



GENERAL SERVICES ADMINISTRATION
Federal Supply Service
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/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 is available through **GSA Advantage!**, a menu-driven database system. The INTERNET address for **GSA Advantage!** is <http://www.gsaadvantage.gov>

Schedule Title: Multiple Award Schedule

FSC Group: Professional Services

Contract Number: 47QRAA18D006P

Contract Period: March 23 2018 – March 22 2023

Price list current as of Modification #PS-A812 effective February 4, 2020

For more information on ordering from Federal Supply Schedules click on the **GSA Schedules link** at www.gsa.gov

Contractor:

Impatient Cow Productions, Inc.
264 S Glendale ST # 100
Salt Lake City, UT 84104
Phone number: (801) 718-3006
Fax number: (801) 413-2923
www.icow.tv

Contractor's Administration Source:

Jon Foster
Jon@icow.tv

Business Size:

Small Business
SBA Certified Small Disadvantaged business

Impatient Cow Productions, Inc. has been producing award-winning motion graphics, animations (both 2D and 3D), and live action productions for companies around the world for over 15 years. Our work has been translated into 14 different languages for viewers spanning over 30 countries. Our success is manifested by our long list of loyal clients and the awards we have received working with them, including Emmys, Addys, Tellys, AVAs and the YouTube Storyteller of the Year.

What sets Impatient Cow Productions apart from the rest of the herd is our easygoing nature and collaborative approach to producing award-winning videos. We are passionate about telling our clients' stories in a clear and entertaining fashion. Our company offers one-stop shopping for all possible production needs, from filming to post and animation. We use tried-and-true processes that exceed both industry standards and the expectations of our clients. We pride ourselves on not just satisfying our clients' needs, but on over delivering whenever possible.

This company was founded by co-owners Jon Foster and Elliot Cutler, and currently has nine full-time employees. Our 35,000-sq. ft. facility is located in Salt Lake City, UT and has a full green screen studio with lighting grid, 3 editing suites and 6 editing stations, an audio booth, color correction suite, as well as an extensive stock of production equipment.

Our clients include; Ancestry, Blackheart Rum, BLM, Boart Longyear, Century Link, Coca-Cola, Connor SportCourt, Costa Vida, DIRECTV, Experticity, Evan Williams, Gold's Gym, Harmons, Honda, IASIS Health Care, Make-A-Wish, Microsoft, Mobil1, NBC, NDOT, Olympics, Pluralsight, Rio Tinto, Select Health, Spartan College of Aeronautics and Technology, StayWell Medical, Subway, UDOT, United States Holocaust Memorial Museum, Utah Opera, and Zero Fatalities.

IMPATIENT COW PRODUCTIONS, INC.

264 S. Glendale Street Suite #100, Salt Lake City, UT 84104
Tel: 801.718.3006 Fax: 801.413.2923



CUSTOMER INFORMATION:

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SIN)

SIN	DESCRIPTION
512110	Video/Film Production
541810ODC	Other Direct Costs for Marketing and Public Relations Services
OLM	Order-Level Material (OLM's)

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN: N/A

1c. HOURLY RATES:

SIN	Service Proposed	Minimum Education / Certification Level	Minimum Years of Experience	GSA Price
512110	Director	High School	10	\$ 161.63
512110	Producer	High School	10	\$ 49.87
512110	Post-Production Manager	High School	10	\$ 127.08
512110	Motion Graphic Designer	High School	5	\$ 106.47
512110	3D Animator	High School	5	\$ 104.46
512110	Video Editor	High School	5	\$ 116.06
512110	Audio Editor	High School	5	\$ 97.15
512110	Camera Operator	High School	7	\$ 63.48
512110	DIT/Media Manager	High School	8	\$ 40.81
512110	Camera Assistant	High School	5	\$ 45.34
512110	Field Sound Technician	High School	5	\$ 40.81
512110	Gaffer	High School	8	\$ 45.34
512110	Key Grip	High School	3	\$ 45.34



512110	Swing: Grip/Electrician	High School	7	\$ 36.27
512110	Production Assistant	High School	1	\$ 15.87
512110	Make Up	High School	5	\$ 45.34
512110	Wardrobe	High School	5	\$ 45.34
512110	Teleprompter Operator	High School	5	\$ 45.34
512110	Craft Service Personnel	High School	1	\$ 24.57

SIN	Support Product/ Labor (Odc)	GSA Price
5418100DC	Post Production transcode & transfer files	\$ 50.38
5418100DC	Post Production on line edit	\$ 125.94
5418100DC	31'x43' stage rental	\$ 503.78
5418100DC	Green screen with (2) pre- set lights	\$ 151.13
5418100DC	XD cam PDW700	\$ 705.29
5418100DC	Red Epic camera	\$ 957.18
5418100DC	Canon 1D 4K	\$ 251.89
5418100DC	Go pro Hero4 or 5 camera	\$ 25.19
5418100DC	Pix 240 Portable Video Recorder	\$ 151.13
5418100DC	Canon Wide Angle lens	\$ 176.32
5418100DC	Set or REDPrime lenses: 18,25,35,60, 85, 100 & 135mm	\$ 352.64
5418100DC	Reb (8) batteries & (1) 4 port charger	\$ 100.76
5418100DC	Canon zoom lens: 17-50mm	\$ 151.13
5418100DC	Canon zoom lens: 50-150mm	\$ 226.70
5418100DC	Canon DSLR lens 16-35mm	\$ 25.19
5418100DC	Canon DSLR lens 24-70mm	\$ 25.19
5418100DC	Canon DSLR lens 24-105mm	\$ 25.19
5418100DC	Canon DSLR lens 70-200mm	\$ 30.23
5418100DC	Canon DSLR Tilt Shift lens 45mm	\$ 45.34
5418100DC	5.6" TV logic monitor with HDMI input	\$ 50.38
5418100DC	17" monitor	\$ 125.94
5418100DC	26" monitor	\$ 151.13
5418100DC	4x4 or 5x5 Filters	\$ 10.08
5418100DC	77 or 82mm Variable ND Filters	\$ 7.05
5418100DC	Matte box	\$ 50.38
5418100DC	Chrosziel Follow focus	\$ 45.34
5418100DC	Audio pkg:552 mixer	\$ 211.59
5418100DC	wireless hops	\$ 40.30
5418100DC	Digital Audio Recorder Zoom H4n	\$ 25.19



5418100DC	Eyelinor Prompter	\$ 176.32
5418100DC	i- Prompter	\$ 75.57
5418100DC	(4) Anton bauer batteries & (1) 4 port charger	\$ 100.76
5418100DC	Computer to download files	\$ 30.23
5418100DC	SxS card reader	\$ 45.34
5418100DC	Underwater housing for Canon 5D Mark II	\$ 251.89
5418100DC	Tripod-Manfrotto 18 or 20	\$ 55.42
5418100DC	Tripod-Manfrotto with O'Conner 2060 fluid head	\$ 70.53
5418100DC	Hi-hat	\$ 10.08
5418100DC	Red Rock Shoulder rig for 5D camera	\$ 50.38
5418100DC	Kessler Cine slider	\$ 50.38
5418100DC	Standard Porta- jib	\$ 176.32
5418100DC	Traveler Porta- jib	\$ 151.13
5418100DC	Sky west suitcase dolly	\$ 100.76
5418100DC	Grip Trailer	\$ 352.64
5418100DC	Kart Master	\$ 45.34
5418100DC	Fog Machine	\$ 50.38
5418100DC	Generator	\$ 75.57
5418100DC	EZ up	\$ 25.19
5418100DC	40 "C-stands	\$ 5.04
5418100DC	20 "C-stands	\$ 5.04
5418100DC	25 #lb sandbags	\$ 2.02
5418100DC	12x12 frame with full silk	\$ 65.49
5418100DC	8x8 frame with full silk	\$ 45.34
5418100DC	6x6 frame with rag set	\$ 65.49
5418100DC	10x10 elephant skin backdrop	\$ 35.26
5418100DC	800w HMI joker light with stand	\$ 226.70
5418100DC	200w Diva light	\$ 60.45
55418100DC	400w Diva light	\$ 75.57
5418100DC	2"x6" light panel	\$ 50.38
5418100DC	1'x1' light panel	\$ 75.57
5418100DC	1'x2' light panel	\$ 125.94
5418100DC	4x4 kino flo	\$ 65.49
5418100DC	Source 4	\$ 25.19
5418100DC	Dedo light	\$ 40.30
5418100DC	650w LTM pepper lt	\$ 20.15
5418100DC	400w LTM pepper lt	\$ 15.11
5418100DC	25' Extension cords	\$ 1.01
5418100DC	50' Extension cords	\$ 1.51

<u>SCA Eligible Contract Labor Category</u>	<u>SCA Equivalent Code and Title</u>	<u>WD Number</u>
Gaffer	23181 - Electronics Technician Maintenance I	2015-5489
Key Grip	13061 - Media Specialist I	2015-5489



Swing: Grip/Electrician	23181 - Electronics Technician Maintenance I	2015-5489
Production Assistant	13061 - Media Specialist I	2015-5489
Teleprompter Operator	13061 - Media Specialist I	2015-5489
Craft Service Personnel	07130 - Food Service Worker	2015-5489

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

2. MAXIMUM ORDER*: \$1,000,000.00

*Ordering activities may request a price reduction at any time before placing an order, establishing a BPA, or in conjunction with the annual BPA review. However, the ordering activity shall seek a price reduction when the order or BPA exceeds the simplified acquisition threshold. Schedule contractors are not required to pass on to all schedule users a price reduction extended only to an individual ordering activity for a specific order or BPA.

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: Domestic, Washington D.C.

5. POINT(S) OF PRODUCTION: 264 S Glendale ST # 100, Salt Lake City, UT 84104

6. DISCOUNT FROM LIST PRICES: Prices shown are GSA Net, discount deducted.

7. QUANTITY DISCOUNT(S): 2% for orders over \$150,000.00.
 3% for task orders between \$250,000.00 and \$500,000.00.
 5% for task orders over \$500,000.00.

8. PROMPT PAYMENT TERMS: Net 30 Days
 Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. FOREIGN ITEMS: N/A

10a. TIME OF DELIVERY: Determined on task order level

10b. EXPEDITED DELIVERY: Contact contractor

10c. OVERNIGHT AND 2-DAY DELIVERY: Contact contractor

10d. URGENT REQUIRMENTS: Agencies can contact the Contractor’s representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

11. FOB POINT: N/A

12a. ORDERING ADDRESS: 264 S Glendale ST # 100, Salt Lake City, UT 84104



- 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:** 264 S Glendale ST # 100, Salt Lake City, UT 84104
14. **WARRANTY PROVISION:** N/A
15. **EXPORT PACKING CHARGES:** 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 AVAILABLE):** 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. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A
- 22b. **Section 508 Compliance for EIT:** N/A
23. **DUNS NUMBER:** 158389614
24. **Contractor has an active registration in the SAM database.**



LABOR CATEGORY DESCRIPTIONS

Job Title: DIRECTOR

Functional Responsibility: The Director directs dramatic/documentary (film style) productions. He or she is responsible for all aspects of the production and for supervising and coordinating the efforts of all members of the production crew. The Director must be highly skilled in breaking down scripts, developing storyboards, developing a shooting plan and schedule, casting talent, and establishing the overall look and feel of the piece. He or she must be able to block scenes and direct actors; establish camera position, framing, and camera movement; ensure thorough coverage of each scene without “crossing the line;” work with the Director of Photography to light each scene, select lenses and filters; work with the script supervisor to ensure thorough coverage and continuity; and work with the editor and others in post-production to make each scene and the overall production as effective as possible. Director has a degree in Radio, Television, and Film or in Communications and/or at least 10 years of directing experience and has achieved a high level of expertise in video/film. The Director encompasses a wealth of experience working with scripts, talent, and crews. He or she should possess a very high level of creativity and quality and an ability to work independently if required.

Minimum Education/Years of Experience: High School/ 10 years of experience

Job Title: PRODUCER

Functional Responsibility: The Producer is responsible for planning and coordination of video production for live, taped, or edited video productions. He or she works with the Client to assess needs and make recommendations as to the best and most effective way to achieve objectives using the video medium. Obtains needed releases, performs archival research and supervises post-production activities. A minimum of 3 years of experience as an associate producer or production assistant. Required to have a full understanding of all elements of production and some writing skills.

Minimum Education/Years of Experience: High School/ 10 years of experience

Job Title: POST-PRODUCTION MANAGER

Functional Responsibility: Post Production Managers are responsible for the post production process, during which they maintain clarity of information and good channels of communication between the producer, editor, supervising sound editor, the facilities companies (such as film labs, CGI studios and negative cutters) and the production accountant. Although this is not a creative role, it is pivotal in ensuring that the film's post production budget is manageable and achievable, and that all deadlines are met. Because large amounts of money are involved, and most of a film's budget is spent during production, the post production period can often be difficult and challenging.

Minimum Education/Years of Experience: High School/ 10 years of experience

Job Title: CAMERA OPERATOR

Functional Responsibility: The Camera Operator is responsible for planning and executing all videography, in consultation with, and under the direction of the Producer and/or Director. This person has experience in a variety of lighting techniques and with a variety of lighting equipment but may work closely with a Gaffer to produce images that are dynamic, visually appealing, and within engineering specifications for video. The Camera Operator maybe required selecting lenses and working with tripods, dollies, cranes, Steadicams, matte boxes, or other equipment and/or directing those who specialize in using such equipment

Minimum Education/Years of Experience: High School/ 7 years of experience

Job Title: DIT/MEDIA MANAGER

Functional Responsibility: The DIT/Media Manager is responsible for the transfer of any media files from the Camera to another external source. The DIT must understand all technical aspects of a camera and can work with any menu functions and can change any function within the camera as needed for any individual production. The DIT/Media Manger is under the direction of the Camera operator and Producer.

Minimum Education/Years of Experience: High School/ 8 years of experience



Job Title: CAMERA ASSISTANT

Functional Responsibility: The Camera Assistant is responsible for the setup of the Camera equipment and to ensure all the equipment is in functioning order. This person has experience in a variety of Camera equipment and any accessories that maybe required for each individual production. The Camera Assistant is under the direction of the Camera Operator.

Minimum Education/Years of Experience: High School/ 5 years of experience

Job Title: FIELD SOUND TECHNICIAN

Functional Responsibility: The field Audio Engineer is responsible for acquiring all audio necessary for video production in field locations. The task includes using a field microphone mixer and operating shotgun, boom, hardwire, and/or wireless microphones. The field audio engineer is responsible for ensuring that a quality audio signal is provided to the camera or another recording device.

Minimum Education/Years of Experience: High School/ 5 years of experience

Job Title: GAFFER

Functional Responsibility: The Gaffer is responsible for executing a lighting plan. He she/has the technical knowledge of all required electrical systems, lighting instruments and lighting controls/control boards. The Gaffer typically reports to the Director of Photography or Lighting Director.

Minimum Education/Years of Experience: High School/ 8 years of experience

Job Title: KEY GRIP

Functional Responsibility: The grip assists the Gaffer with setting up various lighting instruments; laying cable to provide power; dressing cables for safety on the set; using gels or diffusion to affect the color or quality of light; using flags or scrims to affect the intensity or direction of light; setting up generators if required; and loading equipment in and out of the grip truck as necessary. Grips may also be required to set up and operate camera dollies.

Minimum Education/Years of Experience: High School/ 3 years of experience

Job Title: SWING: GRIP/ ELECTRICIAN

Functional Responsibility: The Swing person assists the Gaffer & Key Grip with setting up various lighting instruments; laying cable to provide power; dressing cables for safety on the set; using gels or diffusion to affect the color or quality of light; using flags or scrims to affect the intensity or direction of light; and loading equipment in and out of the grip truck as necessary.

Minimum Education/Years of Experience: High School/ 7 years of experience

Job Title: PRODUCTION ASSISTANT

Functional Responsibility: The Production Assistant provides a variety of support services to the production and the Producer and/or Director. Duties may include coordinating and transporting equipment, logging tape, duplicating tape, digitizing footage in a non-linear edit system, obtaining photo releases, focusing lights under the direction of the Lighting Director and other duties as assigned.

Minimum Education/Years of Experience: High School/ 1 year of experience

Job Title: MAKE UP

Functional Responsibility: The Makeup Artist applies makeup to professional talent and panelists for proper television appearance. The makeup artist provides necessary makeup and associated supplies. The artist may be required to have additional training, skills, and experience, as he/she may also be asked to style hair, provide wardrobe services, and/or create special makeup effects such as wounds or scars.

Minimum Education/Years of Experience: High School/ 5 years of experience

Job Title: WARDROBE

Functional Responsibility: The Wardrobe Manager is responsible for designing and fabricating and/or obtaining all costumes necessary for a production. He/she works closely with the Producer, Director, and/or Art Director to establish costume designs for all characters and then works closely with the Casting Director to ensure that all costumes are the right size for the actors. He/she



then obtains these costumes, ensures that they fit the actors, and then

remains on the set during the production to ensure that wardrobe is correct throughout the production.

Minimum Education/Years of Experience: High School/ 5 years of experience

Job Title: TELEPROMPTER OPERATOR

Functional Responsibility: The Teleprompter Operator controls the text that is fed through camera or floor-mounted talent prompting systems. The Teleprompter Operator is responsible for the set-up and operation of the teleprompting equipment, for loading and making needed text changes to the script and for operating the teleprompter. The operator may be required to use client-supplied prompting equipment or rental equipment.

Minimum Education/Years of Experience: High School/ 5 years of experience

Job Title: CRAFT SERVICE PERSONNEL

Functional Responsibility: The Craft Service Personnel is responsible to provide snacks and drinks to the Production for the Client, crew, talent and extras. This person is responsible to set up a table with the snacks and drinks and will replenish the stock throughout the Production day.

Minimum Education/Years of Experience: High School/ 1 year of experience

Job Title: MOTION GRAPHIC DESIGNER

Functional Responsibility: Motion graphic design is a subset of graphic design in that it uses graphic design principles in a filmmaking or video production context (or other temporally evolving visual medium) using animation or filmic techniques. Examples include the kinetic typography and graphics used in film and television opening sequences, and the spinning, three-dimensional station identification logos of some television channels. Although this art form has been around for decades, it has taken quantum leaps forward in recent years in terms of technical sophistication.

Minimum Education/Years of Experience: High School/ 5 years of experience

Job Title: 3D ANIMATOR

Functional Responsibility: Animating objects that appear in a three-dimensional space. They can be rotated and moved like real objects. 3D animation is at the heart of games and virtual reality, but it may also be used in presentation graphics to add flair to the visuals.

Minimum Education/Years of Experience: High School/ 5 years of experience

Job Title: VIDEO EDITOR

Functional Responsibility: Video editing is the process of manipulating and rearranging video shots to create a new work. Editing is usually considered to be one part of the post-production process — other post-production tasks include titling, color correction, sound mixing, etc.

Minimum Education/Years of Experience: High School/ 5 years of experience

Job Title: AUDIO EDITOR

Functional Responsibility: An audio editor is a creative professional responsible for selecting and assembling sound recordings in preparation for the final sound mixing or mastering of a television program, motion picture, video game, or any production involving recorded or synthetic sound.

Minimum Education/Years of Experience: High School/ 5 years of experience