



128 - 6/17/26

Caitlin D. Davis
Commissioner

Richard K. Sala
Deputy Commissioner

STATE OF NEW HAMPSHIRE
Department of Education
25 Hall Street
Concord, NH 03301
TEL. (603) 271-3495

May 26, 2026

Her Excellency, Governor Kelly A. Ayotte
And the Honorable Council
State House
Concord, New Hampshire 03301

REQUESTED ACTION

Authorize the Department of Education to enter into a contract with kartooneDU, LLC (VC#556649) of Sudbury, MA, in the amount of \$100,000 to produce a series of short educational and promotional videos, with the option to renew for two additional Fiscal Years, effective upon Governor and Council approval through June 30, 2027. 100% General Funds.

Funds to support this request are available in the following account in Fiscal Year 2027 as follows:

06-56-56-560510-60030000 DEPUTY COMMISSIONER

Fiscal Year	Class/Account	Class Title	Total Amount
2027	102-500731	Contracts for Program Services	\$100,000
		Total	\$100,000

EXPLANATION

KartooneDU will create up to 20 short, high-quality animated videos designed to inform, engage, and empower members of the public on various NHED programs, policies, terminology, and initiatives. The videos will also clarify complex or nuanced educational topics and promote awareness of educational resources and opportunities available to New Hampshire educators, students, and families. The videos will highlight initiatives that support and uplift educators, school leaders, parents, guardians, and school districts across the state to promote educational programming and learning initiatives.

A Request for Proposal (RFP) was posted on the NHED website and on the Department of Administrative Services (DAS) website for Statewide Bids and Proposals on February 6, 2026. The Department received proposals from 20 vendors. A panel of three individuals scored each of the proposals, with kartooneDU receiving the highest technical score possible - 100 points.

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KartoonEDU also scored the highest on the final value score, which factored in the price proposal of \$4,995 per video, making its proposal the best value score/quality per dollar.

The funding for this contract will be used to create a maximum of 20 videos that will be shared broadly on NHED's social media, as well as its website, newsletters, and other outreach efforts to help educate families and the public on a multitude of educational and learning topics.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Caitlin D. Davis". The signature is fluid and cursive, with the first name being the most prominent.

Caitlin D. Davis
Commissioner of Education

**Attachment A
Bid Summary Scoring Sheet
KartoonEDU**

Vendor	Price Proposal (price per video)	Competitive Priority #1 (Average Score)	Competitive Priority #2 (Average Score)	Competitive Priority #3 (Average Score)	Competitive Priority #4 (Average Score)	Total Technical Score	*Best Value Score
Weight of Criteria	-	40	30	20	10	100	-
KartoonEDU	\$4,995	40	30	20	10	100	.020
Cookson Communications	\$10,000	40	30	20	10	100	.010
Birk Design	\$22,000/\$18,250	40	30	20	10	100	.005
VOX	\$7,750/\$12,000	40	30	18.3	10	98	.013
Pivto	\$30,000	40	30	20	3.3	93	.003
QuandM	\$9,990	36.7	30	20	3.3	90	.009
The Reimagined Classroom	\$6,400	40	26.7	20	2.3	89	.014
BLS	\$13,250	36.7	30	20	2.3	89	.007
MDG Productions	\$6,500	36.7	30	20	1.7	88	.013
522 Productions	\$9,590.80	40	26.7	20	1.3	88	.009
ADM	\$9,500	30	26.7	16.7	2.3	76	.008
Devin Olson Media	\$9,600	30	23.3	13.3	5	72	.007
Creative Bend Films	\$14,500	30	23.3	16.7	2.3	72	.005
Motionvillee	\$12,000	33.3	20	15	1.3	70	.006
Level4Films	\$15,500	33.3	26.7	18.3	3.3	62	.005
Prayan	\$7,500	30	20	10	1.3	61	.008
LV Productions	\$12,100	26.7	20	10	2,3	59	.007
Fourth Kind Films	\$4,500	33.3	6.7	10	8.3	58	.013
Zam Studio	\$15,000	20	10	10	0	40	.003
ABG	\$20,000	13.3	3.3	6.7	0.7	24	.001

Proposal Criteria in the RFP for Technical Score	Weight of Criteria
Competitive priority #1: Plan and develop professionally designed creative content including visual storytelling, tone and style tailored for the intended audience of the NHED (include examples of similar work and success).	40
Competitive Priority #2: Develop animated video material that is short and engaging to help describe nuanced educational topics with proven performance rates on social media. (include examples of similar work and success).	30
Competitive Priority #3: Demonstrates clear understanding of Department’s goals and demonstrates the ability to produce creative, eye-catching, and unique content that will keep the attention span of the public and meet the goals of the NHED. (include examples of similar work and success).	20
Competitive Priority #4: Demonstrates successful advertising or informational video development for New England audiences with preference for prior work in New Hampshire.	10
Total	100

Reviewers	Title
Av Harris	Communications Manager, New Hampshire Judicial Branch
Thomas Brown	Communications Office, New Hampshire Department of Safety
Tyler Dumont	Public Information Officer, New Hampshire Department of Safety

Review Process

A committee of three reviewers performed an independent review of all proposals. Reviewers used a prepared rubric to evaluate compliance with the requirements of the RFP and verify the qualifications of the vendors. Reviews were completed by April 11, 2026. The criteria scores were entered into a spreadsheet, where the final scores were totaled.

All three members of the proposal review panel provided KartoonEDU with a technical score of 100. There were two other vendors that also garnered a technical score of 100 from each member of the proposal review panel. While this was not a low-bid award, the final value score to determine the best quality per dollar was calculated by taking the technical score and dividing it by the price-per-video. Once the price-per-video was used to determine appropriate scoring, KartoonEDU was determined to have the ***best value score**/per dollar.



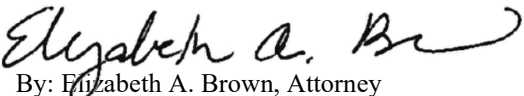
Notice: This agreement and all of its attachments shall become public upon submission to Governor and Executive Council for approval. Any information that is private, confidential, or proprietary must be clearly identified to the agency and agreed to in writing prior to signing the contract.

AGREEMENT

The State of New Hampshire and the Contractor hereby mutually agree as follows:

GENERAL PROVISIONS

1. IDENTIFICATION.

1.1 State Agency Name New Hampshire Department of Education		1.2 State Agency Address 25 Hall Street, Concord, NH 03301	
1.3 Contractor Name kartooneDU, LLC		1.4 Contractor Address 74 Surrey Lane, Sudbury, MA 01776	
1.5 Contractor Phone Number 978-261-7333	1.6 Account Number See Exhibit C	1.7 Completion Date June 30, 2027	1.8 Price Limitation \$100,000
1.9 Contracting Officer for State Agency Kimberly C. Houghton, Communications Administrator		1.10 State Agency Telephone Number 603-513-3030	
1.11 Contractor Signature  Date: 5/26/2026		1.12 Name and Title of Contractor Signatory Dave Kartunen, Founder	
1.13 State Agency Signature  Date: 05/28/26		1.14 Name and Title of State Agency Signatory Caitlin D. Davis, Commissioner of Education	
1.15 Approval by the N.H. Department of Administration, Division of Personnel (<i>if applicable</i>) By: _____ Director, On: _____			
1.16 Approval by the Attorney General (Form, Substance and Execution) (<i>if applicable</i>)  By: Elizabeth A. Brown, Attorney On: 05/28/26			
1.17 Approval by the Governor and Executive Council (<i>if applicable</i>) G&C Item number: _____ G&C Meeting Date: _____			

2. SERVICES TO BE PERFORMED. The State of New Hampshire, acting through the agency identified in block 1.1 (“State”), engages contractor identified in block 1.3 (“Contractor”) to perform, and the Contractor shall perform, the work or sale of goods, or both, identified and more particularly described in the attached EXHIBIT B which is incorporated herein by reference (“Services”).

3. EFFECTIVE DATE/COMPLETION OF SERVICES.

3.1 Notwithstanding any provision of this Agreement to the contrary, and subject to the approval of the Governor and Executive Council of the State of New Hampshire, if applicable, this Agreement, and all obligations of the parties hereunder, shall become effective on the date the Governor and Executive Council approve this Agreement as indicated in block 1.17, unless no such approval is required, in which case the Agreement shall become effective on the date the Agreement is signed by the State Agency as shown in block 1.13 (“Effective Date”).

3.2 If the Contractor commences the Services prior to the Effective Date, all Services performed by the Contractor prior to the Effective Date shall be performed at the sole risk of the Contractor, and in the event that this Agreement does not become effective, the State shall have no liability to the Contractor, including without limitation, any obligation to pay the Contractor for any costs incurred or Services performed. Contractor must complete all Services by the Completion Date specified in block 1.7.

4. CONDITIONAL NATURE OF AGREEMENT.

Notwithstanding any provision of this Agreement to the contrary, all obligations of the State hereunder, including, without limitation, the continuance of payments hereunder, are contingent upon the availability and continued appropriation of funds affected by any state or federal legislative or executive action that reduces, eliminates or otherwise modifies the appropriation or availability of funding for this Agreement and the Scope for Services provided in EXHIBIT B, in whole or in part. In no event shall the State be liable for any payments hereunder in excess of such available appropriated funds. In the event of a reduction or termination of appropriated funds, the State shall have the right to withhold payment until such funds become available, if ever, and shall have the right to reduce or terminate the Services under this Agreement immediately upon giving the Contractor notice of such reduction or termination. The State shall not be required to transfer funds from any other account or source to the Account identified in block 1.6 in the event funds in that Account are reduced or unavailable.

5. CONTRACT PRICE/PRICE LIMITATION/ PAYMENT.

5.1 The contract price, method of payment, and terms of payment are identified and more particularly described in EXHIBIT C which is incorporated herein by reference.

5.2 The payment by the State of the contract price shall be the only and the complete reimbursement to the Contractor for all expenses, of whatever nature incurred by the Contractor in the performance hereof, and shall be the only and the complete

compensation to the Contractor for the Services. The State shall have no liability to the Contractor other than the contract price.

5.3 The State reserves the right to offset from any amounts otherwise payable to the Contractor under this Agreement those liquidated amounts required or permitted by N.H. RSA 80:7 through RSA 80:7-c or any other provision of law.

5.4 Notwithstanding any provision in this Agreement to the contrary, and notwithstanding unexpected circumstances, in no event shall the total of all payments authorized, or actually made hereunder, exceed the Price Limitation set forth in block 1.8.

6. COMPLIANCE BY CONTRACTOR WITH LAWS AND REGULATIONS/ EQUAL EMPLOYMENT OPPORTUNITY.

6.1 In connection with the performance of the Services, the Contractor shall comply with all applicable statutes, laws, regulations, and orders of federal, state, county or municipal authorities which impose any obligation or duty upon the Contractor, including, but not limited to, civil rights and equal employment opportunity laws. In addition, if this Agreement is funded in any part by monies of the United States, the Contractor shall comply with all federal executive orders, rules, regulations and statutes, and with any rules, regulations and guidelines as the State or the United States issue to implement these regulations. The Contractor shall also comply with all applicable intellectual property laws.

6.2 During the term of this Agreement, the Contractor shall not discriminate against employees or applicants for employment because of race, color, religion, creed, age, sex, handicap, sexual orientation, or national origin and will take affirmative action to prevent such discrimination.

6.3 The Contractor agrees to permit the State or United States access to any of the Contractor’s books, records and accounts for the purpose of ascertaining compliance with all rules, regulations and orders, and the covenants, terms and conditions of this Agreement.

7. PERSONNEL.

7.1 The Contractor shall at its own expense provide all personnel necessary to perform the Services. The Contractor warrants that all personnel engaged in the Services shall be qualified to perform the Services, and shall be properly licensed and otherwise authorized to do so under all applicable laws.

7.2 Unless otherwise authorized in writing, during the term of this Agreement, and for a period of six (6) months after the Completion Date in block 1.7, the Contractor shall not hire, and shall not permit any subcontractor or other person, firm or corporation with whom it is engaged in a combined effort to perform the Services to hire, any person who is a State employee or official, who is materially involved in the procurement, administration or performance of this Agreement. This provision shall survive termination of this Agreement.

7.3 The Contracting Officer specified in block 1.9, or his or her successor, shall be the State’s representative. In the event of any dispute concerning the interpretation of this Agreement, the Contracting Officer’s decision shall be final for the State.

8. EVENT OF DEFAULT/REMEDIES.

8.1 Any one or more of the following acts or omissions of the Contractor shall constitute an event of default hereunder (“Event of Default”):

8.1.1 failure to perform the Services satisfactorily or on schedule;

8.1.2 failure to submit any report required hereunder; and/or

8.1.3 failure to perform any other covenant, term or condition of this Agreement.

8.2 Upon the occurrence of any Event of Default, the State may take any one, or more, or all, of the following actions:

8.2.1 give the Contractor a written notice specifying the Event of Default and requiring it to be remedied within, in the absence of a greater or lesser specification of time, thirty (30) days from the date of the notice; and if the Event of Default is not timely cured, terminate this Agreement, effective two (2) days after giving the Contractor notice of termination;

8.2.2 give the Contractor a written notice specifying the Event of Default and suspending all payments to be made under this Agreement and ordering that the portion of the contract price which would otherwise accrue to the Contractor during the period from the date of such notice until such time as the State determines that the Contractor has cured the Event of Default shall never be paid to the Contractor;

8.2.3 give the Contractor a written notice specifying the Event of Default and set off against any other obligations the State may owe to the Contractor any damages the State suffers by reason of any Event of Default; and/or

8.2.4 give the Contractor a written notice specifying the Event of Default, treat the Agreement as breached, terminate the Agreement and pursue any of its remedies at law or in equity, or both.

8.3. No failure by the State to enforce any provisions hereof after any Event of Default shall be deemed a waiver of its rights with regard to that Event of Default, or any subsequent Event of Default. No express failure to enforce any Event of Default shall be deemed a waiver of the right of the State to enforce each and all of the provisions hereof upon any further or other Event of Default on the part of the Contractor.

9. TERMINATION.

9.1 Notwithstanding paragraph 8, the State may, at its sole discretion, terminate the Agreement for any reason, in whole or in part, by thirty (30) days written notice to the Contractor that the State is exercising its option to terminate the Agreement.

9.2 In the event of an early termination of this Agreement for any reason other than the completion of the Services, the Contractor shall, at the State’s discretion, deliver to the Contracting Officer, not later than fifteen (15) days after the date of termination, a report (“Termination Report”) describing in detail all Services performed, and the contract price earned, to and including the date of termination. The form, subject matter, content, and number of copies of the Termination Report shall be identical to those of any Final Report described in the attached EXHIBIT B. In addition, at the State’s discretion, the Contractor shall, within 15 days of notice of early termination, develop and

submit to the State a Transition Plan for services under the Agreement.

10. DATA/ACCESS/CONFIDENTIALITY/PRESERVATION.

10.1 As used in this Agreement, the word “data” shall mean all information and things developed or obtained during the performance of, or acquired or developed by reason of, this Agreement, including, but not limited to, all studies, reports, files, formulae, surveys, maps, charts, sound recordings, video recordings, pictorial reproductions, drawings, analyses, graphic representations, computer programs, computer printouts, notes, letters, memoranda, papers, and documents, all whether finished or unfinished.

10.2 All data and any property which has been received from the State or purchased with funds provided for that purpose under this Agreement, shall be the property of the State, and shall be returned to the State upon demand or upon termination of this Agreement for any reason.

10.3 Confidentiality of data shall be governed by N.H. RSA chapter 91-A or other existing law. Disclosure of data requires prior written approval of the State.

11. CONTRACTOR’S RELATION TO THE STATE. In the performance of this Agreement the Contractor is in all respects an independent contractor, and is neither an agent nor an employee of the State. Neither the Contractor nor any of its officers, employees, agents or members shall have authority to bind the State or receive any benefits, workers’ compensation or other emoluments provided by the State to its employees.

12. ASSIGNMENT/DELEGATION/SUBCONTRACTS.

12.1 The Contractor shall not assign, or otherwise transfer any interest in this Agreement without the prior written notice, which shall be provided to the State at least fifteen (15) days prior to the assignment, and a written consent of the State. For purposes of this paragraph, a Change of Control shall constitute assignment. “Change of Control” means (a) merger, consolidation, or a transaction or series of related transactions in which a third party, together with its affiliates, becomes the direct or indirect owner of fifty percent (50%) or more of the voting shares or similar equity interests, or combined voting power of the Contractor, or (b) the sale of all or substantially all of the assets of the Contractor.

12.2 None of the Services shall be subcontracted by the Contractor without prior written notice and consent of the State. The State is entitled to copies of all subcontracts and assignment agreements and shall not be bound by any provisions contained in a subcontract or an assignment agreement to which it is not a party.

13. INDEMNIFICATION. Unless otherwise exempted by law, the Contractor shall indemnify and hold harmless the State, its officers and employees, from and against any and all claims, liabilities and costs for any personal injury or property damages, patent or copyright infringement, or other claims asserted against the State, its officers or employees, which arise out of (or which may be claimed to arise out of) the acts or omission of the

Contractor, or subcontractors, including but not limited to the negligence, reckless or intentional conduct. The State shall not be liable for any costs incurred by the Contractor arising under this paragraph 13. Notwithstanding the foregoing, nothing herein contained shall be deemed to constitute a waiver of the sovereign immunity of the State, which immunity is hereby reserved to the State. This covenant in paragraph 13 shall survive the termination of this Agreement.

14. INSURANCE.

14.1 The Contractor shall, at its sole expense, obtain and continuously maintain in force, and shall require any subcontractor or assignee to obtain and maintain in force, the following insurance:

14.1.1 commercial general liability insurance against all claims of bodily injury, death or property damage, in amounts of not less than \$1,000,000 per occurrence and \$2,000,000 aggregate or excess; and

14.1.2 special cause of loss coverage form covering all property subject to subparagraph 10.2 herein, in an amount not less than 80% of the whole replacement value of the property.

14.2 The policies described in subparagraph 14.1 herein shall be on policy forms and endorsements approved for use in the State of New Hampshire by the N.H. Department of Insurance, and issued by insurers licensed in the State of New Hampshire.

14.3 The Contractor shall furnish to the Contracting Officer identified in block 1.9, or his or her successor, a certificate(s) of insurance for all insurance required under this Agreement. Contractor shall also furnish to the Contracting Officer identified in block 1.9, or his or her successor, certificate(s) of insurance for all renewal(s) of insurance required under this Agreement no later than ten (10) days prior to the expiration date of each insurance policy. The certificate(s) of insurance and any renewals thereof shall be attached and are incorporated herein by reference.

15. WORKERS' COMPENSATION.

15.1 By signing this agreement, the Contractor agrees, certifies and warrants that the Contractor is in compliance with or exempt from, the requirements of N.H. RSA chapter 281-A ("*Workers' Compensation*").

15.2 To the extent the Contractor is subject to the requirements of N.H. RSA chapter 281-A, Contractor shall maintain, and require any subcontractor or assignee to secure and maintain, payment of Workers' Compensation in connection with activities which the person proposes to undertake pursuant to this Agreement. The Contractor shall furnish the Contracting Officer identified in block 1.9, or his or her successor, proof of Workers' Compensation in the manner described in N.H. RSA chapter 281-A and any applicable renewal(s) thereof, which shall be attached and are incorporated herein by reference. The State shall not be responsible for payment of any Workers' Compensation premiums or for any other claim or benefit for Contractor, or any subcontractor or employee of Contractor, which might arise under applicable State of New Hampshire Workers' Compensation laws in connection with the performance of the Services under this Agreement.

16. NOTICE. Any notice by a party hereto to the other party shall be deemed to have been duly delivered or given at the time of mailing by certified mail, postage prepaid, in a United States Post Office addressed to the parties at the addresses given in blocks 1.2 and 1.4, herein.

17. AMENDMENT. This Agreement may be amended, waived or discharged only by an instrument in writing signed by the parties hereto and only after approval of such amendment, waiver or discharge by the Governor and Executive Council of the State of New Hampshire unless no such approval is required under the circumstances pursuant to State law, rule or policy.

18. CHOICE OF LAW AND FORUM. This Agreement shall be governed, interpreted and construed in accordance with the laws of the State of New Hampshire, and is binding upon and inures to the benefit of the parties and their respective successors and assigns. The wording used in this Agreement is the wording chosen by the parties to express their mutual intent, and no rule of construction shall be applied against or in favor of any party. Any actions arising out of this Agreement shall be brought and maintained in New Hampshire Superior Court which shall have exclusive jurisdiction thereof.

19. CONFLICTING TERMS. In the event of a conflict between the terms of this P-37 form (as modified in EXHIBIT A) and/or attachments and amendment thereof, the terms of the P-37 (as modified in EXHIBIT A) shall control.

20. THIRD PARTIES. The parties hereto do not intend to benefit any third parties and this Agreement shall not be construed to confer any such benefit.

21. HEADINGS. The headings throughout the Agreement are for reference purposes only, and the words contained therein shall in no way be held to explain, modify, amplify or aid in the interpretation, construction or meaning of the provisions of this Agreement.

22. SPECIAL PROVISIONS. Additional or modifying provisions set forth in the attached EXHIBIT A are incorporated herein by reference.

23. SEVERABILITY. In the event any of the provisions of this Agreement are held by a court of competent jurisdiction to be contrary to any state or federal law, the remaining provisions of this Agreement will remain in full force and effect.

24. ENTIRE AGREEMENT. This Agreement, which may be executed in a number of counterparts, each of which shall be deemed an original, constitutes the entire agreement and understanding between the parties, and supersedes all prior agreements and understandings with respect to the subject matter hereof.

EXHIBIT A

Special Provisions

Subject to Governor and Council approval, authorize the Department of Education to include a renewal option on this contract for up to two additional fiscal years, subject to the contractor's acceptable performance of the terms therein:

Renewal 1 July 1, 2027 to June 30, 2028

Renewal 2 July 1, 2028 to June 30, 2029

Contractor Initials DK
Date 5/26/2026

EXHIBIT B

Scope of Services

KartoonEDU will produce and deliver to the New Hampshire Department of Education a series of short, high-quality animated videos (the "Videos").

- A. All Videos produced pursuant to this Agreement shall be fully compliant with applicable state and federal law, including but not limited to all statutes, regulations, and policies governing public communications, accessibility standards, and educational content dissemination within the State of New Hampshire.
- B. Scope and Purpose. The Videos will be designed to inform, engage, and empower members of the public and serve the following purposes:
 - Educate the public on various NHED programs, policies, terminology, and initiatives.
 - Clarify complex or nuanced educational topics in an accessible and engaging format.
 - Promote awareness of educational resources and opportunities available to New Hampshire educators, students, families, and communities.
 - Highlight initiatives that support and uplift educators, school leaders, administrators, parents, guardians, and school districts across the state to promote educational programming, topics and initiatives within the Granite State.

KartoonEDU will be responsible for the end-to-end production of educational video content, including but not limited to:

Content Development

- Contractor shall collaborate with NHED staff to identify key topics, messages, and target audiences. Final determination of content area for production of videos will be in the sole determination of NHED.
- Contractor shall develop a process for receiving NHED approval before product is finalized.
- Contractor shall translate complex educational policies, programs, and terminology into clear, engaging narratives.
- Contractors shall collaborate with NHED to ensure content aligns with NHED's strategic goals and communication standards and is targeted for the intended audience.
- Video content will be delivered via email to Kimberly.C.Houghton@doe.nh.gov

Video Production

- Contractor shall develop and produce animated educational videos as requested.
- Videos will average about five minutes in length, with the final length determined by NHED based on the topic.
- NHED will request videos throughout the contract period. The maximum number of Videos produced shall not exceed 20 for the term of the one-year contract.
- Contractor shall ensure all videos meet accessibility standards and be delivered in web- and social-media-ready formats.

Contractor Initials DK
Date 5/26/2026

- Video projects may run concurrently in production. Each Video project shall have an average production timeline of six (6) weeks from the date of content approval to final delivery, subject to timely review and feedback from NHED.

Post-Production and Delivery

- Contractor shall provide editing, sound design, graphics, and branding consistent with NHED guidelines and subject to the approval by NHED.
- Contractor shall ensure the delivery of final videos in formats suitable for web, social media, and broadcast.
- Contractor shall provide raw footage and editable project files upon request.
- NHED may request in writing translation of a video to additional language/s, Contractor shall invoice NHED an additional fee for translation.
- NHED may also request the Contractor produce derivative animated video content such as mini videos or reusable branded templates. If NHED requests, in writing, additional derivative content, Contractor shall invoice NHED an additional fee for such content.

Contractor Initials DK
Date 5/26/2026

EXHIBIT C

Method of Payment

Price

After completion of production and upon final approval of NHED of each Video, Contractor shall submit an invoice monthly for each produced and delivered video. Each invoice shall be in the amount of \$4,995.

If NHED requests in writing translation of a video to additional language/s, Contractor shall invoice NHED an additional translation fee in the amount of \$1,695 per language.

At the election and request of NHED, NHED may request that the Contractor produce derivative animated video content such as mini videos or reusable branded templates. If NHED requests, in writing, additional derivative content, Contractor may invoice NHED an additional fee of \$150 per hour.

No invoice may be submitted for partially completed work or work that has not received final approval by NHED.

KartoonEDU shall invoice NHED monthly for approved and accepted deliverables as set forth above. The price for all deliverables produced pursuant to this Agreement may not exceed \$100,000. Invoices shall be submitted monthly with a budget tracker, provided by NHED.

Limitation on Price:

In no case shall the total budget exceed the price limitation of \$100,000. The contract may not exceed \$100,000 or twenty videos, whichever is reached first.

Source of Funding:

Funds are available in the following account in Fiscal Year 2027:

06-56-56-560510-60030000 DEPUTY COMMISSIONER

Fiscal Year	Class/Account	Class Title	Total Amount
2027	102-500731	Contracts for Program Services	\$100,000
		Total	\$100,000

Method of Payment:

Payment is to be made monthly upon receipt and approval of proper invoices consistent with the terms of this Agreement. Invoices shall be submitted electronically to:

Kimberly Houghton kimberly.c.houghton@doe.nh.gov

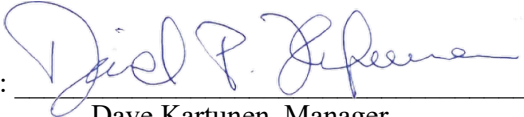
Contractor Initials DK
Date 5/26/2026

Certificate of Attestation

I, Dave Kartunen, as manager of my Business KartoonEdu, LLC
under RSA 304-C hereby certify that I am authorized to execute contracts on behalf of my Business
KartoonEdu, LLC and may bind the organization thereby.

I hereby certify that said authority has not been amended or repealed and remains in full force and effect as of the date of the contract to which this certificate is attached. This authority **remains valid for thirty (30) days**. I further certify that it is understood that the State of New Hampshire will rely on this certificate as evidence that the person(s) listed above currently occupy the position(s) indicated and that they have full authority to bind the corporation. To the extent that there are any limits on the authority of any listed individual to bind the corporation in contracts with the State of New Hampshire, all such limitations are expressly stated herein.

Dated: 5/26/2026

Attest: 
Dave Kartunen, Manager

State of New Hampshire

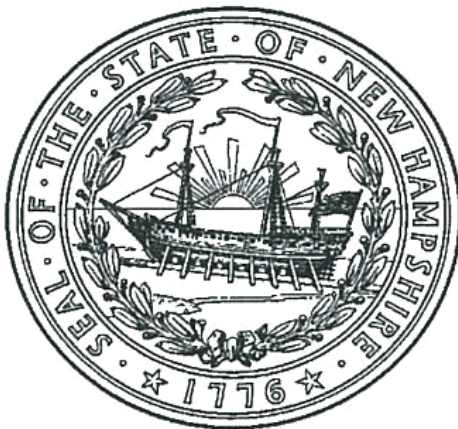
Department of State

CERTIFICATE

I, David M. Scanlan, Secretary of State of the State of New Hampshire, do hereby certify that KARTOONEDU LLC is a Massachusetts Limited Liability Company registered to transact business in New Hampshire on August 26, 2025. I further certify that all fees and documents required by the Secretary of State's office have been received and is in good standing as far as this office is concerned.

Business ID: **1002392**

Certificate Number: **0007913147**



IN TESTIMONY WHEREOF,

I hereto set my hand and cause to be affixed
the Seal of the State of New Hampshire,
this 21st day of April A.D. 2026.

A handwritten signature in black ink, appearing to read "D. Scanlan", is written over a faint circular outline.

David M. Scanlan
Secretary of State



CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
04/21/2026

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

IMPORTANT: If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER NUTMEG INS AGENCY INC/PHS 76210775 The Hartford Business Service Center 3600 Wiseman Blvd San Antonio, TX 78251	CONTACT NAME: PHONE (888) 925-3137 FAX (A/C, No, Ext): (A/C, No):	
	E-MAIL ADDRESS:	
INSURED kartoonEDU, LLC 74 SURREY LN SUDBURY MA 01776	INSURER(S) AFFORDING COVERAGE	
	INSURER A: Property and Casualty Insurance Company of Hartford	NAIC# 34690
	INSURER B:	
	INSURER C:	
	INSURER D:	
	INSURER E:	
INSURER F:		

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYY)	LIMITS	
A	<input type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> General Liability			76 SBU BM4RGF	12/05/2025	12/05/2026	EACH OCCURRENCE	\$2,000,000
			DAMAGE TO RENTED PREMISES (Ea occurrence)				\$1,000,000	
			MED EXP (Any one person)				\$10,000	
			PERSONAL & ADV INJURY				\$2,000,000	
	GEN'L AGGREGATE LIMIT APPLIES PER: <input checked="" type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						GENERAL AGGREGATE	\$4,000,000
							PRODUCTS - COMP/OP AGG	\$4,000,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident)	
							BODILY INJURY (Per person)	
							BODILY INJURY (Per accident)	
							PROPERTY DAMAGE (Per accident)	
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> EXCESS LIAB						EACH OCCURRENCE	
							AGGREGATE	
	<input type="checkbox"/> DED <input type="checkbox"/> RETENTION \$							
	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below						<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER	
							E.L. EACH ACCIDENT	
							E.L. DISEASE -EA EMPLOYEE	
							E.L. DISEASE - POLICY LIMIT	
A	Employment Practices Liability Insurance			76 SBU BM4RGF	12/05/2025	12/05/2026	Each Claim Limit	\$25,000
							Annual Aggregate Limit	\$25,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Those usual to the Insured's Operations.

CERTIFICATE HOLDER

New Hampshire Department of Education
 25 HALL ST
 CONCORD NH 03301

CANCELLATION

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE

Susan L. Castaneda

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CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)
05/26/2026

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

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	E-MAIL ADDRESS:		
INSURED kartoonEDU, LLC 74 SURREY LN SUDBURY MA 01776		INSURER(S) AFFORDING COVERAGE INSURER A : Hartford Fire and Its P&C Affiliates INSURER B : INSURER C : INSURER D : INSURER E : INSURER F :	NAIC# 00914

COVERAGES**CERTIFICATE NUMBER:****REVISION NUMBER:**

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INSR LTR	TYPE OF INSURANCE	ADDL INSR	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/Y YYY)	LIMITS	
	COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> OCCUR GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:						EACH OCCURRENCE DAMAGE TO RENTED PREMISES (Ea occurrence) MED EXP (Any one person) PERSONAL & ADV INJURY GENERAL AGGREGATE PRODUCTS - COMP/OP AGG	
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO <input type="checkbox"/> ALL OWNED AUTOS <input type="checkbox"/> HIRED AUTOS <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> NON-OWNED AUTOS						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)	
	UMBRELLA LIAB EXCESS LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> CLAIMS-MADE DED: RETENTION \$						EACH OCCURRENCE AGGREGATE	
A	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	76 WEG BM4GDG	12/05/2025	12/05/2026	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$1,000,000 E.L. DISEASE -EA EMPLOYEE \$1,000,000 E.L. DISEASE - POLICY LIMIT \$1,000,000	

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

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 25 HALL ST
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