



FOR SUPERINTENDENTS & SCHOOL BOARDS

The School Courier App Decision Guide

Today's families live on their phones — school communication should too. That's the idea behind everything we build at School Courier. This guide gives your leadership team a clear, transparent view of the decision in front of you: plans and pricing, term options, funding opportunities, implementation, and the partnership behind it all.

PRICING PLANS

TERM OPTIONS

FUNDING SOLUTIONS

IMPLEMENTATION

SERVICE AGREEMENT

PREPARED FOR

SAMPLE District

PRESENTED TO

(Name)

Principal

PREPARED BY

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DATE

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This guide answers questions like:

- ? Why choose School Courier?
- ? Which plan is the best fit for our school?
- ? Can we start with one plan and grow into another over time?
- ? How will this improve communication with our families?
- ? How are other schools helping fund their investment?
- ? What happens after we decide to move forward?

Why schools choose School Courier

THE PLATFORM

School Courier gives schools a modern, mobile-first communication platform that brings communication, information, and resources together in one trusted place for families, students, and staff.

01

Your school. Your app experience.

Every school receives a dedicated app experience centered on its own identity, communication, and community.

02

Everything in one place

Families know exactly where to find alerts, calendars, athletics, resources, forms, and everyday communication.

03

Built for today's mobile families

Families check their phones all day long. School Courier is built mobile-first, so your school's communication reaches them where they already are.

04

Designed for everyday use

Simple for staff to manage, engaging for families to use, and designed to become part of your school's daily routine.

Why schools stay with School Courier

THE PARTNERSHIP

Choosing a communication platform is more than selecting software — it's choosing a long-term partner invested in your school's success.

01

Direct access to our team

Work directly with the people who build, support, and improve your platform — not a call center.

02

Continuous, educator-led innovation

Guided by our School Advisory Council, new features and platform enhancements are continuously included at no additional charge.

03

Built-in funding tools & referral rewards

Sponsor tools and referral credits provide multiple ways to offset annual service costs.

04

Built for long-term success

A communication solution designed to grow with your school for years to come.

App plans — selecting the right fit

TWO OPTIONS

Both plans deliver the same trusted School Courier communication platform. The primary difference is how families access your school — through a dedicated experience within the School Courier app, or through your own branded app.

★ MOST POPULAR CHOICE

Own Branded App

Your school's own branded native app in the Apple App Store & Google Play.

FUNDING TOOLS INCLUDED

5 sponsor banners + unlimited supporter listings

LAUNCH TIMELINE

Launch following Apple & Google Play approval

\$8,000–\$10,000

ANNUAL INVESTMENT

SC Premium App

Your school's dedicated experience within the School Courier app.

FUNDING TOOLS INCLUDED

2 sponsor banners + unlimited supporter listings

LAUNCH TIMELINE

Launch in days

\$5,000–\$7,000

ANNUAL INVESTMENT

Multi-school organizations receive 50% off the annual investment for each additional school after the first. *Example: \$8,000 for the first school, \$4,000 for each additional school.*

Term options

RATE PROTECTION INCLUDED

All agreements include rate protection. Longer terms provide the lowest annual investment.

AGREEMENT TERM	SC PREMIUM APP	OWN BRANDED APP
5 years BEST VALUE	\$5,000 / yr	\$8,000 / yr
4 years	\$6,000 / yr	\$9,000 / yr
3 years	\$7,000 / yr	\$10,000 / yr

NEED TO PHASE YOUR INVESTMENT?

Many schools begin with SC Premium and transition to their own branded app when the time is right.

What's included

BOTH PLANS

Everything needed to launch, manage, and grow your complete communication platform is included with both the SC Premium and Own Branded App plans — no startup fees, surprise upgrade costs, or charges for future platform enhancements.

Communication channels ✓ Mass alerts (push, email, SMS, voice) ✓ Private messaging ✓ Groups & My Feed	Daily tools ✓ Resources (customizable quick links) ✓ Calendars (events, dining, athletics & activities) ✓ Google Forms integration ✓ Athletics Deluxe Suite (schedules, scores, rosters, team feeds & updates)	Support & success ✓ Administrator training ✓ Ongoing technical support ✓ Hosting & maintenance ✓ Continuous platform enhancements ✓ Built-in funding tools	
\$0 SETUP FEES	\$0 UPDATE FEES	\$0 MESSAGING FEES	No limits USERS OR CONTENT

One predictable annual investment — with no surprise costs as your platform grows.

Implementation

AGREEMENT → LAUNCH

From agreement signing to launch, our proven implementation process minimizes staff workload and helps ensure a successful rollout.

1 Setup & build We gather your branding and key details in one short questionnaire, then configure and build your app.	2 Admin activation Your administrators receive their accounts and live training on sending alerts, managing groups, and the day-to-day workflow.	3 Community launch Staff onboard first; then a community-wide launch with a ready-made promo kit — graphics, flyers, and QR codes.	4 Ongoing partnership Continuous support, proactive check-ins, and adoption reporting keep the platform growing after launch.
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Your app is built to help fund itself

FUNDING TOOLS

Many schools use their app's built-in funding tools to offset part — or even all — of their annual investment.

✓ Sponsor ad banners

Graphic ads for larger sponsors.

✓ Supporter listings

Text-based listings for community businesses, alumni, families, & supporters.

Your school controls the pricing, chooses the sponsors, and keeps 100% of the sponsorship revenue.

Decision planning

WORKSHEET

Use this page to discuss the communication solution that best fits your school's goals, budget, and timeline. Final pricing, terms, and implementation dates will be confirmed before any service agreement is prepared.

COMMUNICATION SOLUTION

☐ SC Premium App ☐ Own Branded App

AGREEMENT TERM

☐ 3 years ☐ 4 years ☐ 5 years **BEST VALUE**

ESTIMATED ANNUAL INVESTMENT

TARGET DECISION TIMELINE

We're here to help

Need another conversation? I'd be happy to meet with your leadership team or board to review the options, answer questions, and help determine the best fit for your school.

Todd Rolen

SALES ENGINEER

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Service Agreement Terms

The following section contains the draft service agreement for board review. Final pricing, agreement term, and the selected solution will be completed after the school makes its final selection.

Cambridge Business Solutions, Inc. ("Cambridge") will provide SAMPLE District ("District") with the online mobile application as further described in the Referenced Quote (the "Cost of Services") subject to the following terms and conditions:

1. License Grant

Cambridge grants the District the non-exclusive, non-transferable and terminable license to use the Service. These rights granted to District are provided on the condition that District does not (and does not allow any third party to) copy, modify, create a derivative work of, reverse engineer, reverse assemble, disassemble, or decompile the Service or any part thereof or otherwise attempt to discover any source code, modify the Service in any manner or form, or use unauthorized modified versions of the Service.

2. License From District

Subject to the terms and conditions of this Agreement, District grants Cambridge the nonexclusive nontransferable license to copy, store, record, transmit, maintain, display, view, print, or otherwise use District Data or necessary data stored by 3rd parties to the extent necessary to provide the Service to District. District agrees that the license to District Data shall survive the termination of this Agreement for up to one year, solely for the purpose of storing backup District Data.

3. Term and Termination

This agreement will commence on the Service Start Date and continue for 60 months (the "Initial Term"), and then will automatically renew for successive one year periods unless either party provides written notice of its desire not to renew at least 30 days prior to the end of the then-current term. If the contract extends beyond the Initial Term, the Customer may terminate this agreement by providing written notice to Cambridge at least 30 days prior to the end of the then-current term.

4. Transmission of Data

Cambridge warrants that it will use commercially reasonable efforts to ensure that District's Data will be safeguarded and maintained accurately. District understands that the technical processing and transmission of District's electronic communications is fundamentally necessary to District's use of the Service, District expressly consents to Cambridge's interception and storage of electronic communications and/or District Data, and District acknowledges and understands that District's Electronic Communications will involve transmission over the Internet, and over various networks, only part of which may be owned and/or operated by Cambridge. District acknowledges and understands that changes to District's Electronic Communications may occur in order to conform and adapt such data to the technical requirements of connecting networks or devices. The District further acknowledges and understands that

electronic communications may be accessed by unauthorized parties when communicated across the internet, network communications facilities, telephone, or other electronic means. District agrees that Cambridge is not responsible for any electronic communications and/or District Data which are lost, altered, intercepted or stored without authorization during the transmission of any data whatsoever across networks not owned and/or operated by Cambridge.

5. Dispute Resolution

Any dispute arising out of or relating to this agreement, or the breach thereof, shall be settled by arbitration administered by a reputable 3rd party agreed upon by the parties. The place of arbitration shall be in Jefferson County, Kentucky, USA. Kentucky law shall apply.

6. Exclusivity

The exclusivity period shall begin on the contract date. During the exclusivity period, District will under no condition create another mobile app within this exclusivity agreement by themselves and/or with any other party. If another party creates a mobile app using District branding, school names, logos and/or team names, District (with assistance from Cambridge if needed) will send a written request to Apple and/or Google to remove the unauthorized app from the Apple App Store and/or Google Play Store.

7. Limitations of Liability

DISTRICT ACKNOWLEDGES AND AGREES THAT THE CONSIDERATION WHICH CAMBRIDGE IS CHARGING HEREUNDER DOES NOT INCLUDE CONSIDERATIONS FOR ASSUMPTION BY CAMBRIDGE OF THE RISK OF DISTRICT'S INCIDENTAL OR CONSEQUENTIAL DAMAGES. IN NO EVENT SHALL EITHER PARTY BE LIABLE TO ANYONE FOR INCIDENTAL, CONSEQUENTIAL, PUNITIVE, SPECIAL OR EXEMPLARY DAMAGES, OR INDIRECT DAMAGES OF ANY TYPE OR KIND (INCLUDING LOSS OF DISTRICT DATA, REVENUE, PROFITS, USE OR OTHER ECONOMIC ADVANTAGE), ARISING FROM BREACH OF WARRANTY OR BREACH OF CONTRACT, OR NEGLIGENCE, OR ANY OTHER LEGAL CAUSE OF ACTION ARISING FROM OR IN CONNECTION WITH THIS AGREEMENT.