IGNITED
GOVERNMENT

GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Terms & Conditions

Multiple Award Schedule (MAS)

FSC Group: Professional Services
FSC Class: R701, T006, Y1PB, R422, 0000, R408
Contract Number: GS-07F-0030Y
Contract Period: October 1, 2011 through September 30, 2031

Ignited

2006 N. Sepulveda Blvd. #202, Manhattan Beach, CA 90266
T 310.773.3100

3100 Clarendon Blvd. #200, Arlington, VA 22201
T 202.919.5332

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Point of Contact: David Lock
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Business Size/Status: Small Business

Terms & Conditions current through Modification PS-0046, Effective August 10, 2026

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: http://www.gsaadvantage.gov

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 Numbers (SINS):**

SIN / NAICS	RECOVERY	SIN DESCRIPTION
512110	512110RC	Video/Film Production
541430	541430RC	Graphic Design Services
541511	541511RC	Web Based Marketing
541611	541611RC	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
541613	541613RC	Marketing Consulting Services
541810	541810RC	Advertising Services
541810ODC	541810ODCRC	Other Direct Costs for Marketing and Public Relations Services
541820	541820RC	Public Relations Services
541910	541910RC	Marketing Research and Analysis
561920	561920RC	Conference, Meeting, Event and Trade Show Planning Services
OLM/OLMSTLOC	OLMRC	Order Level Materials (OLM)

1b. **Lowest Unit Price:** Jr. Staff II at $71.52 per hour

1c. **Labor Category Descriptions:** Please see page 9

2. **Maximum Order:** $1,000,000; OLM – $250,000

3. **Minimum Order:** $100.00

4. **Geographic Coverage:** SINs 512110, 541613, 541810, 541810ODC, 541820, 541910 and OLM — Domestic Only — 50 States, DC, Territories, — Domestic Only

   SINs 541430, 541511 and 561920 — Worldwide

5. **Point(s) of Production:** Same as company address

6. **Discount from List Price:** Government net prices (discounts already deducted).

7. **Quantity Discounts:** 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:** As Specified on the Task Orders

CUSTOMER INFORMATION (continued)

10b. **Expedited Delivery:** Not Available

10c. **Overnight and 2-day Delivery:** Not Applicable

10d. **Urgent Requirements:** Contact Contractor

11. **F.O.B. Point(s)**: Destination

12a. **Ordering Address:** 2006 N. Sepulveda Blvd. #202, Manhattan Beach, CA 90266

12b. **Ordering Procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. **Payment Address:** 2006 N. Sepulveda Blvd. #202, Manhattan Beach, CA 90266

14. **Warranty Provision:** Not Applicable

15. **Export Packing Charges:** Not Applicable

16. **Terms and Conditions of rental, maintenance and repair:** Not Applicable

17. **Terms and Conditions of installation:** Not Applicable

18a. **Terms and Conditions of repair parts:** Not Applicable

18b. **Terms and Conditions for any other services:** To be negotiated with ordering agency

19. **List of Service and Distribution Points:** Not Applicable

20. **List of Participating Dealers:** Not Applicable

21. **Preventive Maintenance:** Not Applicable

22a. **Special attributes:** Not Applicable

22b. **Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services. The EIT standards can be found at www.Section508.gov/.**

23. **Unique Entity Identifier (UEI) number:** MJT7M3NHVLM7

24. **Ignited LLC. is registered in the System for Award Management (SAM):** Registered, and Registration valid to 3/05/2027. Renewed annually.

Special Item Numbers

512110 Video/Film Production

Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:

- Writing
- Shooting
- Narration
- Duplication
- Video scoring
- Directing
- Arranging for talent/animation
- Music and sound effects
- Distribution
- Editing

NOTE: Any commissions received for advertising agencies will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541430 Graphic Design Services

Services include planning, designing, and managing the production of visual communication in order to convey specific messages or concepts, clarify complex information, or project visual identities.

These services can include the design of printed materials, packaging, advertising, signage systems, and corporate identification (logos) and can include commercial artists engaged exclusively in generating drawings and illustrations requiring technical accuracy or interpretative skills.

Examples include commercial art, graphic design, special effects services that educate the consumer market about product(s) and/or service(s); updating, rewriting, and/or editing pre existing materials: developing conceptual design and layouts, creating sketches, drawings, publication designs, and typographic layouts; and furnishing custom or stock artwork (including electronic artwork).

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541511 Web Based Marketing

Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular customer. This can include website design and maintenance services, search engine development, email marketing, interactive marketing, web based advertising (including marketing and social media outlets), webcasting, video conferencing via the web, section 508 compliance, including captioning services, online media management; and related activities to web based services.

Media will be provided in a format that is compatible with the ordering agency's software requirements. Continual website updates and maintenance may also be required.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541611 Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services

Provide operating advice and assistance on administrative and management issues. Examples include: strategic and organizational planning, business process improvement, acquisition and grants management support, facilitation, surveys, assessment and improvement of financial management systems, financial reporting and analysis,due diligence in validating an agency's portfolio of assets and related support services, strategic financial planning, financial policy formulation and development,special cost studies, actuarial services, economic and regulatory analysis, benchmarking and program metrics, and business program and project management.

541613 Marketing Consulting Services

Services include providing operating advice and assistance on marketing issues, such as developing marketing objectives and policies, sales forecasting, marketing planning and strategy, and development of multi-media campaigns. Services relating to providing assistance with challenges, contests, and competitions, such as providing marketing and advertising support, assistance with conducting the challenge / contest / competition, facilitating events; and supporting the judging of events are included. The challenge / contest / competition may be to identify a solution to a particular problem or to accomplish a particular goal. Prizes or other incentives may be offered by customers to find innovative or cost-effective solutions to improving open government. Solutions may be ideas, designs, proofs of concept or finished products. SIN 541810ODC must be used in conjunction with the payment for prizes or other incentives.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541810 Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising evaluation
- Advertising objective determination
- Message decision/creation
- Broadcast media (Radio, TV and Public Service Announcements)
- Media selection
- Outdoor marketing and media services
- Direct mail services
- Media planning
- Media placement services
- Related activities to advertising services

NOTE: Any commissions received for advertising agencies will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541810ODC Other Direct Costs (ODCs)

All Other Direct Costs (ODCs) proposed must be directly related and only purchased in conjunction with Marketing and Public Relations Subcategory services offered under these SINS: 512110, 541430, 541511, 541613, 541810, 541820, 541910, 541922, and 561920. ODCs shall be an integral part of the total marketing consulting services solution and shall not be the primary purpose of the work ordered. Items awarded under SIN 541810 ODC are not Order-Level Materials (OLMs). ODCs are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Possible ODCs may include: funding for payment of media spots on television/radio/social media, conference meeting space, prize payments, etc. Travel and per diem are not considered ODCs.

NOTE: Any commissions received for Marketing and Public Relations Subcategory will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541820 Public Relations Services

Services provided include providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as, background materials, press releases, speeches and presentations and press kits: executing media programs, conducting press conferences, scheduling broadcast and/or print interviews, media alerts and press clipping services related activities to public relations services.

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

541910 Marketing Research & Analysis

Services include, but are not limited to:

- Customizing strategic marketing plans
- Branding initiatives
- Creating public awareness of products, services, and issues
- Targeting market identification and analysis
- Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies
- Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results

NOTE: Any commissions received for media placement, conference planning, etc. will either (a) be returned to the ordering agency or (b) applied as a credit to the cost of the project, whichever the ordering agency prefers.

561920 Conference, Meeting, Event and Trade Show Planning Services

Service include organizing, promoting, and/or managing events, such as business and trade shows, conventions, conferences, and meetings (whether or not they manage and provide the staff to operate the facilities in which these events take place), project management, coordination and implementation of third party participation, collection management of third party payment for participation, liaison support with venue, audiovisual and information technology support, topic and speaker identification, site location research, reservation of facilities, on-site meeting and registration support, editorial services, automation and telecommunications support, design and editing productions; and mailing and other communication with attendees including pre/post meeting mailings/travel support and computer database creation.

OLM Order-Level Materials

Order-Level Materials (OLMs) are 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.”

Items awarded under ancillary supplies/services or other direct cost (ODC) SINs are not OLMs. These items are defined, priced, and awarded at the FSS contract level, whereas OLMs are unknown before an order is placed. Ancillary supplies/services and ODC SINs are for use under all order type CLINs (Fixed-Price (FP), T&M, and LH), whereas the Order-Level Materials SIN is only authorized for use under T&M and LH order CLINs.

The Order-Level Materials SIN is only authorized for use in direct support of another awarded SIN. Price analysis for OLMs is not conducted when awarding the FSS contract or FSS BPA; therefore, GSAR 538.270 and 538.271 do not apply to OLMs. OLMs are defined and priced at the ordering activity level in accordance with GSAR clause 552.238-82 Special Ordering Procedures for the Acquisition of Order-Level Materials. Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF).

PROVIDING GOVERNMENT MODERN APPROACHES TO REALIZE YOUR MARKETING AND OUTREACH OBJECTIVES

Ignited's ability to take best practices and game changing tactics from the commercial sector and apply them to build new, innovative solutions for government agencies is one of our core strengths. We have deep experience in creating comprehensive programs for the government that have not just exceeded their goals, but have received international recognition for their results.



Marketing & Outreach

In a time when Americans are being bombarded by thousands of marketing messages each day, messaging counts more than ever. We develop marketing and outreach campaigns that break through the clutter and not only get people to pay attention, but can change perceptions and motivate action.



Recruitment

From military to law enforcement, we develop engaging recruitment programs to attract audiences for specialized public sector roles. Our solutions range from highly focused digital marketing campaign to immersive experiential programs that not only identify and reach high propensity prospects, but do so in an efficient manner.



Public Awareness Initiatives

The programs that government provides improves the lives of individuals and communities they serve. By developing strategic insights, compelling creative and multi-channel media campaigns, we reach the right audiences at the right time — ultimately increasing awareness of these programs and driving behavior change.



Branding

Maintaining relevance to constituents is key for government agencies. We support government in ensuring it stays relevant through tactic including organizational and brand positioning, logo design, tagline development and strategic frameworks.



Activation & Engagement

Facilitating two-way conversations with constituents can often be the most effective manner of communicating a message. We design and produce experiences that foster engagement and drive results.

Ignited's advertising capabilities are comprehensive:

- Strategic Planning
- Media Planning/Buying
- Identity/Branding
- Social Media
- Live Events/Experiential
- Print
- Digital/Interactive
- Kiosk Development
- Television
- Video
- Package Design
- Documentation
- Grassroots Marketing
- Hispanic Marketing
- PSA

We've earned a reputation for advertising solutions built around integration, new technologies, measurement and analytics.

Since 2001, Ignited has served as a dedicated marketing partner to the federal government, including the U.S. Securities and Exchange Commission, U.S. Food & Drug Administration, Federal Bureau of Prisons, Supreme Court of the United States, United States Capitol Police, Export-Import Bank of the United States, Library of Congress, U.S. Department of Veterans Affairs, U.S. Department of Homeland Security, U.S. Department of Commerce, U.S. Environmental Protection Agency, U.S. Army Recruiting Command (USAREC), Installation Management Command (IMCOM), Research Development & Engineering Command (RDECOM), West Point (USMA), Office of Economic & Manpower Analysis (OEMA), and the Office of the Assistant Secretary Manpower & Reserve Affairs' (ASA-M&RA) Army Brand Group (ABG) and Army Marketing & Research Group (AMRG).

Domain Expertise



HOMELAND SECURITY

Ignited plays a critical role in safeguarding our homeland through the development of marketing and communications programs to inform the public of key programs that protect the safety and security of the United States. These programs take the form of branding initiatives, marketing, earned media and public awareness campaigns.

In addition to public outreach, we provide stakeholder engagement, program management, and strategic support services, ensuring that government agencies maximize efficiency and effectiveness in executing their missions.



FINANCIAL SERVICES

For over a decade, Ignited has partnered with financial services regulatory agencies in protecting consumers and retail investors from fraud, expanding language access, and promoting the free tools and resources government agencies provide to help make informed financial and investing decisions.

We specialize in translating complex financial topics into clear, accessible messaging that empowers individuals to educate themselves, share knowledge, and take action.



DEFENSE AND LAW ENFORCEMENT

We have over 20 years of experience designing recruitment programs for DOD, federal and local law enforcement agencies to help ensure they are equipped with the personnel necessary to respond to the needs of their constituents. Our work helps ensure that these organizations attract, recruit, and retain the personnel necessary to fulfill their missions.

We excel at crafting targeted messaging and immersive experiences that engage potential recruits and their key influencers, encouraging them to explore careers they may not have previously considered. From 150+ military occupational specialties to specialized law enforcement roles, we develop strategies that reach the right audiences at the right time.

GSA Labor Categories

Labor Category: **Senior Management**

Education: **Bachelor's Degree**

Years of Experience: **12**

Provides overarching vision and best practices for their department. Provides comprehensive management of multiple client relationships. Evaluates overall performance of company, employees and client deliverables. Responsible for providing overarching strategic counsel for clients. Manages relationships at a senior level. Shows demonstrated management and strategic abilities. Interfaces with senior level staff and clients. Oversees the development of creative strategies for marketing campaigns. Reviews and approves campaigns and projects. Leverages the latest tools and techniques in order to translate data into actionable business recommendations. Drives strategic insights and optimize customer lifecycle management.

Labor Category: **Director**

Education: **Bachelor's Degree**

Years of Experience: **8**

Leads management of programs and provides broad-range vision for the client's product and/or services. Develops, presents and manages the strategic activities of accounts with support from junior staff. Provides guidance, problem solving and evaluation for client accounts. Drives and directs the execution of campaigns and programs. Shapes the communication message and media employed. Establishes new processes and procedures and workflow. Provides overall budget and scheduling direction for all projects. Manages their team in developing, executing, and monitoring campaigns.

Labor Category: **Senior Manager**

Education: **Bachelor's Degree**

Years of Experience: **7**

Manages the day-to-day activities of accounts with support from junior/mid-level staff. Handles all elements of workflow. Develops creative briefs and manages production or marketing products. Creates budget estimates and develops production schedules. Manages vendors and day-to-day client communications. Provides guidance, problem solving and evaluation to existing accounts. Possesses strong verbal and written communication skills. Develops overall communications strategies and supervises account with support from Director.

Labor Category: **Manager**

Education: **Bachelor's Degree**

Years of Experience: **5**

Manages the day-to-day activities of accounts with support from junior staff. Handles all elements of creative workflow. Develops creative briefs and manages production or marketing products. Creates budget estimates and develops production schedules. Manages vendors and day-to-day client communications. Provides guidance, problem solving and evaluation to existing accounts. Possesses strong verbal and written communication skills. Develops overall communications strategies and supervises account with support from Director.

Labor Category: **Senior Staff**

Education: **Bachelor's Degree**

Years of Experience: **4**

Develops knowledge of clients and their respective industries to anticipate client's needs. Develops creative briefs and produces finished recommendations to clients and internal team. Manages all campaign logistics and communications. Possesses basic knowledge of industry trends and innovations. Contributes to the execution of marketing materials. Responsible for the on-going scheduling and completion of all work, as well as resources. Collects, analyzes and interprets data and statistics. Produces regular traffic reports, analyzes trends and works with research tools and other analytics platforms to ensure that KPIs are collated and reported accurately.

Labor Category: **Staff**

Education: **Bachelor's Degree**

Years of Experience: **2**

Develops knowledge of clients and their respective industries to anticipate client's needs. Develops creative briefs and produces finished recommendations to clients and internal team. Manages all campaign logistics and communications. Possesses basic knowledge of industry trends and innovations. Contributes to the execution of marketing materials. Responsible for the on-going scheduling and completion of all work, as well as resources. Collects, analyzes and interprets data and statistics. Produces regular traffic reports, analyzes trends and works with research tools and other analytics platforms to ensure that KPIs are collated and reported accurately.

Labor Category: **Junior Staff I**

Education: **Bachelor's Degree**

Years of Experience: **1**

Performs administrative duties including gathering information, research, scheduling, reporting, and completion of special projects. Organize the day-to-day account and administrative projects as assigned by staff. Manages clerical duties associated with invoicing, scheduling vendor meetings, campaign coordination and general administrative functions and ensures the flawless execution of approved advertising plans. Assists in generating periodic performance reports as required including managing the approval of custom creative, confirming that campaigns are delivered on schedule. Generates periodic performance reports as required.

Labor Category: **Junior Staff II**

Education: **High School**

Years of Experience: **1**

Assists in performing administrative tasks, gathers information, conducts research, scheduling, helps in completion of reporting and special projects. Works under the general guidance and supervision of direct supervisor.

Experience Substitutions:

- H.S. diploma + 4 years additional experience equals Bachelor's degree
- Associate degrees + 2 years additional experience equals Bachelor's degree
- Bachelor's degree + 2 years additional experience equals Master's degree

Education Substitutions:

- A Bachelor's degree may be substituted for four years of required experience with a H.S. diploma
- An Associate's degree may be substituted for two years of required experience with a H.S. diploma
- A Masters degree may be substituted for two years of required experience with a Bachelor's degree

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GSA Contract Holder
Contract GS-07F-0030Y

GSA Advantage!®

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