

NATIVA



COMMUNICATIONS AGENCY



Multiple Awards Schedule

FSC Group: Professional Services

FSC Class: R701

Contract Number: 47QRAA21D007G

Contract Period: June 30, 2021 - June 29, 2026

For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

Nativa Inc.

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Columbus, OH 43212-1180
Phone Number: (614) 500-3441
www.thenativa.com

Contract administration:
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Business Size: Small Business, 8(a),
Hispanic American Owned

Prices Shown Herein are Net (discount deducted)

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About Nativa

Founded in 2011, Nativa is an SBA certified 8(a) and minority-owned marketing agency that focuses on using data-driven insights to guide the development of integrated marketing and advertising communications strategies, public relations, citizen outreach, and market research. With over ten years' experience, our work is client-tailored and community-focused, specifically engaging a variety of audiences across languages and generations. At Nativa, engaging, informing, and educating target audiences is our number one priority. We understand what it means to provide superior strategies to support and communicate our clients value proposition and goals.

Awards

2020 - BizTech Awards, Minority-Owned Business Of The Year

2019 - Small Business Award - Phoenix Business Journal

2019 - Key Multicultural Panelists at SXSW - Selection by Southwest Airlines

2019 - Spectrum Award, Multicultural Marketing Award - American Marketing Association

2019 - Key Online Multicultural Leaders at CES Selection by Southwest Airlines

2018 - Featured Speaker at the Open Data Science Conference

2017 - Spectrum Award, Multicultural Marketing Award - American Marketing Association

2017 - Startup Street Pitch Winner for O.Y.E. Intelligence software

2016 - USHCC BizPitch Winner for O.Y.E. Intelligence software

2016 - Women in Business and Leadership Award - U.S. Hispanic Chamber of Commerce

2016 - Women Welding the Way -Congressional Recognition

2016 - Latino Entrepreneur Leaders Program - Stanford Graduate School of Business

2015 - Honorable Mention - Enterprising Women of the Year Award

2014 - Entrepreneur of the Year - Latina Style Magazine

2014 - Women's Entrepreneurship in the Americas - U.S. State Department Civic Society

Past Experience



FEMA
COVID-19 Multilingual
Communication Outreach



Army National Guard
Admin. & Communication
Management



AHRQ
Website Design &
Event Management



CDC | Act Against
Market Research &
Influencer Outreach



Air National Guard
Advertising &
Strategic Partnerships



CDC | NIVP
Integrated Marketing &
Social Media Management



Air Force
Staff Augmentation &
Marketing | Graphic Design



CDC
Spanish Social Media &
Content Mangement



Air Force LCMC
Graphic Design Support



CDC | Vital Signs
Advertising | Data Analytics



Wright Patterson AFB
Staff Augmentation



USDC
Thought Leadership

Core Services



Data-Driven Insights

Our proprietary social listening software, O.Y.E. provides brand and industry insights derived from online conversations.



Thought Leadership

Our industry thought leaders will put your ideas into action and provide your team with a multicultural perspective.



Marketing Strategy

Using a data-driven approach, the right strategy will be in place from the beginning and deliver the highest level of results.



Staff Augmentation

Identifying and securing qualified professionals, with the necessary security clearance for your project.



Advertising

Strategic placement of ads on traditional and nontraditional channels that target your audience.



Influencer Management

Nativa works with an existing network of top influencers, who help provide awareness through their networks.



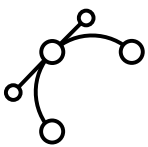
Branding

Engaging messages and visuals that will enhance your presence while maintaining the existing brand's essence.



Social Media Marketing

Full-service social media management with high-quality culturally relevant content and daily monitoring of activities.



Graphic Design

Original visual communication pieces will be created specifically for your project's goals and objectives.



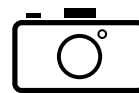
Translations & Interpretation

Professional translation and interpretation services, and transcreation of materials in a manner that is culturally relevant.



Public Relations

Understanding your agency's position with their audiences and managing stakeholder communications.



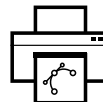
Photography & Videography

Influencers and ambassadors produce organic content and Nativa can provide engaging videos and photographs.



Outreach

Meet your audience where they are. Engage, inform, and influence behavior change among specific groups.



Print Collateral

Print materials (flyers, brochures, posters, banners, etc.) will be directly aligned with the communications plan.

Customer Information

1a. Table of awarded special item number(s):

SINs	Recovery	SIN Title
541613	541613RC	Marketing Consulting Services

1b. Identification of the lowest priced model: Prices shown herein are net with all discounts deducted and are valid for all areas.

2. Maximum order: \$1,000,000

3. Minimum order: \$100

4. Geographic coverage (delivery area). Worldwide

5. Point(s) of production: (city, county, and State or foreign country). 1275 Kinnear Rd
Columbus, OH 43212-1180

6. Discount from list prices or statement of net price. Government Net Prices (discounts already deducted.)

7. Quantity discounts. 5% off task orders that meet or exceed \$100,000.00.

8. Prompt payment terms: Net 30 days

9. Foreign items (list items by country of origin). Not Applicable (typical response)

10a. Time of delivery. (Contractor insert number of days.) Contact Contractor or To Be Determined at the Task Order level

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list. Contact Contractor or To Be Determined at the Task Order level

10c. Overnight and 2-day delivery. Contact Contractor

10d. Urgent Requirements. Contact Contractor or To Be Determined at the Task Order level

11. F.O.B. point(s). Destination

12a. Ordering address(es). Same as company address

Customer Information Cont.

- 12b.** Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
- 13.** Payment address(es). Same as company address
- 14.** Warranty provision. Standard Commercial Warranty Terms & Conditions
- 15.** Export packing charges, if applicable. Not Applicable
- 16.** Terms and conditions of rental, maintenance, and repair (if applicable). Not Applicable
- 17.** Terms and conditions of installation (if applicable). Not Applicable
- 18a.** Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). Not Applicable
- 18b.** Terms and conditions for any other services (if applicable). Not Applicable
- 19.** List of service and distribution points (if applicable). Not Applicable
- 20.** List of participating dealers (if applicable). Not Applicable
- 21.** Preventive maintenance (if applicable). Not Applicable
- 22a.** Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not Applicable
- 22b.** If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/. Not Applicable
- 23.** Unique Entity Identifier (UEI) Number. 065846767
- 24.** Notification regarding registration in System for Award Management (SAM) database. Contractor registered and active in SAM

Pricing Information

The hourly rates shown below include the Industrial Funding Fee (IFF):

SIN	Labor Category	Year 1	Year 2	Year 3	Year 4	Year 5
541613	Creative Director	\$112.09	\$114.78	\$117.54	\$120.36	\$123.25
541613	Graphic Designer	\$112.09	\$114.78	\$117.54	\$120.36	\$123.25
541613	Art Director	\$102.23	\$104.68	\$107.19	\$109.77	\$112.40
541613	Account Director	\$106.71	\$109.27	\$111.89	\$114.58	\$117.33
541613	Account Manager	\$77.12	\$78.97	\$80.86	\$82.81	\$84.79
541613	Analytics Coordinator	\$112.09	\$114.78	\$117.54	\$120.36	\$123.25
541613	Bilingual Analyst	\$63.67	\$65.20	\$66.76	\$68.36	\$70.00

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and/or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

Labor Category Descriptions

Experience and Degree Substitutions

Bachelors: Associates degree +2 years relevant experience, or 4 year relevant experience

Masters: Bachelors +2 years relevant experience, or Associates +4 years relevant experience

Doctorate: Masters +2 years relevant experience; Bachelors +4 years relevant experience

Creative Director

Experience & Education: 6 years and a bachelor's degree.

Responsibilities & Duties: Leads a team that may be composed of graphic designers, artists, or other creative professionals. Responsible for assisting the Creative Director in managing and directing the creative department. Sets creative standards and initiatives. Reviews and approves creative concepts and participates in client presentations.

Graphic Designer

Experience & Education: 3 years and a bachelor's degree.

Responsibilities & Duties: Will create visual concepts, using computer software or by hand, to communicate ideas that inspire, inform, and captivate consumers They develop the overall layout and production design for applications such as advertisements, brochures, magazines, and reports.

Art Director

Experience & Education: 4 years and a bachelor's degree.

Responsibilities & Duties: Responsible for the overall visual aspects of an advertising or media campaign and coordinate the work of other artistic or design staff, such as graphic designers. Will hire and supervise a staff of assistant art directors or set designers to complete designs.

Account Director

Experience & Education: 5 years and a bachelor's degree.

Responsibilities & Duties: Manages specific client engagements, campaigns, and projects. Coordinates internal departments to execute multi-faceted communications programs, including creative, technology, strategy, and social media departments.

Account Manager

Experience & Education: 3 years and a bachelor's degree.

Responsibilities & Duties: Oversees multiple client accounts, serving as overall relationship manager. Responsible for overseeing all aspects of client engagements, from media, creative, strategy, and technology, across all agency disciplines and tactical services.

Labor Category Descriptions Cont.

Analytics Coordinator

Experience & Education: 6 years and a bachelor's degree.

Responsibilities & Duties: Build, develop and maintain data models, reporting systems, data automation systems, dashboards and performance metrics support that support key business decisions.

Bilingual Analyst

Experience & Education: 5 years and a bachelor's degree.

Responsibilities & Duties: Responsible for collecting and interpreting data including analyzing results and reporting the results back to the relevant members of the business. Identifying patterns and trends in data sets. Working alongside teams within the business or the management team to establish business needs.

We Look Forward to Working with You!