GSA U.S. General Services Administration

GENERAL SERVICES ADMINISTRATION
Federal Supply Service

Authorized Federal Supply Schedule Price List

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage! a menu-driven database system. The INTERNET address for GSA Advantage! is: GSAAdvantage.gov.

Schedule Title: GSA Multiple Award Schedule (MAS)
Category H: Professional Services

CONTRACT NUMBER: GS-23F-0130M
Price list current as of Modification #PO-0029 effective October 20, 2020
For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.

PERIOD COVERED BY CONTRACT:
March 14, 2012 Through March 13, 2022

Business Size: LARGE

BCW LLC
1801 K Street NW
Suite 900
Washington, D.C. 20006
(p) 202.530.0500
(w) www.bcw-global.com
Contract Administrator: Sharon Balkam
Sharon.Balkam@bcw-global.com

1a. Authorized Special Item Numbers (SINs):

SINs	Recovery	SIN Title
541810	541810RC	*Advertising Services*
541820	541820RC	*Public Relations Services*
541910	541910RC	*Market Research & Analysis Services*
512110	512110RC	*Video/Film Production Services*
541613	541613ORC	*Marketing Consulting Services*
541810ODC	541810ODCRC	*Other Direct Costs*
OLM	OLMRC	*Order Level Materials*

1b. Lowest priced model number and lowest unit price for that model for each SIN awarded in the contract. **(See attached authorized price list.)**

1c If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. **See pages 6-7.**

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

3. Minimum order: **$100.**

4. Geographic coverage: **The 50 United States, Washington DC, and Puerto Rico**

5. Point(s) of production: **Washington, DC**

6. Discount from list prices or statement of net price: **Net**

7. Quantity discounts: **None**

8. Prompt payment terms: **Net 30, Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concession**

9. Foreign items: **NONE**

10a. Time of delivery: **As negotiated between ordering agency and contractor**.

10b. Items available for expedited delivery are noted on price list.

10c. Overnight and 2-day delivery: **N/A**

10d. Urgent Requirements**: The schedule customer may contact the Contractor to affect a faster delivery**

11. F.O.B. Point(s): **Destination**

12a. Ordering address(es): **Contractor's address (see front page)**

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):
BCW LLC
PO Box 101880
Atlanta, GA 30392-1880

14. Warranty provision: **N/A**

15. Export packing charges, if applicable: **N/A**

16. Terms and conditions of rental, maintenance, and repair (if applicable): **N/A**

17. Terms and conditions of installation (if applicable): **N/A**

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): **N/A**

18b. Terms and conditions for any other services (if applicable): **N/A**

19. List of service and distribution points (if applicable): **N/A**

20. List of participating dealers (if applicable): **N/A**

21. Preventive maintenance (if applicable): **N/A**

22a. Environmental attributes, e.g., recycled content, energy efficiency, and/or reduced pollutants: **N/A**

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/. **N/A**

23. Data Universal Number System (DUNS) number: **07-481-0730**

24. Notification regarding registration in System for Award Management (SAM) database: Yes, contractor has registered with the System for Award Management Database. Cage Code: **1WV78**

About BCW Federal Government Solutions

BCW (Burson Cohn & Wolfe) is a top-three, global integrated communications agency formed in 2018 through the merger of Burson-Marsteller and Cohn & Wolfe, "sister agencies" within WPP with a long history of collaboration. BCW combines Cohn & Wolfe's expertise in digital media, creative content, and integrated communications with Burson-Marsteller's strength in public affairs, corporate reputation, crisis management, and research, creating a global powerhouse of over 4,000 employees worldwide with nearly 70 years of experience delivering professional services to government and private-sector clients.

Why BCW?

Geographic Footprint to Engage Hard-to-Reach Audiences

- BCW executes fully integrated, national awareness and communications campaigns that move people, especially in hard-to-reach and underserved populations.
- With 11 U.S. offices and a national network of communications specialists in every congressional district, we leverage our vast footprint to bring clients unparalleled access to stakeholders in every corner of the country.

Proven Ability to Drive Behavior Change

- Understanding and caring for people is what we do at BCW. We take an analytical approach to obsess over every detail but then add real emotion and creativity to connect with people's lives and communities. We obsess over what makes people tick, because if we truly understand them, we can influence them.
- For our clients, we don't always have the luxury of picking the audience segments that are most likely to convert – we need to understand how to reach and move everyone.

Best-in-Class Creative and Data-Driven Insights

- BCW is leading the industry toward a more scientific, accountable approach to communications decision-making. By marrying our creative expertise with our data-driven, decision-making approach, BCW stands apart as the industry leader in developing and implementing best-in-class communications campaigns.
- We employ hundreds of creative services professionals with experience developing some of the world's most iconic branding campaigns.

Among our offerings…

- A research and insights team with access to deep, proprietary data
- A global Digital Innovation Group
- BCW Studios as a hub for multi-media content production
- A paid media capability to amplify PR-led content
- Joint ventures with creative technology firms on the leading edge of virtual reality, gaming, 3D printing

… and much more

Strategic Communications and Marketing Services

- Public Relations
- Advertising
- Integrated Marketing
- Video Film Production and Photography
- Graphic Design and Creative
- Crisis Communications
- Digital and Social Media
- Market Research and Polling

Past Performance

BCW's extensive partnership with government agencies continues to benefit taxpayers and demonstrates effective and efficient use of government funding.

- When the U.S. Census needed to drive self- response to the first, online decennial census and reach everyone in the country – literally – they called on BCW to develop and implement the largest public outreach campaign in history.
- Our campaign to support the U.S. Navy's recruiting mission generated 1.5 billion earned media impressions over a 4-year period.
- Our programs for the Department of Veterans Affairs raised awareness and educated veterans about the healthcare and benefits available to them and their families.

Awards

2019 North America SABRE Awards

- Integrated Marketing
- #HowWeCare — Johnson & Johnson Consumer, Inc. with The Neighborhood for J&J. Agencies include Ogilvy, BCW and J. Walter Thompson

2019 PRNews Platinum Awards

- PSA- NYC Department of Transportation Vision Zero: Saving a Life is Easy (Signs)

2019 Bulldog Awards

- Gold Award in "Best Healthcare Campaign": "Walgreens 'Feel More Like You'

2019 Business Intelligence Awards

- Artificial Intelligence Award- Boehringer Ingelheim Think. Act. Breathe.

2018 SABRE Awards

- Global Agency of the Year

2018 Holmes Report

- Best Agency to Work For

Contract GS-23F-0130M

Price List

Labor Category:	Rate
Managing Director	421.16
Senior Director	378.09
Director	335.01
Manager	282.37
Senior Associate	239.29
Associate	186.65
Client Executive	157.93
Client Staff Assistant	105.29

ODC	UNIT	MAX. PRICE
Air Freight	Each	758.15
AV Equipment & Supplies	Per Event	4,962.22
Catering	Per Event	7,744.28
Courier/Messenger	Each	14.31
Honorarium	Per Event	15,617.13
Media Monitoring	Per Event	40,191.44
Media Placements	Each	680,100.76
Photography/Prints	Per Event	13,828.72
Postage	Each	0.44
Printing	Per Job	17,399.35
Production	Per Event	59,140.55
Professional Services (Subcontracted Services for Media/Communications/PR Events)	Per Assignment	382,797.57
Reference Material	Each	1,410.58
Registration Fees	Each	2,206.55
Research	Each	151,133.50
Stationary & Supplies	Each	9,466.03
Talent	Per Event	22,023.34
Telephone/Conference Calls	Per Min	0.08
Translation	Per Job	18,027.67
Wire Media Services	Per Event	10,125.94

*** All Price Maximums are inclusive of a 0.75% Industrial Funding Fee (IFF) as directed by the GSA.**

For more information about our rates or the GSA Advertising & Integrated Marketing Solutions Services, please contact one of the following at BCW:

Schedule Services	Solicitations/Requests for Quotes
Sharon Balkam	Cameron Coursen
Phone: 202-530-4504	Phone: 202-530-4647

Email: Sharon.Balkam@bcw-global.com

Email: cameron.coursen@bcw-global.com

Labor Category Descriptions

Managing Director contributes to the overall performance of the firm by managing current client strategies and programs, generating new business and supervising the growth of its staff. Primary responsibilities include developing senior client relationships, implementing overall communications programs for clients, and managing profitability and financial aspects of accounts. Minimum Education: Bachelor's degree. Years of experience: 15 years

Senior Director contributes to the global growth and performance of the firm by leading large, complex Client relationships and programs. A Senior Director is recognized as an expert in a practice, industry or capability in his/her local market or region and takes on new business initiatives as well as product innovation. Manages C-suite clients and can provide strategic counsel and engage the appropriate leaders to optimize capabilities to grow client business. Minimum Education: Bachelor's Degree. Years of experience: 10 years

Director oversees the planning and execution of client programs to meet business objectives. The Director contributes to expanding existing business, winning new business and setting the tone for how each account is managed. Primary responsibilities include leading new business presentations and cultivating staff members. Minimum Education: Bachelor's Degree - Various. Years of experience: 10 Years

Manager participates in the day-to-day activities of the account team and projects. Working under little supervision, a Manager supervises the work of mid-level colleagues. Primary responsibilities include contributing to the professional development of their staff, arranging all aspects of major events for clients, handling special media inquiries and reviewing materials prepared by team members. Minimum Education: Bachelor's Degree. Years of experience: 5 Years

Senior Associate partners with client representatives in carrying out the client's communications goals. Through hands-on project management, the Senior Associate ensures business growth, identifies problems and opportunities and recommends courses of action to be taken. Primary responsibilities include fostering client relationships, reviewing media materials and offering ideas. Minimum Education: Bachelor's Degree. Years of experience: 4 Years

Associate assists the client in researching and analyzing issues. By helping execute the client's business plan, the Associate solidifies the team's client relationship and provides the second level of project execution for the agency. Primary responsibilities include handling standard media inquiries, researching the client's industry, proactively developing relationships with external audiences and organizing events for the client. Minimum Education: Bachelor's Degree. Years of experience: 3 Years

Client Executive services the client by working on task-oriented projects that require routine and standard information. Through research, writing and administration, the Client Executive supports the account team to serve the client and thereby represents the basic building block for the agency. Primary responsibilities include writing pitch letters and similar materials, creating and maintaining media lists, and handling routine media inquiries. Minimum Education: Bachelor's Degree. Years of experience: 1 Years

Client Staff Assistant works on client-oriented projects. By providing additional assistance in administrative tasks and operational duties, each Client Staff Assistant plays an instrumental role in supporting the client team. Primary responsibilities include preparing drafts of activity reports, writing briefs for other account team members and ensuring the completion of all projects. Minimum Education: Bachelor's Degree. Years of experience: None

"The Service Contract Labor Standards (SCLS) is applicable to this contract and as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCLS eligible labor categories. If and/or when the Contractor adds SCLS labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract."