



Bright School Kits

CIESC Educational School Supplies and Related Products

RFP Submissions Due: 11 a.m. EST, Thursday, August 21, 2025

Bright School Kits

lauren@brightschoolkits.com

TABLE OF CONTENTS

Company Profile	1
Provider Qualifications	2
Products & Services/Pricing	7
Contract Implementation	10
Logistics	12

COMPANY PROFILE

Founded in 2012, Bright School Kits has over a decade of experience supporting schools, nonprofits, and organizations with customized, high-quality supply kits tailored to student and classroom needs. In 2022, the company was acquired by the owners of Five Star Technology Solutions—a trusted name in the K-12 space—bringing seasoned leadership and operational expertise. In 2025, we expanded our operations with the acquisition of our warehouse, fully staffed by Bright School Kits employees who manage every step of fulfillment in-house.

Our core team includes a CEO, President, Director of Operations, Director of Purchasing, Warehouse Operations Lead, and Account Executive. During peak seasons, we currently scale by hiring up to 10 part-time staff to support high-volume kit assembly while maintaining our commitment to quality and personalized service. Additionally, we are supported by Five Star Technology President and CEO, Dr. Jason Roseberry, who is also part-owner of Bright School Kits. Dr. Roseberry has played a key role in driving innovation and improving the operational processes that allow us to deliver consistently exceptional service.

Bright School Kits has served schools in over 400 districts, and eight large nonprofit and community organizations across the continental U.S. Our clients span public, private, and charter schools, early childhood and higher education institutions, and nonprofit and corporate partners. Our annual revenue for 2025 is projected to be \$1.6 million.

Since our founding, we've delivered customized solutions tailored to the needs of classrooms—offering a range of standard school supplies, instructional materials, and specialty items. Our ability to source, pack, and ship fully tailored kits, paired with hands-on customer service, positions us uniquely in a competitive and decentralized market.

Headquarters Location:

Bright School Kits
800 East 8th Street
New Albany, IN 47150

Mailing Address:

Bright School Kits
2241 State St. #246
New Albany, IN 47150

Authorized Agent:

Lauren Kukawinski
President
lauren@brightschoolkits.com
248-837-5364

PROVIDER QUALIFICATIONS

Please provide information demonstrating your organization’s capacity to provide products/services to all participating entities in the United States, including the following:

a. Sales Team

Our sales efforts are led by Vickii Moses (Account Executive), who brings over 25 years of experience in relationship-based sales. She is supported by Lauren Kukawinski (President), with nearly 10 years of experience in sales with an emphasis on customer relations, and Maren Gosman (CEO), who provides strategic leadership. This core team delivers high-touch, personalized outreach with the ability to scale as needed.

We are also backed by the experienced marketing team at Five Star Technology Solutions, including Billy Bass (Senior Director of Marketing) and Quinn Kelch (Director of Marketing)—both with over a decade of expertise in K-12 communications and brand strategy.

b. Distribution System (direct, reseller)

Bright School Kits operates out of a fully staffed warehouse in New Albany, Indiana, where all assembly, packing, quality control, and shipping are handled in-house for full oversight and efficiency.

Our operations team includes:

- Kyle Braun (Director of Operations) leads warehouse logistics and shipping coordination.
- Samuel Baumann (Warehouse Lead) manages daily fulfillment and inventory handling.
- Beth Schmidt (Director of Purchasing) oversees sourcing, vendor relations, and ensures timely procurement based on each client's needs.

This experienced team ensures accurate, high-quality fulfillment. We ship reliably to all regions within the continental U.S., regardless of order size.

c. Customer Service Team

Customer service at Bright School Kits is led by Lauren Kukawinski (President) and Vickii Moses (Account Executive), ensuring every client receives prompt, personalized support throughout their experience—from initial inquiry to post-delivery follow-up.

Both Lauren Kukawinski and Maren Gosman (CEO) have shaped the company's culture around a "Customer Service First" philosophy, which drives every aspect of our operations. With a professional background rooted in customer service, Lauren brings nearly a decade of hands-on experience in client care. Maren adds a deep foundation in retail leadership, bringing systems and practices that prioritize responsiveness, customer satisfaction, and operational excellence.

This philosophy is lived out daily—every member of our team, regardless of role, contributes to client support. We use Gorgias, our online customer service platform, to manage real-time chat, alongside phone and email support. Everyone from leadership to warehouse staff is trained and expected to engage directly with customers, ensuring timely, accurate, and thoughtful assistance.

d. Number and location of support/distribution centers in the USA

Our primary support and distribution operations are headquartered at:

800 East 8th Street, New Albany, IN 47150

This location serves as the central hub for all logistics, customer service, and support functions.

e. Any areas in the United States where your organization's products/services cannot be offered.

We do not currently serve territories outside of the Continental United States, including Alaska, Hawaii, Guam, and other U.S. Territories.

4. Please provide information regarding required licenses and certifications held by your organization.

We currently hold and maintain an [Indiana ST-105 Resale Certificate](#).

5. Please list any state, GSA, or cooperative purchasing contract your organization holds as well as its current expiration date.

Bright School Kits does not currently hold any state, GSA, or cooperative purchasing contracts; however, this is part of our long-term growth strategy.

We are a member of the Independent Suppliers Group (ISG) as a purchaser, not a vendor. While there is no contract end date and participation is voluntary, being part of ISG allows us to access highly competitive pricing, which we pass along to our customers.

Additionally, our sister company, Five Star Technology Solutions, has extensive experience managing cooperative contracts. Their expertise positions us to successfully meet compliance, reporting, and performance standards should we be awarded a cooperative contract opportunity.

6. What differentiates you from your competitors in the K12 school market?

Bright School Kits stands out through deep customization, exceptional service, and strong Indiana roots—with the capacity to serve schools nationwide. While we support clients across the continental U.S., we are especially proud of our work in Indiana with districts like Monroe County Community School Corporation, Metropolitan School District of Warren Township, Sheridan Community Schools, and Green Valley Elementary, and we are committed to expanding our local impact.

Our "Customer Service First" philosophy drives everything we do. We offer proactive, hands-on support—from helping schools select the right products and stay within budget to providing

real-time updates and resolving any issues quickly. Every team member, from leadership to seasonal staff, contributes to delivering a responsive, personalized experience.

Our process is also highly flexible. For example, with Monroe County Community Schools, we created a custom ordering portal, labeled each kit by building and teacher, and delivered on their preferred timeline—showcasing our ability to adapt to each client's unique needs.

Because all sourcing, assembly, and shipping happen in-house at our New Albany, IN warehouse, we maintain complete quality control and ensure on-time, reliable delivery every season.

7. Please list at least 3 school districts that can be contacted as references (Please ensure at least one is in Indiana). In addition to your 3 references, LPA will also research your performance ratings on a third-party platform, Procurated (<https://home.procurated.com/>), that collects public sector reviews of suppliers. Your score will be considered in addition to the qualitative feedback provided by your references. If you are not yet listed on Procurated, we strongly encourage you to register on their site and to ask your past public sector customers to write reviews of their experiences in working with you.

District Name	Contact Name	Address	Telephone	Email Address
Monroe County Community School Corporation	Courtney Weeks, Business Office Coordinator	315 E. North Drive Bloomington, IN 47401	812-330-7700	finance@mccsc.edu
Sheridan Community School District	Lisa Samuels, Early Intervention Advocate	24795 Hinesley Road Sheridan, IN 46069	317-840-0313	lsamuels@sheridan.k12.in.us
Metropolitan School District of Warren Township	Ann Lewis, Deputy Treasurer	975 N. Post Road Indianapolis, IN 46219	317-869-4300	alewis@warren.k12.in.us
Orphan Outreach	Amy Seale, Co-Founder and Senior Vice President of Business Operations	2001 W. Plano Pkwy, Ste 3700 Plano, TX 75075	972-941-4435	aseale@orphanoutreach.org
SNIPES USA	Taylor Rodriguez, Community Impact Manager	2300 Master St., Philadelphia, PA 19121	267-259-9409	taylor.rodriguez@snipesusa.com

Tunica Biloxi Tribe of Louisiana	Babette Bordelon, Administrative Coordinator	150 Melacon Road Marksville, LA 71351	318-427-7430	babette.bordelon@tunica.org
----------------------------------	--	---------------------------------------	--------------	--

While we do not currently have an account with Procurated, we do maintain a 3.5-star Google Rating. Importantly, every review we have received this season—since transitioning to our own warehouse operations—has been five (5) stars. The overall 3.5 rating reflects challenges experienced last year when we utilized a third-party warehouse. With the move to our in-house facility, those issues have been resolved, and customer feedback has been overwhelmingly positive.

We have received the following testimonials:

"Working with Bright School Kits was a fantastic experience. They were reliable, efficient, and provided high-quality school supplies exactly when we needed them. Their customer service went above and beyond. I look forward to working with them on future projects."

-Ann Lewis, Deputy Treasurer, Metropolitan School District of Warren Township

"I have been working with Bright School Kits for more than five years to distribute backpacks and school supplies to children in school districts and programs throughout the United States. Our experience with Lauren and her team at Bright School Kits has been amazing from start to finish. Our partnership is a little complicated in that we have multiple orders across multiple shipping locations that are delivered over the course of six weeks – once we place our orders, our work is done. The team at Bright School Kits works directly with the shipping company and the school districts and organizations receiving the product to ensure everything is delivered timely and at the convenience of the group receiving the order. They are thorough and provide a working partnership that is both trustworthy and hassle-free."

-Amy Seale, Co-Founder and Senior Vice President of Business Operations, Orphan Outreach

"This is our first year working with Bright School Kits to order school supply kits for our tribal students. Vickii Moses has been instrumental during this complicated process of shipping to various locations. She was always on top of things and communicated effectively from start to finish. I would highly recommend using this company if you have a large amount of school supplies to order."

- Babette Bordelon, Administrative Coordinator, Tunica Biloxi Tribe of Louisiana

PRODUCTS & SERVICES/PRICING

1. Please provide a detailed description of the products, equipment, and services you are including in your proposal.

Bright School Kits offers flexible purchasing options designed to meet the diverse needs of schools, educators, and programs nationwide. Our product offerings include a broad selection of school supplies, equipment, and classroom materials, including:

- **Writing supplies:** pencils, pens, highlighters, dry-erase markers, crayons, colored pencils, and markers
- **Paper products:** notebooks, folders, binders, sticky notes, index cards
- **Art and craft supplies:** glue, glue sticks, scissors, rulers, construction paper, chenille sticks, foam shapes, craft sticks, and more
- **Organizational materials:** pencil boxes, zip pouches, binders, clipboards
- **Math tools:** calculators, protractors, rulers, whiteboards
- **Personal items:** backpacks, lunchboxes, water bottles
- **Meal service items:** plates, bowls, plastic utensils (forks, spoons, knives), napkins, and disposable cups
- **Sanitary items:** disinfecting and antibacterial wipes, paper towels, Kleenex, hand sanitizer, and soap

We pride ourselves on offering not only trusted name brands, but also teacher-tested house brands that help maximize an organization's budget without compromising quality. These house brand products have been meticulously vetted by educators within our Director of Purchasing's school network, ensuring they meet classroom performance standards and provide exceptional value.

We provide multiple purchasing options to best fit each client's needs:

- **Bulk Purchasing:** Clients can purchase products by the case or larger quantities, ideal for stocking supply closets or conducting independent distribution events.
- **Volume Kit Orders:** Schools or organizations can specify the number and type of kits needed (e.g., "500 elementary school kits"), and we manage the sourcing, assembly, labeling, and shipping to meet their timeline and specifications.
- **Parent-Purchase Program:** We create customized online Shopify storefronts based on each school's official supply lists, enabling parents to conveniently purchase their students' kits directly. This program also serves as a fundraising opportunity for schools

and PTO/PTA groups, supporting school programs while streamlining supply procurement for families.

2. Please specify any products, equipment, and services that are excluded from your proposal.

Bright School Kits does not provide electronics, devices, or furniture, nor do we offer installation or on-site training services directly. However, these services can be fulfilled through our sister company, Five Star Technology, which specializes in technology integration, professional development, and related support.

Through our purchasing relationship with Independent Suppliers Group (ISG), we have access to a broad network of vendors. This allows us to easily source items not currently in our catalog and offer them at competitive prices, ensuring we can meet a wide range of product needs outlined in the RFP.

3. Please provide information regarding your organization's pricing proposal including:

a. Discounts on products

Bright School Kits offers tiered discounts based on the purchasing method:

- **Ship-to-School / Parent Purchase Program:** 10% discount
- **Volume Orders:** 20% discount
- **Bulk Orders:** 30% discount

All product pricing includes labor for kit assembly, customization, and packaging, as well as all shipping costs.

b. Discounts on services/installation

As our products do not require installation, we do not offer installation-related discounts. All associated labor is already built into the product pricing.

c. How the proposed discount/pricing structure compares to other cooperative purchasing contracts your organization currently holds

We do not currently hold any other cooperative purchasing contracts. The pricing proposed here reflects our most competitive rates and is designed to maximize value for participating entities under this agreement.

d. Additional volume discounts or rebate programs offered

In addition to the discounts listed above, we can provide custom rebate or fundraising opportunities for qualifying district-wide or multi-school orders. These incentives are determined during the quoting process based on total order size and contract term.

4. Will this pricing structure be guaranteed for the term of the contract?

Pricing is not guaranteed for the full 5-year contract term. We conduct annual pricing reviews and adjust based on current supply costs and market conditions. Factors such as tariffs and vendor pricing shifts require flexibility; however, we prioritize clear and proactive communication with clients regarding any changes.

5. Please identify any additional fees that are not included in your proposed pricing and how those fees are determined.

We do not charge any additional service or administrative fees. All shipping and labor costs are built directly into the product pricing, ensuring transparent, all-inclusive quotes with no hidden charges.

6. Please outline any shipping, delivery, and freight charges associated with delivery to participating entities.

We do not charge separate shipping, delivery, or freight fees. All labor, handling, and shipping costs are built directly into the product pricing, ensuring there are no additional charges at checkout or delivery.

While we calculate our internal shipping costs based on weight, distance, and volume, these costs are absorbed into our pricing structure. We partner with a trusted Less-Than-Truckload (LTL) broker (ATS Logistics) to secure the most competitive rates by comparing options across multiple carriers, allowing us to maintain competitive, all-inclusive pricing for participating entities.

7. Please provide any information related to products/services your organization proposes to enhance and add value to the contract. Include all fees associated with value-added items/services.

Bright School Kits provides several value-added services to enhance the contract experience—all at no additional cost. We work closely with each organization to tailor the ordering and fulfillment process to their unique needs.

- **Customized Ordering Experience:** We meet directly with administrators, principals, and stakeholders to develop a streamlined ordering process that aligns with their internal workflows, timelines, and staffing capacity.

- **Bulk-By-Grade Fulfillment:** Our Bulk-By-Grade option simplifies bulk ordering by labeling products and cases with building names, teacher names, and/or grade levels—making distribution easy and efficient for schools.
- **Custom Order Dashboards:** We can build and maintain custom dashboards to track orders, shipments, and fulfillment timelines—offering full transparency throughout the process.

Parent Purchase Program:

For schools using our Parent Purchase Program, we create a customized online storefront based on the school's supply lists. This option can serve as a fundraiser for the school or PTO/A, with promotional materials provided to support the campaign.

Included at no cost:

- Marketing materials (social media graphics, flyers, yard signs, and email templates)
- Email list support for direct parent communication
- Real-time sales tracking and order management

These added services are designed to reduce administrative burden and maximize impact—without increasing cost.

8. Provide any additional information relevant to this section.

We pride ourselves on responsiveness and adaptability. Schools and districts working with Bright School Kits experience a highly collaborative and efficient ordering process with clear communication at every stage.

CONTRACT IMPLEMENTATION

1. Describe your organization's marketing strategy to promote this contract to eligible entities across the United States, including:

a. How will your organization differentiate this contract from other contracts held with other cooperative purchasing agencies?

Bright School Kits does not currently hold any other cooperative purchasing contracts. Our partnership with CIESC is particularly important because it aligns with our mission to support schools, specifically in Indiana and the surrounding region. While we service schools nationwide, our primary goal is to deepen our impact in our home state of Indiana and northern Kentucky. CIESC's longstanding relationships with schools and its

reputation for educational excellence make this contract a strategic opportunity to build trust and expand our service locally.

b. How your sales team will incorporate this contract as part of their sales process.

Our team has developed a hyper-localized strategy for outreach to Indiana districts. Once the contract is approved, we will begin direct communication via phone and email to key contacts such as business departments, principals, and PTA/PTO leadership. Using the pricing structure agreed upon in the RFP, we will create custom quotes and personalized proposals. Our team will also support implementation with tailored flyers and targeted marketing campaigns to ensure strong engagement from administrators, families, and other stakeholders

2. Please outline how the current CIESC accounts would be transitioned onto this new contract. What will the user experience be in the transition?

We currently serve Monroe County Community Schools (MCCSC), providing them with custom-quoted bulk-by-grade orders that meet their district's needs. Transitioning MCCSC to the CIESC contract will be seamless—they will continue to receive the same level of service, but with contract pricing applied. MCCSC staff have already indicated that this transition will simplify their procurement process by eliminating the need to obtain competitive quotes or conduct additional due diligence.

3. Describe your organization's ability to integrate with an e-procurement system for participating entities to utilize if they choose.

We have not previously integrated with e-procurement platforms (e.g., Bonfire, Jaggaer, Amazon Business), but we are open to exploring these opportunities. Our team is willing to assess technical feasibility and allocate resources as needed to support integration, should it be required by participating entities.

4. Describe how additional products and services will be added and priced to align with this contract.

We conduct a full product review annually, evaluating customer requests from the prior season. While we can source products on demand, permanent additions to our catalog are determined based on request frequency and relevance. All additions are reviewed and approved by our President in collaboration with our Director of Purchasing and Director of Operations. The CIESC will be notified and sent a copy of our newly updated catalog and pricing model annually, each February.

5. What is your organization's frequency of pricing structure updates?

Our pricing is reviewed on an annual basis. Customers are notified of any updates at the time of quoting. We ensure transparency during this process and maintain competitive rates aligned with the current market.

6. Describe how your organization will ensure participating entities receive contract pricing and that sales made through this contract will be reported to Edge Public as requested.

To ensure participating entities receive the correct pricing, we assign them to a designated catalog in our internal system. All quotes are pulled from that catalog to maintain consistency. We track participation using tags in our CRM (Hubspot), which enables us to generate reports for CIESC or Edge Public upon request.

LOGISTICS

1. Describe how participating entities will place orders for products and services with your organization, including the role of your website, and/or local distributors if applicable.

Orders can be placed in several ways:

- **Parent-Purchased Kits:** Families order directly from our Shopify-based storefront at <https://brighschoolkits.shop>. For Ship-to-School or Parent-Purchased orders, their dedicated Account Executive will assist in creating a custom ordering page tailored to their school. To preview the online ordering experience for families, check out this short video: [Bright School Kits: Ordering Made Easy](#).
- **Bulk/Volume Orders:** All bulk and volume orders are coordinated through their assigned Account Executive, who will guide them through the process and provide a custom quote.
- **Custom Portals:** We can create customized order forms using platforms such as TypeForm, JotForm, or Google Forms for added flexibility.
- **Custom Quotes:** We also work directly from school-supplied lists and provide detailed quotes or breakdowns via Google Sheets or Sufio.

Our team is primarily based in Indiana, allowing us to offer in-person support in that region. For schools outside of Indiana, all communication and support are efficiently handled through centralized email and phone assistance.

2. Is your organization able to create custom market baskets or shopping lists for participating entities?

Yes. We can convert teacher supply lists into custom kit quotes or shopping lists within 2–3 business days—often faster for smaller projects.

For bulk or volume orders, turnaround time depends on the scale and scope of the request. Quotes for one or two schools can typically be completed within two business days, while larger, more complex projects—such as quoting an entire district—may require up to five business days to ensure accuracy and completeness.

3. Explain your organization's shipping structure/pricing, including whether there is a minimum order amount.

Bright School Kits does not charge separate shipping or delivery fees—all labor and shipping costs are built into the product price.

For bulk and volume orders, there is no minimum order amount required. For our Parent Purchase Program, a minimum of 10 kits per school is required to process fulfillment. If fewer than 10 orders are placed, the sale organizer is notified prior to any cancellations and given the option to purchase the remaining kits needed to meet the minimum.

For larger shipments, we partner with ATS Logistics, a trusted Less-Than-Truckload (LTL) broker, to coordinate delivery and ensure the most efficient and cost-effective transportation solutions are used.

4. What are your organization's current order fill rates?

Of more than 15,000 kits and orders placed in the past year, only approximately 70 required corrections, representing an accuracy rate above 99.5%.

5. What is your organization's average lead time and on-time delivery rate?

Our standard lead time is 6–8 weeks from order approval to delivery, and this window remains consistent throughout the year, including during peak seasons. Our on-time delivery rate is currently 100%, with no late deliveries this season.

6. Describe your organization's customer service/problem resolution process, including hours of operation.

Our customer support team is available Monday through Friday, 9:00 AM to 5:00 PM EST. Customers can contact us via:

- Email: support@brightschoolkits.com
- Gorgias Chat Box on www.brightschoolkits.com
- Through their assigned Account Executive

We guarantee a response within 2 business days. Escalated issues are handled by the President.

7. What is your organization's policy on product returns? Please include any fees associated with this process.

Bright School Kits maintains a clear and consistent process for handling returns to ensure accuracy, fairness, and customer satisfaction.

- **Damaged or Defective Items:** Schools or families must notify Bright School Kits within 14 days of receipt, providing order details, photos, and a description of the issue. Damaged or defective items are refunded or replaced at no cost.
- **Incorrect Items:** If an order contains incorrect products, Bright School Kits will arrange for prompt shipment of the correct items or issue a refund at no cost.
- **Customer-Initiated Returns (Non-Defective):** For returns unrelated to damage or error, return shipping costs are the responsibility of the purchaser.
- **Partial Returns:** Returns are accepted for both individual items and partial kits.

This process ensures that participating entities experience minimal disruption and clear resolution timelines in the event of a return.

8. Describe the warranties offered by your organization including:

a. Products/parts covered

b. Length of warranty

c. Cost of warranty

d. Warranty repair lead time

Because we do not manufacture the products we sell, we do not provide warranties directly. However, any manufacturer warranties that apply to the products purchased are passed on in full to the customer. Coverage details, duration, and claim processes vary by manufacturer, and we assist customers in initiating and coordinating warranty claims with the applicable manufacturer as needed.

9. Describe in detail your organization's method for tracking:

Bright School Kits leverages an integrated suite of platforms to manage orders, fulfillment, shipping, and customer communication:

- **Orders:** Shopify (primary online storefront)
- **Fulfillment & Tracking:** Ordoro (inventory management, order fulfillment, real-time tracking)
- **Shipping Partners:** FedEx, UPS, and LTL broker (ATS Logistics)
- **Invoicing:** QuickBooks
- **CRM:** HubSpot (order status tracking and communications)

Parent Purchase Program

For the parent purchase program, Bright School Kits creates a dedicated Shopify storefront for each participating school. Families place orders directly through their school's online page.

- **Organizer Dashboard:** Organizers receive access to a custom dashboard in Google Looker Studio to monitor orders placed by their families in real time.
- **Shipping & Delivery Coordination:** All kits are shipped via LTL. The sale organizer is notified when the kits are scheduled for pickup and advised to expect a call from the LTL carrier within 24 hours to arrange a delivery appointment.

Bulk & Volume Orders

For bulk and volume orders, Account Executives (AEs) prepare custom quotes in Sufio and send them directly to the organization's designated contact. Once approved, orders are processed through Shopify and Ordoro, with order progress tracked internally via HubSpot.

- **Custom Tracking for Large Orders:** For larger, more complex bulk or volume orders, Bright School Kits can create custom dashboards to help customers better track and inventory the items in their order.
- **Notifications:** The organization's contact is notified when the order is scheduled for pickup and informed that the LTL carrier will call within 24 hours to schedule delivery.
- **Alternative Shipping:** Orders that require corrections or are too small for LTL freight are shipped via FedEx or UPS, with tracking information sent directly to the organizer/contact.

This approach ensures clear communication, efficient order tracking, and consistent coordination between Bright School Kits, participating entities, and shipping providers.

10. Describe your organization's payment terms as well as the different types of payment your company accepts including but not limited to:

a. Purchase orders

b. Procurement card

c. Credit card/Debit card

We accept payment via purchase order, check, ACH transfer, wire, debit card, credit card, and procurement card. Net 30 terms are standard for public institutions.

11. Does your organization have any additional charges for customers for using different types of payment forms (i.e., credit card fees)?

Credit/Debit Card Fee: 2.99%

ACH Fee (via customer portal): \$25