General Services Administration
Authorized Federal Supply Schedule Price List
Federal Supply Service

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.
1275 Kinnear Rd
Columbus, OH 43212-1180
Phone Number: (614) 500-3441
www.thenativa.com

Contract administration:
Natasha Pongonis/Katelin Franklin
Email:
natasha@thenativa.com
katelin@thenativa.com
Business Size: Small Business, 8(a), Hispanic American Owned
Prices Shown Herein are Net (discount deducted)

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 GSA Advantage® is: GSAAdvantage.gov.
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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

AHRO
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 Management

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.

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

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

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

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

Public Relations
Understanding your agency’s position with their audiences and managing stakeholder communications.

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

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

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

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

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

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

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

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):

<table>
<thead>
<tr>
<th>SINs</th>
<th>Recovery</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>541613RC</td>
<td>Marketing Consulting Services</td>
</tr>
</tbody>
</table>

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):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>Creative Director</td>
<td>$112.09</td>
<td>$114.78</td>
<td>$117.54</td>
<td>$120.36</td>
<td>$123.25</td>
</tr>
<tr>
<td>541613</td>
<td>Graphic Designer</td>
<td>$112.09</td>
<td>$114.78</td>
<td>$117.54</td>
<td>$120.36</td>
<td>$123.25</td>
</tr>
<tr>
<td>541613</td>
<td>Art Director</td>
<td>$102.23</td>
<td>$104.68</td>
<td>$107.19</td>
<td>$109.77</td>
<td>$112.40</td>
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<tr>
<td>541613</td>
<td>Account Director</td>
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<td>$111.89</td>
<td>$114.58</td>
<td>$117.33</td>
</tr>
<tr>
<td>541613</td>
<td>Account Manager</td>
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<td>$78.97</td>
<td>$80.86</td>
<td>$82.81</td>
<td>$84.79</td>
</tr>
<tr>
<td>541613</td>
<td>Analytics Coordinator</td>
<td>$112.09</td>
<td>$114.78</td>
<td>$117.54</td>
<td>$120.36</td>
<td>$123.25</td>
</tr>
<tr>
<td>541613</td>
<td>Bilingual Analyst</td>
<td>$63.67</td>
<td>$65.20</td>
<td>$66.76</td>
<td>$68.36</td>
<td>$70.00</td>
</tr>
</tbody>
</table>

### 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 CRF 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!