AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST
Multiple Award Schedule

KOKOPELLI

GSA Contract Holder

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: GSAAvantage.gov.

Industrial Group: Professional Services
Contract Number: 47QRAA19D00BH
Contract Period: August 19, 2019 through August 18, 2024
Business Size: Economically disadvantaged women-owned small business (EDWOSB)
For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.
Price list current as of Modification #PS-A812 effective February 10, 2020

Kokopelli Pictures LLC
Address: 9200 W Cross Dr., STE #313
Littleton, CO 80123
Phone: (720) 722-2476
Website: kokopelliagency.com

Point of Contact
Brenden Fatchett
Phone: (303) 929-2810
Email: bfatchett@kokopelliagency.com

Overview
Kokopelli is a full-service marketing and video production agency located in Denver, Colorado. No flashy gimmicks, over-the-top claims, or grandstanding. At Kokopelli, we are rooted in driving meaningful results and creating solutions that matter.
**Customer Information**

1a. Table of awarded special item numbers (SINS):

<table>
<thead>
<tr>
<th>SIN</th>
<th>SIN Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810</td>
<td>541810 Advertising Services</td>
</tr>
<tr>
<td>541511</td>
<td>541511 Web Based Marketing</td>
</tr>
<tr>
<td>541910</td>
<td>541910 Marketing Research and Analysis</td>
</tr>
<tr>
<td>512110</td>
<td>512110 Video/Film Production</td>
</tr>
<tr>
<td>541922</td>
<td>541922 Commercial Photography Services</td>
</tr>
<tr>
<td>541430</td>
<td>541430 Graphic Design Services</td>
</tr>
<tr>
<td>541613</td>
<td>541613 Marketing Consulting Services</td>
</tr>
<tr>
<td>541810ODC</td>
<td>541810ODC Other Direct Costs (ODC)</td>
</tr>
<tr>
<td>OLM</td>
<td>Order Level Materials (OLM)</td>
</tr>
</tbody>
</table>

1b. Lowest unit price: Staff Assistant at $59.70 per hour

1c. Labor category description: Please see page 8

2. Maximum order: $1,000,000.00

3. Minimum order: $100.00

4. Geographic coverage: Domestic and Overseas

5. Point of production: Same as company address

6. Discount from price list: Government net prices (discounts already deducted)

7. Quantity discounts: 5% discount on all individual task orders exceeding the maximum threshold of $1,000,000.00

8. Prompt payment terms: “Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. Net 30 days.”

9a. Notification that Government purchase cards are accepted up to the micro-purchase threshold: Yes

9b. Notification whether Government purchase cards are accepted or not accepted above the micro-purchase threshold: Will not accept

10. Foreign items: None

11a. Time of delivery: Specified on the task order

11b. Expedited delivery: Contact contractor
Customer Information (continued)

11c. Overnight and 2-day Delivery: Contact contractor

11d. Urgent requirements: Contact contractor

12. F.O.B.: Destination

13a. Ordering address: Same as company address

13b. 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.

14. Payment address: Same as company address

15. Warranty provision: Contractor's standard commercial warranty

16. Export packaging charges: N/A

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level): Contact contractor

18. Terms and conditions of rental, maintenance and repair: N/A

19. Terms and conditions of installation: N/A

20a. Terms and conditions of repair parts indication date of parts price lists and any discounts from list prices: N/A

20b. Terms and conditions for any other services: N/A

21. List of services and distribution points: N/A

22. List of participating dealers: N/A

23. Preventative maintenance: N/A

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found at: N/A

25. Data Universal Number System (DUNS) number: 104952943

26. Kokopelli is registered in System for Award Management (SAM) database: CAGE: 841V5
### Overview
Kokopelli is a full-service marketing and video production agency located in Denver, Colorado. No flashy gimmicks, over-the-top claims, or grandstanding. At Kokopelli, we are rooted in driving meaningful results and creating solutions that matter.

### Description of services

<table>
<thead>
<tr>
<th>NAICS Code</th>
<th>Service Category</th>
<th>Description</th>
</tr>
</thead>
</table>
| 541810     | Advertising Services:            | Services include, but are not limited to:  
|            |                                  | • Message Decision and Creation  
|            |                                  | • Ad Campaign Management  
|            |                                  | • Print and Digital Advertising  
|            |                                  | • Client Outreach  
|            |                                  | • Email Marketing  
|            |                                  | • Google or Bing Ads  
|            |                                  | • Facebook Ads  
|            |                                  | • Direct Mail Services  
| 541511     | Web Based Marketing:             | Services include, but are not limited to:  
|            |                                  | • Web & Mobile Design and Development  
|            |                                  | • Analytics & Optimization  
|            |                                  | • Content Management  
|            |                                  | • User Experience Design  
| 541910     | Marketing Research and Analysis: | Services include, but are not limited to:  
|            |                                  | • Research and Strategic Planning  
|            |                                  | • Data Analysis  
| 512110     | Video/Film Production:           | Services include, but are not limited to:  
|            |                                  | • Script Writing  
|            |                                  | • Production  
|            |                                  | • Editing & Post-production  
|            |                                  | • Music & Sound Effects  
|            |                                  | • Color Grading  

Description of services (continued)

541922  Commercial Photography Services:
Services include, but are not limited to:
• Field & Studio Photography
• Drone Photography
• Photo Editing
• Print & Digital Publication

541430  Graphic Design Services:
Services include, but are not limited to:
• Graphic Creation
• Ad Creation
• Brand Assets
• Print & Digital Media

541613  Marketing Consulting Services:
Services include, but are not limited to:
• Research & Strategic Planning
• Comprehensive Marketing Plans
• Campaign Management
• Data Analysis

541810ODC  Other Direct Costs (ODC):
All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule services.
• Expenses other than labor hours
• Voice Over
• Audio and Video Transcription
• Video Captioning
• Translation
## Final Pricing—Labor Categories

The rates below include the Industrial Funding Fee (IFF) of 0.75%.

<table>
<thead>
<tr>
<th>SIN(s) Proposed</th>
<th>Labor Category</th>
<th>Minimum Education</th>
<th>Minimum Years of Experience</th>
<th>Price Offered to GSA</th>
</tr>
</thead>
<tbody>
<tr>
<td>ALL</td>
<td>Creative Director</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Production Manager</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Project Manager</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Marketing Strategist</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Digital Marketing Strategist</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Web Developer</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Web Designer</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Data Analyst</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Graphic Designer**</td>
<td>High School*</td>
<td>5</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Illustrator**</td>
<td>High School*</td>
<td>5</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Animator</td>
<td>High School*</td>
<td>5</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Photographer**</td>
<td>High School*</td>
<td>5</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Producer</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Cinematographer</td>
<td>High School*</td>
<td>5</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Audio Technician</td>
<td>High School*</td>
<td>5</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Post-Production Editor</td>
<td>High School*</td>
<td>5</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Market Researcher</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Copywriter</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Event Coordinator</td>
<td>Bachelors</td>
<td>3</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Proofreader</td>
<td>High School*</td>
<td>5</td>
<td>$79.60</td>
</tr>
<tr>
<td>ALL</td>
<td>Staff Assistant</td>
<td>High School*</td>
<td>1</td>
<td>$59.70</td>
</tr>
</tbody>
</table>

*For labor categories requiring only a high school education, a bachelor’s degree may be substituted for 2 years of additional experience.

<table>
<thead>
<tr>
<th>SCA Eligible Labor Category</th>
<th>SCA Equivalent Code Title</th>
<th>Wage Determination No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Graphic Designer</td>
<td>15080 - Graphic Artist</td>
<td>2015-5419</td>
</tr>
<tr>
<td>Illustrator</td>
<td>13042 - Illustrator II</td>
<td>2015-5419</td>
</tr>
<tr>
<td>Photographer</td>
<td>13073 - Photographer III</td>
<td>2015-5419</td>
</tr>
</tbody>
</table>

**The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).
### Final Pricing—Other Direct Costs (ODC)

The rates below include the Industrial Funding Fee (IFF) of 0.75%.

<table>
<thead>
<tr>
<th>SIN(s) Proposed</th>
<th>Support Product/Labor (ODCs)</th>
<th>Unit of Issue (e.g. Hour, Task, Sq. Ft.)</th>
<th>Ceiling Price/Rate Offered to GSA (Including IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810ODC</td>
<td>Standard Voice Over Actor - American English (not high-profile talent)</td>
<td>Word</td>
<td>$0.71</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Standard Voice Over Actor - Spanish, Latin American Neutral (not high-profile talent)</td>
<td>Word</td>
<td>$0.76</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Standard Audio or Video Transcription (English)</td>
<td>Minute</td>
<td>$1.01</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Audio or Video Transcription Timestamped (English)</td>
<td>Minute</td>
<td>$1.26</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Audio or Video Transcription Verbatim (English)</td>
<td>Minute</td>
<td>$1.26</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Audio or Video Transcription Timestamped &amp; Verbatim (English)</td>
<td>Minute</td>
<td>$1.51</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in English</td>
<td>Minute</td>
<td>$1.01</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Spanish</td>
<td>Minute</td>
<td>$3.02</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Chinese</td>
<td>Minute</td>
<td>$5.04</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in French</td>
<td>Minute</td>
<td>$5.04</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in German</td>
<td>Minute</td>
<td>$5.04</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Arabic</td>
<td>Minute</td>
<td>$3.02</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Dutch</td>
<td>Minute</td>
<td>$5.04</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Italian</td>
<td>Minute</td>
<td>$5.04</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Japanese</td>
<td>Minute</td>
<td>$7.05</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Korean</td>
<td>Minute</td>
<td>$5.04</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Portuguese</td>
<td>Minute</td>
<td>$3.02</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Russian</td>
<td>Minute</td>
<td>$3.02</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Video Captions in Turkish</td>
<td>Minute</td>
<td>$3.02</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Business Level Translation</td>
<td>Word</td>
<td>$0.10</td>
</tr>
</tbody>
</table>
Labor Category Descriptions

Creative Director
The creative director guides all projects and is responsible for the overall quality of work produced by the creative department. The creative direction manages the creative process from concept to completion, leads and directs the creative team, ensures brand standards are met, and meets with clients or upper management to explain campaign strategies and solutions. They are also responsible for overseeing profitability, deliverables, timelines and budgets.

Production Manager
Production managers are responsible for project planning, workflow management, and logistical coordination for video and photography production. They oversee video and production projects to ensure they meet the requirements of the project. They coordinate between the creative staff to make sure the project is maintaining the creative vision.

Project Manager
Project managers oversee all elements of a project. They lead and motivate team members and coordinate their efforts. Project managers also make sure that work flows steadily, and the project stays on time and on budget. Project managers see a project through from its inception to its completion.

Marketing Strategist
Marketing strategists are responsible for overseeing the creation of proper strategy and messaging for projects. They are responsible for communication tools, messages and materials, including print and electronic publications, website content, social media, campaigns, public relations materials, direct mail, marketing, multimedia and other related materials.

Digital Marketing Specialist
Digital marketing specialists understand modern digital marketing tools and platforms. They manage digital campaigns from concept to results and work with other team members to execute deliverables. Digital marketing specialists have a broad understanding of all the digital marketing tools and can execute on a variety of digital projects.

Web Developer
Web developers are responsible for the overall technical construction of the website. They work with the web designer and other team members to ensure the technical construction of the website will function as intended.

Web Designer
Web designers are responsible for how a website looks. They create the site's layout and design. They integrate graphics, applications, and other content. Develops and integrates graphics on website projects by coordinating with other creative team members.
Labor Category Descriptions (continued)

Data Analyst
Data analysts collect and analyze data on projects and translate it to meaningful information. They take data and create reports, charts, and graphs to help make better business decisions. They understand the data that managers are looking for, and how best to capture and report it.

Graphic Designer
Graphic artists create visual concepts to communicate ideas. They develop the overall layout and production design for various deliverables such as advertisements, brochures, magazines, and corporate reports.

Illustrator
Illustrators create unique art for projects. Illustrators develop ideas based on the needs of the project and produce original visual images. They may create art for use by the graphic designer, animator, or digital marketing specialist.

Animator
Animators create animation and visual effects for videos, video games, interactive media, and other forms of media. An animator can either create their own art for the animation or use art created by an illustrator. Animators are required for making sure the creative vision of the project carries over to the animation.

Photographer
Photographers use their technical expertise, creativity, and composition skills to produce and preserve images that tell a story or record an event. Photographers analyze and plan the composition of photographs using various techniques and equipment.

Producer
Producers are responsible for executing, budgeting, allocating resources, and setting deadlines for videos. They scout, select, and reserve shoot locations, manage the crew and talent, and ensure the shoot runs smoothly. They develop production schedules and work closely with the crew, client, and stakeholders from start to finish on video projects.

Cinematographer
Cinematographers are responsible for managing and selecting the on-screen visuals during the shooting process. They are responsible for managing the crew, lighting, and equipment to setup scenes for the creative direction of the project. They are responsible for planning the technical execution of each shot.

Audio Technician
Audio technicians are responsible for setting up sound and recording equipment, adjusting and testing the equipment, and running and monitoring the equipment during production. Their responsibility is to ensure high-quality sound production.
Labor Category Descriptions (continued)

Post-Production Editor
Post-production editors are responsible for taking material such as camera footage, dialogue, sound effects, special effects, and graphics and assembling it into a finished product based on the creative direction of the project.

Market Researcher
Market researchers study markets and help define what products and services people want, who will buy them, and at what price. They gather, record and analyze data about customers, competitors and the market. Market researches can work on a broad scale, or down to specific product, service, or solution.

Copywriter
Copywriters are responsible for writing clear and concise copy which result in effective and compelling communication. They have an excellent understanding of language and know which styles appeal to different target audiences. They understand the fundamentals of marketing and can execute copy for a specific creative direction.

Event Coordinator
Event coordinators are responsible for coordinating all aspects of events and professional meetings. They arrange meeting locations, transportation, food, lodging, entertainment, setup of the space with all necessary needs, and cleanup.

Proofreader
Proofreaders read copy and check to make sure there are no spelling, grammatical or typographical errors. They help ensure strong readability and review the copy to make sure it is engaging and meets all required specifications.

Staff Assistant
Staff assistants support the staff of a company or organization, assuring that their operations run efficiently and helping other staff members to adequately fill their roles. They also provide administrative support to staff members, often answering calls and emails or scheduling appointments. They also help with tasks that don’t require a specialized skillset.