this demonstration.

Input basis: explicitly synthetic supplier facts and a deliberately flawed draft. The requirement review covers 20 selected mechanical/document checks, not every substantive RFP obligation.

Service plan

Proposed fixture period: November 16, 2026 through June 30, 2027. The plan assumes a future authorized engagement only; the elapsed procurement deadline prevents submission of this example.

Workstream	Bounded proposed delivery
Channels	Two paid social campaigns; audience, claims, spend and final creative require AEA approval. No enrollment results are promised.
Creative quantities	Six formatted assets per full month: two English, two Spanish and two German. November 16–30: one asset per language. Existing AEA-approved text and brand assets only.
Launch sequence	Days 1–5 after authorized kickoff: collect approved assets and access. Days 6–10: prepare campaign and creative drafts. Launch only after AEA content and spending approval.
Grade flexibility	AEA may change grade-level emphasis within the same campaign and asset quantities. Additional quantities require a separately agreed scope.
Staff support	AEA supplies final language copy, logo/assets, enrollment links, program facts, approved audiences and aggregate outcome data; an AEA approver signs off on content and media budgets.
Subcontractors	None proposed in the synthetic approved fixture. No third-party qualifications or staffing commitments asserted.

Reporting

One report per month, plus one 30-minute review meeting. Report spend, reach, clicks and aggregate inquiry counts where available. AEA provides aggregate enrollment outcomes; distinguish tracked inquiries from enrolled students and record missing attribution explicitly.

Language support

Base formatting includes English, Spanish and German at the quantities above. AEA supplies and approves the final text in each language. Translation and proofreading are excluded, with no translation service or extra language charge offered in this fixture. Additional languages or translation would require separate scope and pricing, not an assumed supplier capability.

Pricing and terms

All amounts below are synthetic approved fixture prices in USD. They are not a real quote. November 16–30 is billed at one-half month; December through June is seven full months, totaling 7.5 month equivalents.

Item	Calculation	Period cost
One-time setup	Fixed	$800.00
Recurring service fee	$1,200 × 7.5	$9,000.00
Advertising media	$800 × 7.5	$6,000.00
Other costs	No additional base charges	$0.00
Full-period total	Setup + fees + media	$15,800.00

Annualized recurring cost: $14,400 service fees plus $9,600 media = $24,000 for 12 months, excluding one-time setup. November service/media are $600/$400; each full month is $1,200/$800. Directly paid media remains part of total planned spending.

Price basis and exclusions

Google Ad Grants credits assumed: $0. The base plan works without grant funding. No grant-funded option is included. Creative formatting is included in service fees. Website work, translation, proofreading, additional creative quantities, printing and event work are excluded. Website, translation, software and other separate base charges: $0; these excluded services are not silently included.

Markups or commissions: $0. No software subscription or third-party licensing charge is proposed. No optional services are priced; any additional scope needs separate written approval.

Commercial terms

Monthly in arrears, net 30; setup invoiced after setup delivery. No deposit or advance payment.

Minimum commitment and cancellation: 30 days written notice; pay only delivered services and approved noncancelable media. No minimum beyond the notice period.

No deposit or advance-payment exception is requested under this synthetic plan. The supplier has not supplied a complete exceptions attestation; that remains unresolved. Nothing here signs or accepts a legal agreement.

Approval threshold

The addendum’s $25,000 approval threshold is not a stated budget ceiling. Relevant total spending includes supplier fees, media even if paid directly by AEA, and other costs. The fixture total of $15,800 includes its $6,000 media allocation. AEA determines any actual approval route.

Outstanding supplier evidence

This appendix is part of the same response PDF. Missing material is displayed rather than supplied by invention. No supplier signature or legal attestation is attached.

Requirement	Current state and required customer input
R01 — deadline	Elapsed October 23, 2026. No verified extension. This demonstration must not be submitted.
R05 — experience	No approved relevant student recruitment examples or measured results supplied. Customer must provide supportable examples and outcomes.
R08 — references	0 of 3 supplied. Customer must provide three relevant client names, contact names, email/phone and service descriptions. No invented clients or contact details.
R09 — disclosures	Conflicts or AEA relationships: not supplied. Insurance capability: not supplied. Full exceptions statement: not supplied. Customer statements are required; absence does not mean none.

Insurance and eligibility boundary

The addendum does not require an insurance certificate with the proposal. It still requires insurance capability and any exceptions to be addressed; those statements remain missing. Any post-award certificate requirement is outside this benchmark. Active SAM registration is not required by this RFP. No registration status or procurement eligibility is asserted or verified.

Rights and handoff

Editable source files and exports handed to AEA at completion or termination; no third-party paid assets or ongoing software licenses proposed.

This preserves the synthetic approved proposal term. It does not verify rights in customer-supplied assets or make a legal ownership attestation. Any later third-party assets or charges would need disclosure and approval before use.

Review boundary

The accompanying requirement map records the source file, page, output location and status for all 20 curated checks. Source documents are the four-page RFP and seven-page Addendum 1. Mechanical presence and arithmetic checks do not establish legal acceptability, strategy quality, supplier capability or complete RFP compliance.

ready_for_submission = false. Demonstration only. No authority to send, sign, commit spending or contact the issuer is created by this package.