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

CONTRACT NUMBER: 47QRAA22D0064

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

PERIOD COVERED BY CONTRACT:
March 1, 2022 through February 28, 2027

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):

<table>
<thead>
<tr>
<th>SINs</th>
<th>Recovery</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541810</td>
<td>541810RC</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541820</td>
<td>541820RC</td>
<td>Public Relations Services</td>
</tr>
<tr>
<td>OLM</td>
<td>OLMRC</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

1b. Lowest priced model number and lowest unit price for that model for each SIN awarded in the contract. $128.84

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 below

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

3. Minimum order: $10,000.

4. Geographic coverage: The 48 United States and Washington DC,

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)
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

Payment address(es):
BCW LLC
PO Box 101880
Atlanta, GA 30392-1880

Warranty provision: N/A

Export packing charges, if applicable: N/A

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

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

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

Terms and conditions for any other services (if applicable): N/A

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

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

Preventive maintenance (if applicable): N/A

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

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

Unique Entity Identifier (UEI): L85NZPCRHPY

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. BCW’s Federal Government Solutions Unit focuses on government to citizen and government to business campaigns that drive behavior and institutional change for the benefit of individuals and society.

Why BCW?

Geographic Footprint to Engage Hard-to-Reach Audiences

• BCW executes fully integrated, national and hyperlocal awareness and communications campaigns that move people, especially in hard-to-reach and underserved populations. Our Polycultural approach allows us to reach the diverse mass population as targeted demographic segments.

• 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.
Strategic Communications and Marketing Services

- Public Relations & Events
- Advertising
- Integrated Marketing
- Internal Communications
- Content and Message Development
- Video Film Production and Photography
- Graphic Design and Creative
- Crisis Communications
- Digital and Social Media
- Global, National, and Hyperlocal Media Relations
- Influencer Advocacy
- 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.

- As part of Team Y&R, BCW provided earned and owned media, internal and crisis communications, and editorial and events support to help the U.S. Census Bureau reach everyone in the country and encourage them to respond to the 2020 Census; we later helped the Census Bureau with disseminating some of the initial results to the public.
- 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

2021

- In2 SABRE Awards: Research | Census Barriers, Attitudes & Motivators Study (CBAMS)
- Effie Awards: Government & Public Service (Gold) | with Team Y&R
- ARF David Ogilvy Awards: Grand Ogilvy Winner; Data Innovation Award (Gold); Social Responsibility Award (Gold); Government Public Service & Non-profit (Gold) | with Team Y&R
- PRSA Georgia Phoenix Awards: Integrated Communications – Associations/Government/Nonprofit Award of Excellence | Keep It Clean Georgia: GDOT’s Fight to End Litter
- Provoke Media SABRE Awards North America: PR Agency Employee Program (Silver) | BCW’s Destination Inclusion 21-Day Journey

2020

- Provoke Media Global SABRE Awards: Global Agency of the Year
- PRNews CSR & Nonprofit Awards: CSRA-List: The Purpose Team at BCW

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
- PRNews Platinum Awards: PSA-NYC Department of Transportation Vision Zero: Saving a Life is Easy (Signs)
- Bulldog Awards: Gold Award | “Best Healthcare Campaign”: “Walgreens ‘Feel More Like You’

2018

- SABRE Awards: Global Agency of the Year
- Holmes Report: Best Agency to Work For
GSA Federal Supply Schedule Price List

SIN 541810, 541810RC, 541820, 541820RC and OLM

<table>
<thead>
<tr>
<th>Category</th>
<th>Rate (Includes IFF)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Executive Vice President</td>
<td>$365.74</td>
</tr>
<tr>
<td>Senior Vice President</td>
<td>$328.34</td>
</tr>
<tr>
<td>Vice President</td>
<td>$295.09</td>
</tr>
<tr>
<td>Account Director</td>
<td>$245.21</td>
</tr>
<tr>
<td>Account Supervisor</td>
<td>$207.81</td>
</tr>
<tr>
<td>Senior Account Executive</td>
<td>$166.21</td>
</tr>
<tr>
<td>Account Executive</td>
<td>$145.47</td>
</tr>
<tr>
<td>Assistant Account Executive</td>
<td>$128.84</td>
</tr>
<tr>
<td>Order Level Materials (OLM)</td>
<td>An NTE will be established if OLM are required</td>
</tr>
</tbody>
</table>

The Service Contract Labor Standards (SCLS) (formerly the Service Contract Act (SCA)) are 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 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.

LABOR CATEGORY POSITION DESCRIPTIONS

Title: Executive Vice President

Duties/Responsibilities: The Executive Vice President 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.

Experience: Minimum 15 years

Education: Bachelor’s degree
<table>
<thead>
<tr>
<th>Title: Senior Vice President</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duties/Responsibilities:</strong> The Senior Vice President 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.</td>
</tr>
<tr>
<td><strong>Experience:</strong> Minimum 10 years</td>
</tr>
<tr>
<td><strong>Education:</strong> Bachelor's degree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title: Vice President</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duties/Responsibilities:</strong> The Vice President 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.</td>
</tr>
<tr>
<td><strong>Experience:</strong> Minimum 10 years</td>
</tr>
<tr>
<td><strong>Education:</strong> Bachelor’s degree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title: Account Director</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duties/Responsibilities:</strong> The Account Director 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.</td>
</tr>
<tr>
<td><strong>Experience:</strong> Minimum 5 years</td>
</tr>
<tr>
<td><strong>Education:</strong> Bachelor’s degree</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Title: Account Supervisor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Duties/Responsibilities:</strong> The Account Supervisor partners with client representatives in carrying out the client’s communications goals. Through hands-on project management, the Senior Associate...</td>
</tr>
</tbody>
</table>
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.

**Experience:** Minimum 4 years  
**Education:** Bachelor’s degree

### Title: Senior Account Executive

**Duties/Responsibilities:** The Senior Account Executive 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.

**Experience:** Minimum 3 years  
**Education:** Bachelor’s degree

### Title: Account Executive

**Duties/Responsibilities:** The Account 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.

**Experience:** Minimum 1 year  
**Education:** Bachelor's degree

### Title: Assistant Account Executive

**Duties/Responsibilities:** The Assistant Client Executive 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.

**Experience:** None required  
**Education:** Bachelor's degree
Order Level Material (OLM) - Supplies and/or services acquired in direct support of an individual task or delivery order placed against a Federal Supply Schedule (FSS) contract or FSS blanket purchase agreement (BPA). OLMs are not defined, priced, or awarded at the FSS contract level. They are unknown before a task or delivery order is placed against the FSS contract or FSS BPA. OLMs are only authorized for inclusion at the order level under a Time-and-Materials (T&M) or Labor-Hour (LH) Contract Line Item Number (CLIN) and are subject to a Not To Exceed (NTE) ceiling price. OLMs include direct materials, subcontracts for supplies and incidental services for which there is not a labor category specified in the FSS contract, other direct costs (separate from those under ODC SINs), and indirect costs. OLMs are purchased under the authority of the FSS Program and are not "open market items."