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: GSAAAdvantage.gov.

Multiple Award Schedule

FSC Group: Marketing Consulting Services

Contract number: 47QRAA22D0014

Contract period: October 21, 2021 through October 20, 2026

AWL Strategies, LLC
1916 Grace Church RD
Silver Spring, MD 20910
Phone: (703) 402-9903

Contractor’s internet address/web site where schedule information can be found (as applicable).

Contract Administrator:
Holly Sydnor
1916 Grace Church RD
Silver Spring, MD 20910
Phone: (703) 402-9903
Email: holly@awlstrategies.com

Business size: Small, WoSB

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

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

<table>
<thead>
<tr>
<th>SINs</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>Marketing Consulting Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials (OLM’s)</td>
</tr>
</tbody>
</table>

1b. Labor Category Description

**Communications Associate**

**Qualifications/Requirements**: 7+ years experience in communications and Bachelor’s Degree in communications or related field

**General Responsibilities**

- Develops communications products
- Provides a range of communications support services including media and legislative relations, news monitoring, evaluation and trend analysis
- Develops content for print, radio, TV, cable, internet, social media
- Manages social media
- Meets with client to review communications products

**Communications Director**

**Qualifications/Requirements**: 15+ years experience in communications and Bachelor’s Degree in communications or related field

**General Responsibilities**

- Oversees multi-faceted communications program areas
- Heads development of strategic, integrated product and service strategy
- Lends support in building and sustaining cross-team management structure capable of providing broad range of communications, media and legislative support services
- Meets regularly with government program management to discuss performance, propose initiatives and establish priorities

**Writer/Editor**

**Qualifications/Requirements**: 5+ years of writing/editing experience and Bachelor’s Degree in related field

**General Responsibilities**
• Provides writing, editing and/or rewriting of moderately complex technical documents and reports
• Collects, organizes and formats data, charts, diagrams, etc.
• Applies consistent formatting and style throughout documents and contract deliverables
• Uses a variety of desktop publishing software to develop deliverables and documentation
• Works with senior technical staff to ensure accuracy and completeness
• Conducts research and ensures the use of proper technical terminology
• Translates technical information into clear readable documents according to plain language standards to create readable documents for use by technical and non-technical personnel

Senior Writer/Editor

Qualifications/Requirements: 8+ years technical writing/editing experience and Bachelor’s Degree in related field

General Responsibilities

• Gathers data from subject matter experts and conducts literature reviews
• Translates technical information into clear and readable documents using plain language standards
• Writes and edits copy for advertisements, new product introductions, public service announcements, scripts, press releases, and promotional materials for all media outlets
• Attend and provide clear notes for high level technical meetings
• Prepare technical reports and other key project documents
• Ensure the quality control of publications
• Oversee preparation of publication packages for client review and processing

OCM Associate

Qualifications/Requirements: 2+ years experience and Bachelor’s Degree or certification

General Responsibilities

• Supports organizational change management analysis and strategy development
• Develops organizational change management products and communications
• Meets with client to review organizational change management products
• Maintains OCM schedule and identifies any discrepancies to leadership

OCM Director

Qualifications/Requirements: 15+ years experience and Bachelor’s Degree or certification

General Responsibilities

• Oversees multi-faceted organizational change management program areas
• Heads development of strategic, integrated OCM strategy
- Lends support in building and sustaining cross-team management structure capable of providing broad range of organizational change management support services
- Meets regularly with government program management to discuss performance, propose initiatives and establish priorities

**Creative Director**

**Qualifications/Requirements:** 10+ years design experience and Bachelor’s Degree

**General Responsibilities**

- Manages creative teams across several projects
- Ensures the appropriate and sufficient staffing and manages workload to fulfill all design needs goals within required timeframe
- Reviews design products for quality and alignment with creative brief
- Maintains relationships with client and meets with government team to discuss design needs, propose ideas and establish priorities

**Designer**

**Qualifications/Requirements:** 3+ years design experience and Bachelor’s Degree

**General Responsibilities**

- Designs concepts and materials that are subject and context sensitive to ensure that they achieve client goals and meet their satisfaction
- Produces effective designs that incorporate overarching strategy
- Designs layouts and graphical elements for communications materials including presentations, reports, data visualizations, charts/graphs, icons, graphics, etc.

Experience and Education: 3+ years of design experience and Bachelor’s Degree

**Web designer**

**Qualifications/Requirements:** 3+ years experience and Bachelor’s Degree

**General Responsibilities**

- Assists in the development and implementation of content on websites
- Produces graphic sketches, designs, and copy layouts for online content
- Determines size and arrangement of illustrative material and copy, selects style and size of type, and arranges layout based upon available space, knowledge of layout principles, and aesthetic design concepts
- Has knowledge of commonly used web design, 508 compliance and UX/UI concepts, practices, and procedures
**Project Coordinator**

**Qualifications/Requirements:** 3+ years experience and Bachelor’s Degree or certification

**General Responsibilities**

- Develops, deploys, and oversees the use of industry standard artifacts including project charters, communications plans, status reports, work plans using tools such as Microsoft Project, change control plans, risk and issues management plans, etc., for managing day-to-day project activity
- Collects data and generates appropriate reports to advise the management team on the status and health of ongoing project activity
- Defines task level performance measures and standards
- Knowledgeable of federal contract and procurement practices
- Prepares and monitors task budgets and schedules

**Project Manager**

**Qualifications/Requirements:** 6+ years experience and Bachelor’s Degree or certification

**General Responsibilities**

- Performs day-to-day management of contract support operations, possibly involving multiple tasks and groups of personnel at multiple locations, on a single project
- Demonstrates skills in the scope of work encompassed by the task order
- Provides technical guidance to the project team in performance of the work, and reviews the quality of all work products
- Organizes, directs, and coordinates the planning and production of all contract support activities
- Responsible for staffing, project planning, project financials, and staff direction and oversight
- Maintains and manages the client interface at the COTR levels of the client organization
- Assists the Program Manager as required in managing contract performance

**Project Director (Program Director)**

**Qualifications/Requirements:** 15+ years experience and Bachelor’s Degree or certification

**General Responsibilities**

- Provides oversight and executive level management to overall contract operations often involving multiple projects/tasks and groups of personnel at multiple locations
- Maintains and manages relationships with senior level management within the client organization
- Responsible for ensuring senior level management within the client organization is aware of overall program status, including all relevant projects and their potential impact on higher level organizational strategic vision, may include subject matter and unique technical knowledge
• Ensures quality standards and work performance on all task orders and projects
• Plans, organizes, and oversees work efforts, assigns resources, manages personnel, provides risk management, ensures quality management, monitors overall project, and directs program personnel

2. Maximum order: $1,000,000

<table>
<thead>
<tr>
<th>SINs</th>
<th>Maximum Order</th>
</tr>
</thead>
<tbody>
<tr>
<td>541613</td>
<td>$1,000,000</td>
</tr>
<tr>
<td>OLM</td>
<td>$250,000</td>
</tr>
</tbody>
</table>

3. Minimum order: $100

4. Geographic coverage (delivery area). Domestic

5. Point(s) of production (city, county, and State or foreign country). 1916 Grace Church Rd, Silver Springs, MD 20910

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

7. Quantity discounts. None

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

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

10a. Time of delivery. (Contractor insert number of days.) Contact Contractor

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list. Contact Contractor

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

10d. Urgent Requirements. Contact Contractor

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

12a. Ordering address(es). 1916 Grace Church Rd, Silver Springs, MD 20910

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). 1916 Grace Church Rd, Silver Springs, MD 20910
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. 117142025

24. Notification regarding registration in System for Award Management (SAM) database. Contractor registered and active in SAM
### AWARDED LABOR RATES

<table>
<thead>
<tr>
<th>Labor Category Title</th>
<th>Minimum Education</th>
<th>Price Offered to GSA (including IFF)</th>
<th>Unit of Issue (e.g. Hour, Task, Sq Ft)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Communications Associate</td>
<td>Bachelors</td>
<td>$106.95</td>
<td>Hour</td>
</tr>
<tr>
<td>Communications Director</td>
<td>Bachelors</td>
<td>$180.00</td>
<td>Hour</td>
</tr>
<tr>
<td>Writer/Editor</td>
<td>Bachelors</td>
<td>$92.37</td>
<td>Hour</td>
</tr>
<tr>
<td>Senior Writer/Editor</td>
<td>Bachelors</td>
<td>$116.68</td>
<td>Hour</td>
</tr>
<tr>
<td>OCM Associate</td>
<td>Bachelors</td>
<td>$82.64</td>
<td>Hour</td>
</tr>
<tr>
<td>OCM Director</td>
<td>Bachelors</td>
<td>$170.15</td>
<td>Hour</td>
</tr>
<tr>
<td>Creative Director</td>
<td>Bachelors</td>
<td>$184.74</td>
<td>Hour</td>
</tr>
<tr>
<td>Designer</td>
<td>Bachelors</td>
<td>$126.40</td>
<td>Hour</td>
</tr>
<tr>
<td>Web Developer</td>
<td>Bachelors</td>
<td>$111.81</td>
<td>Hour</td>
</tr>
<tr>
<td>Project Coordinator</td>
<td>Bachelors</td>
<td>$53.48</td>
<td>Hour</td>
</tr>
<tr>
<td>Project Manager</td>
<td>Bachelors</td>
<td>$131.26</td>
<td>Hour</td>
</tr>
<tr>
<td>Project Director (Program Director)</td>
<td>Bachelors</td>
<td>$194.46</td>
<td>Hour</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.