



GENERAL SERVICES ADMINISTRATION FEDERAL SUPPLY SERVICE

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

Multiple Award Schedule

Federal Supply Group: Professional Services

Price list current as of Modification #PS-0020 effective 11/19/2021

Contract Number: GS-00F-181GA

Contract Period: 4/26/22 – 4/25/27

**Business Size/Status: SMALL, Disadvantaged, 8(a), Woman Owned
Business**

Contract Administrator
Danielle Gosthe
Managing Director
danielle@theredcarrot.com

Red Carrot Inc.
1951 NW 7th Ave, Suite 600
Miami, FL 33136
305-504-8769

Contactor Info

Contract Number: GS00F181GA

1a. Table of Awarded SINs	512110 Video/Film Production 541430 Graphic Design Services 541511 Web Based Marketing 541611 Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services 541613 Marketing Consulting Services 541810 Advertising Services 541810ODC Other Direct Costs for Marketing and Public Relations Services 541820 Public Relations Services 541850 Exhibit Design and Advertising Services 541910 Marketing Research and Analysis 541922 Commercial Photography Services 561920 Conference, Meeting, Event and Trade Show Planning Services OLM Order-Level Materials
1b. Lowest Priced Model Number and Price for Each SIN:	Prices shown in Price List are net, all discounts deducted
1c. Hourly Rate	See Commercial Price List
2. Maximum Order	\$1,000,000*
3. Minimum Order	\$100
4. Geographic Coverage	Domestic 50 States, Washington D.C., US Territories
5. Point(s) of Production	Miami, FL
6. Discount from List Prices	All Prices Herein Are Net
7. Quantity Discount	None
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	None
10a. Time of Delivery	To Be Negotiated with Ordering Agency
10b. Expedited Delivery	To Be Negotiated with Ordering Agency Items available for expedited delivery are noted in this price list.
10c. Overnight and 2 Day Delivery	To Be Negotiated with Ordering Agency
10d. Urgent Requirements	To Be Negotiated with Ordering Agency

11. F.O.B. Point	Destination
12a. Ordering Address	Red Carrot Attn: Danielle Gosthe/GSA Orders 1951 NW 7 th Ave, Suite 600 Miami, FL 33136
12b. Ordering Procedures	Supplies and services, ordering procedures, and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
13. Payment Address	Red Carrot Attn: Accounts Receivable/GSA Orders 1951 NW 7 th Ave, Suite 600 Miami, FL 33136
14. Warranty Provision	N/A
15. Export Packing Charges	N/A
16. Terms & Conditions of Rental	N/A
17. Terms & Conditions of Installation	N/A
18a. Terms & Conditions of Repair Parts Indicating N/A Date of Parts Price Lists and Any Discounts	N/A
18b. Terms and Conditions for Any Other Services	N/A
19. List of Services and Distribution Points	N/A
20. List of Participating Dealers	N/A
21. Preventative Maintenance	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	Contact contract administrator for more information.
23. Unique Entity Identifier (UEI) number	MG75EJJPLFZ7
24. Notification Regarding Registration in System of Award Management (SAM) Registry Database	Registered and Currently Active

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

About Us

Red Carrot, an 8(a) and woman-owned business, is distinguished by our proven federal experience and performance-driven processes. **Our team is fueled by passion, backed by intelligence, and built on expertise.** Our accolades include the On the Rise Government Contractor of the Year, Telly Awards, and Hermes Creative Awards. Red Carrot approaches challenges through our vetted processes, based on industry best practices and proprietary data. We continuously explore innovative and often untapped perspectives. This constantly enhances the quality of our work. From our inception, we have championed innovative methods, applied data analytics to find creative solutions, and aspired to constantly find ways to improve our results and exceed our clients' expectations. Since then, we have stayed **research-centric, data-informed, and audience-oriented** while expanding our range of highly skilled capabilities.

Finding a Better Way is our way of thinking and sums up how we approach everything – from a new client brief or RFP to our approach to work.

Red Carrot is a High-Performance Agency with its foundation firmly embedded in rigor and process improvement for all our Campaign Development and Optimization.

We deliver data-inspired, measurable success to fuel your growth. We are consistently responsive and adaptive to the ever-changing market dynamics. With extensive experience providing clients with innovative, integrated communications solutions.

We offer high-impact services ranging from Advertising to Brand Development, Digital Engagement, Management Consulting, Human Capital Resources Event Management and Market Research. Our work is holistic and all-encompassing. Our analytical approach to marketing leads to plans that remove the guesswork and provide measurable results.

At the root of Red Carrot, we are embedded with multicultural expertise. Our cross-functional team members have diverse backgrounds and far-reaching insights. We strive to always Find a Better Way to communicate to all audiences. Our analytical approach leads to plans that remove the guesswork, provide measurable results, boost ROI, and foster constant learning and optimization.

Our Mission

We organize ourselves around our clients' business challenges, solving the right problems and using the right people to do so. We translate insights and our strategic approach into the most creative, innovative, and effective ideas and audience activations. We are committed to flawless execution of plans through expertise and optimization. This is how we are always Finding a Better Way and surpass our clients' goals in 100% of our campaigns.

Our Capabilities

ADVERTISING

- Media Planning
- Media Buying
- Lead Generation Campaigns
- Outreach Campaigns
- TV, Print, Radio, Outdoor
- Digital Advertising

BRAND DEVELOPMENT

- Brand Plan
- Communications Plan
- ROI Measurement
- Logo and Brand Identity
- Brand Guidelines
- Marketing Collateral Development
- Multicultural Outreach

STRATEGIC PLANNING

- Communication Audits
- Informational Interviews
- Quantitative Studies
- Focus Groups
- Competitive Analysis
- Best Practices Benchmarking
- Program Evaluations

VIDEO PRODUCTION

- Animated Videos
- Testimonial Videos
- PSA Videos
- Digital Videos
- 508-Compliance

DIGITAL ENGAGEMENT

- Web Architecture
- Web Design
- Content Management
- System Implementation
- SEO/SEM
- Analytics
- Paid Advertising

SOCIAL MEDIA

- Social Media Management
- Community Management
- Paid Social Advertising
- Social Media Content Creation

PUBLIC RELATIONS

- Media Management
- Press Releases
- Press Clippings
- Satellite Media Tour
- Online Reputation Management
- Earned Media Strategy
- Influencer Outreach

EVENTS

- Site Selection
- Travel & Logistics
- Management
- Virtual Events
- Experiential Activations
- Recruiting Events
- Event Management

GRAPHIC DESIGN

- Concept Development Brand Development Rebranding
- Printed Collaterals Copywriting Illustration
- 508-Compliance

MANAGEMENT CONSULTANCY

- Program Management Workforce Operating Modeling Robotic Process Automation Process Improvement Technical Writing
- Digital Transformation Organizational Change Management Diversity & Inclusion

HUMAN CAPITAL SOLUTIONS

- Operations Staffing Recruitment of Adhoc Teams Retention
- Transforming Operations to Deliver Sustainable Breakthrough Growth Employee Journey
- Strategic Planning Team Alignment

Price List

SIN	Labor Category	Year 6	Year 7	Year 8	Year 9	Year 10
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Associate I	\$122.47	\$124.92	\$127.42	\$129.97	\$132.57
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Associate II	\$136.82	\$139.56	\$142.35	\$145.20	\$148.10
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Associate III	\$151.17	\$154.20	\$157.28	\$160.43	\$163.64
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Director I	\$231.54	\$236.18	\$240.90	\$245.72	\$250.63
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Director II	\$257.38	\$262.53	\$267.78	\$273.13	\$278.59
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Director III	\$270.77	\$276.19	\$281.71	\$287.35	\$293.09
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Executive I	\$300.43	\$306.44	\$312.57	\$318.82	\$325.20
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Executive II	\$327.22	\$333.77	\$340.44	\$347.25	\$354.20
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Manager I	\$169.35	\$172.74	\$176.19	\$179.72	\$183.31
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Manager II	\$187.53	\$191.28	\$195.11	\$199.01	\$202.99
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Manager III	\$208.58	\$212.75	\$217.01	\$221.35	\$225.78
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Specialist I	\$89.94	\$91.74	\$93.57	\$95.44	\$97.35
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Specialist II	\$99.51	\$101.50	\$103.53	\$105.60	\$107.71
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Specialist III	\$110.99	\$113.21	\$115.47	\$117.78	\$120.14

SIN	Labor Category	Year 6	Year 7	Year 8	Year 9	Year 10
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Management Supervisor	\$221.93	\$226.37	\$230.90	\$235.52	\$240.23
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Account Supervisor	\$149.51	\$152.50	\$155.55	\$158.66	\$161.84
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Account Executive	\$110.97	\$113.19	\$115.45	\$117.76	\$120.11
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Account Coordinator	\$79.26	\$80.85	\$82.47	\$84.12	\$85.80
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Administrative Clerical**	\$72.92	\$74.38	\$75.87	\$77.38	\$78.93
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Research Analyst	\$132.38	\$135.02	\$137.72	\$140.48	\$143.29
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Project Manager	\$126.82	\$129.35	\$131.94	\$134.58	\$137.27
512110, 541430, 541511, 541613, 541810, 541820, 541850, 541910, 561920	Creative Director	\$184.94	\$188.63	\$192.41	\$196.26	\$200.18
512110, 541430, 541511, 541613, 541810, 541820, 541850, 541910, 561920	Graphic Designer	\$89.83	\$91.63	\$93.46	\$95.33	\$97.24
512110, 541430, 541511, 541613, 541810, 541910, 541820, 561920	Digital Strategist	\$177.54	\$181.09	\$184.71	\$188.41	\$192.18
512110, 541430, 541511, 541613, 541810, 541910, 541820, 561920	Digital Specialist	\$116.41	\$118.74	\$121.12	\$123.54	\$126.01
512110, 541430, 541511, 541613, 541810, 541910, 541820, 561920	Copywriter	\$132.10	\$134.74	\$137.44	\$140.19	\$142.99
512110, 541430, 541511, 541613, 541810, 561920, 541850	Media Planner/Buyer	\$137.38	\$140.13	\$142.93	\$145.79	\$148.71
512110, 541430, 541511, 541613, 541810, 561920, 541850	Media Assistant	\$116.25	\$118.57	\$120.95	\$123.36	\$125.83
541922	Photographer	\$125.80	\$128.31	\$130.88	\$133.50	\$136.17

*SCLS labor category

Rates are inclusive of IFF, fixed annual escalation rate is 2.0%

SCLS Eligible Labor Category	SCLS Equivalent Code Title	Wage Determination No.
Administrative Clerical	01020 - Administrative Assistant	2015-4543

Service Contract Labor Standards: 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).

Labor Category Descriptions

Labor Category	Description	Minimum Education	Minimum Years of Experience
Associate I	Provides support for implementing and managing client objectives, requirements and programs. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	1
Associate II	Manages and supports implementing and managing client objectives, requirements and programs. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	2
Associate III	Leads implementing and managing client objectives, requirements and programs. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	3
Director I	Responsible for tasks requiring expertise on client's projects. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	4
Director II	Responsible for overseeing tasks requiring expertise on client's projects. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	5

Labor Category	Description	Minimum Education	Minimum Years of Experience
Director III	Responsible for managing and leading complex tasks requiring a high-level of expertise. Ensures quality control of team. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	6
Executive I	Provides strategic direction and guidance for implementing and managing client objectives, requirements and programs. Provides leadership direction across programs, projects, and business processes. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Master's	7
Executive II	Responsible for overall strategic direction and guidance for implementing and managing client objectives, requirements and programs. Provides leadership direction across programs, projects, and business processes. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Master's	10
Manager I	Supports project planning to include the vision, work plan, staffing, financials, and risk management. Ensures quality control. Responsible for ensuring quality control of team. Implements practical solutions and methodologies and validates with subject matter experts. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	2
Manager II	Manages project planning to include the vision, work plan, staffing, financials, and risk management. Ensures quality control. Responsible for ensuring quality control of team. Implements practical solutions and methodologies and validates with subject matter experts. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	3

Labor Category	Description	Minimum Education	Minimum Years of Experience
Manager III	Leads project planning to include the vision, work plan, staffing, financials, and risk management. Responsible for ensuring quality control of team. Implements practical solutions and methodologies and validates with subject matter experts. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	4
Specialist I	Provides support for implementing client tasks. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Associates	0
Specialist II	Provides support for implementing client objectives, requirements, and projects. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Associates	1
Specialist III	Provides support for managing client objectives, requirements, and programs. Client programs may include strategy development and consulting; program management and budgeting; market research; communications including marketing, advertising, events, video production, public relations, digital, social media, paid media, and other outreach activities; user centered design, web development, database programming; system reengineering and integration; supply chain logistics; and analytics and reporting.	Bachelor's	0
Management Supervisor	Oversees multiple client engagements by creating overarching vision. Responsible for developing relationships with client management on assigned engagements. Meets with government program manager to discuss performance initiatives and priorities.	Master's	5
Account Supervisor	Primary client point of contact. Manages the day-to-day relationship with key client contacts and successfully focus the efforts of the internal team to ensure projects are completed as planned. Leads all aspect of research, design, and production.	Bachelor's	5
Account Executive	Manages specific client engagements, campaigns, and projects. Develops creative briefs focused on client objectives by identifying the key project outcomes, communication messaging, and creative feedback. Monitors timelines and budgets. Coordinates with internal team to execute multi-faceted programs.	Bachelor's	1
Account Coordinator	Supports team by preparing reports and analysis as needed. Keeps records and maintains job progress reports.	Bachelor's	1

Labor Category	Description	Minimum Education	Minimum Years of Experience
Administrative Clerical**	Assists with administrative needs related to engagement. Coordinates all telephone, courier, proofreading, billing, accounts receivable and data entry.	Bachelor's	1
Research Analyst	Reviews and analyzes research (existing or new), drafts recommendations for use in marketing plans. Performs statistical analysis to measure campaign success.	Bachelor's	3
Project Manager	Manages a variety of client engagements. Participates in all project status and production meetings with clients, outside vendors, and internal team. Presents to clients and leads training sessions. Ensures client's end-to-end engagement requirements are met.	Bachelor's	5
Creative Director	Oversees all creative projects and staff. Is responsible for the overall quality of work produced by the creative team. Ensures client's marketing strategies are translated into creative elements.	Bachelor's	4
Graphic Designer	Manages the design, development, and production design assignment for major creative projects. Collaborates with internal team to develop and create innovative visual solutions that meet client's marketing strategies.	Bachelor's	2
Digital Strategist	Provides interactive marketing strategies for client engagements based on campaign analysis, media analytics, syndicated and primary research. Utilizes deep understanding of client's brand, target audience, and competitive landscape to solidify strategy. Develops insights to provide reporting of campaign activity.	Bachelor's	4
Digital Specialist	Leads and implements digital media initiatives. Implements digital strategies and tactics, tracks, and reports results. Provides updates to clients as needed.	Bachelor's	2
Copywriter	Researches, conceptualizes, writes, proofreads, and edits original content and digital experiences. Partners with creative team to determine overall creative message that is brand consistent.	Bachelor's	5
Media Planner/Buyer	Develops, presents, and implements media plans based on strategic research and demographic analysis. Works closely with clients to define strategies for media solutions. Participates in the negotiation and purchase of media and event, and sponsorship packages. Tracks media expenditures to ensure budget compliance.	Bachelor's	3
Media Assistant	Assists with media plans for clients. Conducts media research and statistical analysis for specific media campaigns. Monitors client billing, invoicing and resolves related issues.	Bachelor's	1
Photographer	Creates and prepares photographic images for a wide range of projects. Selects and assembles equipment according to subject material, anticipated conditions, and knowledge of function of various types of cameras, lenses, films, and accessories. Experience in both digital and print.	Bachelor's	3

Substitution Matrix

Labor Category	PhD	Master's	Bachelor's	Associate	High School
Executive II	4	10	12	14	16
Executive I	1	7	9	11	13
Director III	0	4	6	8	10
Director II	0	3	5	7	9
Director I	0	2	4	6	8
Manager III	0	2	4	6	8
Manager II	0	1	3	5	7
Manager I	0	0	2	4	6
Associate III	0	0	3	5	7
Associate II	0	0	2	4	6
Associate I	0	0	1	3	5
Specialist III	0	0	0	2	4
Specialist II	0	0	0	1	3
Specialist I	0	0	0	0	2
Management Supervisor	0	5	7	9	11
Account Supervisor	0	3	5	7	9
Account Executive	0	0	1	3	5
Account Coordinator	0	0	1	3	5
Administrative Clerical**	0	0	1	3	5
Research Analyst	0	1	3	5	7
Project Manager	0	3	5	7	9
Creative Director	0	2	4	6	8
Graphic Designer	0	0	2	4	6
Digital Strategist	0	2	4	6	8
Digital Specialist	0	0	2	4	6
Copywriter	0	3	5	7	9
Media Planner/Buyer	0	1	3	5	7
Media Assistant	0	0	1	3	5
Photographer	0	1	3	5	7

Other Direct Costs

Service	Unit of Issue	Price
Media Buy	Occurrence	\$445,714.73
Event Booths/Displays and Materials	Event	\$54,604.18
Promotional Items	Campaign	\$52,685.14
Video Production	Project	\$44,471.03
Postage, Deliveries and Mailing Services	Deliverable	\$3,866.56

Description of Other Direct Costs

Media Buy

Includes purchase media (text, graphics, audio, and video).

Event Booths/Displays and Materials

Includes the development and placement of event booth(s)/display(s) and marketing signage.

Promotional Items

Includes promotional merchandise, promotional items, promotional products and promotional gifts branded with a logo, and used in marketing and communication programs. They are given away to promote the agency.

Video Production

Includes production of a 15 second spot to be used in a digital platform. Pre-production, production, and post-production equipment are included.

Postage, Deliveries and Mailing Services

Includes packaging, postage, delivery, and tracking of packages via ground shipment methods.