



VALIANT

DESIGN+MARKETING

Designing for business impact.



Contract Holder

Federal Supply Service
Authorized Federal Supply Schedule Price List

AIMS Schedule 541

Contract Numbers:

GS-07F-0432Y, 541-1; 541-1000

GS-07F-0433Y 541-4F, 541-2000

Pamela Treat Abeyta, President
pamela@valiantdesigners.com
valiantdesigners.com

Valiant Enterprise, LLC
2300 McDermott Road
Suite 200-385/Plano, TX 75025
Tel) 972.390.7410; Fax) 214.447.9156



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General Services Administration Federal Acquisition Service

AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST

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>

SCHEDULE TITLE: Advertising & Integrated Marketing Solutions (AIMS)

Federal Supply Schedule Solicitation No 7FCB-H2-070541-B,

Multiple Award Schedule: 541, SIN: 541-1, 541-4F

Contract Numbers:

GS-07F-0432Y 541-1, 541-1000

GS-07F-0433Y 541-4F, 541-2000

CONTRACT PERIOD:

June 13, 2012 - June 12, 2017

CONTRACTOR:

Valiant Enterprise, LLC
(DBA) Valiant Design + Marketing
2300 McDermott Rd
STE 200-385
Plano, TX 75025-7016

CONTRACTOR'S ADMINISTRATION SOURCE:

Pamela Treat Abeyta
Valiant Enterprise, LLC
(DBA) Valiant Design + Marketing
2300 McDermott Rd
STE 200-385
Plano, TX 75025-7016
972-390-7410
www.valiantdesigners.com
www.valiantpacks.com

BUSINESS SIZE: Small Woman Owned Business



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Customer Information Page

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)

Contract #	SIN	Description
GS-07F-0432Y	541-1, 541-1000	Advertising Services Other Direct Costs
GS-07F-0433Y	541-4F, 541-2000	Commercial Art and Graphic Design* Other Direct Costs*

*Small business set aside

1b. LOWEST PRICED SERVICE AND PRICE FOR EACH SIN: See Price List

(Government net price based on a unit of one)

1c. HOURLY RATES: See Price List

2. MAXIMUM ORDER*: \$1,000,000 per SIN

**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.*

3. MINIMUM ORDER: \$100

4. GEOGRAPHIC COVERAGE: United States and U.S. Territories

5. POINT(S) OF PRODUCTION: Plano, Texas

6. DISCOUNT FROM LIST PRICES: Prices listed are GSA Net, Discount Deducted.

For calculation of the GSA Schedule price the contractor should deduct the appropriate basic discount from the list price and add the prevailing IFF rate to the negotiated discounted price (Net GSA price). Current IFF rate is 0.75%.

7. QUANTITY DISCOUNT(S): + 1% above \$250k labor only

8. PROMPT PAYMENT TERMS: +1%15 days Net 30 Days

9.a Government Purchase Cards: are accepted at or below the micro-purchase threshold.

9.b Government Purchase Cards: are accepted above the micro-purchase threshold.

10. FOREIGN ITEMS: None

11a. TIME OF DELIVERY: To be determined at time of task order.

11b. EXPEDITED DELIVERY: Services are available for expedited delivery. This must be discussed at time of order placement and depends on size and nature of order.

11c. OVERNIGHT AND 2-DAY DELIVERY: Contact the Contractor for rates.

11d. URGENT REQUIREMENTS: Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.



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12. FOB POINT: Destination

13a. ORDERING ADDRESS:

Valiant Enterprise, LLC
2300 McDermott Rd, STE 200-385
Plano, TX 75025-7016
Tel: 972-390-7410; Fax: 214-447-9156

13b. 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

14. PAYMENT ADDRESS:

Valiant Enterprise, LLC
2300 McDermott Rd, STE 200-385
Plano, TX 75025-7016

15. WARRANTY PROVISION: N/A

16. EXPORT PACKING CHARGES: N/A

17. TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:
(any thresholds below the micro-purchase level)

18. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE): N/A

19. TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE): N/A

20. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND
ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

20a. TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE): N/A

21. LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE): N/A

22. LIST OF PARTICIPATING DEALERS (IF APPLICABLE): N/A

23. PREVENTIVE MAINTENANCE (IF APPLICABLE): N/A

24a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy
efficiency, and/or reduced pollutants): N/A

24b. SECTION 508 COMPLIANCE INFORMATION IS AVAILABLE ON ELECTRONIC AND INFORMATION
TECHNOLOGY (EIT) SUPPLIES AND SERVICES AND SHOW WHERE FULL DETAILS CAN BE FOUND. THE
EIT STANDARDS CAN BE FOUND AT WWW.SECTION508.GOV: Contact Contract Administrator for
more information

25. DUNS NUMBER: 860949960

26. NOTIFICATION REGARDING REGISTRATION IN CENTRAL CONTRACTOR REGISTRATION (CCR)
DATABASE: Currently Active



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GSA Price List:

2012-2013 Price List, Contract GS-07F-0432Y, GS-07F-0433Y

Valiant Enterprise, LLC (dba Valiant Design + Marketing)			
SIN(s) PROPOSED	SERVICE PROPOSED	UNIT OF ISSUE	Price
541 1, 541 4F	PRINCIPAL /CREATIVE DIRECTOR	Hourly	\$114.61
541 1, 541 4F	COPY WRITER/EDITOR	Hourly	\$91.69
541 1, 541 4F	WEB DESIGNER and WEB PROGRAMMER	Hourly	\$82.52
541 1, 541 4F	ART DIRECTOR / DESIGNER	Hourly	\$77.93
541 1, 541 4F	PROJECT MANAGER	Hourly	\$77.93
541 1, 541 4F	ACCOUNT MANAGER	Hourly	\$68.77
541 1, 541 4F	ADMINISTRATIVE SUPPORT	Hourly	\$45.84

Labor Categories:

JOB DESCRIPTIONS FOR Valiant Enterprise, LLC (dba Valiant Design and Marketing)

Proposed Service	Position Description	Minimum Education	Minimum Experience	Training
Principal Creative Director (CD)	Provides overall development of campaigns through development of the Client Brief. Responsible for design and marketing direction for client projects. Focuses on creatively solving marketing dilemmas as well as executing design through creative applications. Manages creative teams such as, graphic designers, Web designers, writers, proposal team, project managers (contract and employed). Provides management approval related to vendor negotiations. Assists with 'selling' services in support of business development.	BFA	10	Management skills, plus on-going training for creative platforms and marketing.
Art Director/ Designer (AD)	Assists CD with development of campaigns and environmental graphics. Oversees design and messaging, media selection, marketing mediums, direct mail, and creative services. Oversees contract and in-house junior designers. Environmental Graphic Designer focuses on providing Signage & Architectural renderings related to clients Signage and Environmental Graphics. Provides design, works with Signage Installers and Manufacturers on providing materials, design and drawings for City Code specifications. Proficient in computer applications. Adobe Illustrator, Photoshop, In-Design.	BFA	5	on-going training for creative platforms and marketing solutions
Web Designer/ Programmer	Develops Web strategies, design, wireframes, software platforms, SEO coding for Internet search engines, and back-end computer programming and technology support. Works on digital strategies for the Web. Provides consulting on SEO, email marketing, Web casting, video conferencing and Web based marketing.	BS	5	on-going SEO and Social Media training
Project Manager	Internal agency project manager. Develops specific marketing integration plan from Client Brief objectives. Seeks to find optimum marketing mediums working with channel partners. Develops marketing content for events. Produces content for articles within online newsletter. Manages a team of contract employees and vendors as needed. Monitor projects while abiding to timelines. Assist with client proposal work. The candidate will also function as a company spokesperson at key marketing events.	BS	4	SEO knowledge, Social Media and Marketing Platforms training; new marketing trends.
Copywriter Editor	Strong grasp of content writing, as well as headlines and big-idea thinking. Develops mostly print campaigns: ads, brochures, posters, and collateral. Works with WEB designer and Marketing Manager.. Interactive/web, naming projects, outdoor, as well as internal projects. Strong conceptual thinking a must	BS	4	Writing skills for Digital & Print; SEO content
Office / Admin Support	Manage day to day office activity. Familiar with accounting packages, such as Quick Books and office software - Word, Excel and PowerPoint, Marketing database. Assist CD with client proposal work. Answer phones, Create/review emails: Customer Service; Order fulfillment Inventory Management Reporting/ maintains Purchase orders, estimates, invoices.	High School Diploma	2	Office Software, Quickbooks, Proposal Support
Account Manager (AM)	External account development. Oversees day to day management with client projects and acts as primary contact for client relationships. Develop and execute a sales and marketing plan for key accounts that meets or exceeds sales and margin targets. Develops campaigns and proposals in conjunction with CD and respective team. Introduces Company vision, mission, products and solutions, and work with Account Team. The AM will also function as a company spokesperson at key marketing events.	Associates Degree	3	N/A

ABOUT VALIANT.

Since 2004, we've provided full service marketing communication and packaging services to a wide range of industries. We know our clients require experienced, strategic design and marketing services - and Valiant is here to help. It's our goal to produce top quality design, exceptional value and broad expertise. Our team is trained in Graphic Design for print and multimedia, Advertising, Marketing Communications, Web design and CAD .

From multi-family communities to small businesses Valiant creates great design to help you reach your organizational goals. Whether it's your brand, your box or your business identity, we **design for business impact**. Choosing Valiant as your source of creative energy is the first step in igniting your brand's image and taking your organization to the next level. **Choose Valiant.**

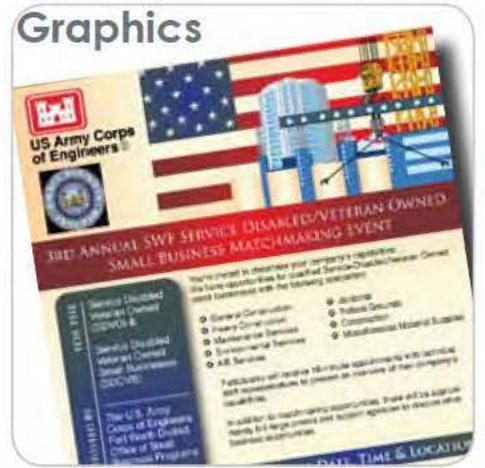
Services:

Advertising Services
 Graphic Design
 Print Advertising
 Promotional Logo Items
 Project Management
 Direct Mail
 Event and Tradeshows
 Social Media Design
 Web design, Web hosting, SEO
 Custom Corrugate Packaging
 Signage Design to Build Services
 Architectural 2D and 3D Displays,
 Floor-plans and Site-plans

 Contract Holder

 Certified
 Women's Business Enterprise

 HUB



Valiant: Design+Marketing

identity & branding

Client: Multiple

Projects Included:

Identity development

Challenges:

Every client needs a fresh approach to their particular identity. We ask the pertinent questions in our Creative Brief so that we can understand the identity, goals and challenges that this client is trying to accomplish. It's not just about giving someone a new logo, it's about uncovering who they are, what they want to project and what is unique to their business, group or community.

Success:

Most of our clients have really been pleased with their new identities. They've come back "for more" time and time again. We base our solutions on "good design" not fads of hot trends. We look for solid solutions that convey the essence of the client and their business.



Client: The Marquis by Norstar

Project Included:

- Identity development
- Print advertising, design, copywriting
- Marketing brochure
- Business system
- Siteplan, floorplans

Challenges:

This Florida based property was a new building project. The client was particular in what they wanted to accomplish and needed to appeal to a high-end target audience. We met with the developer and developed a brand identity that matched the scenic Tampa Bay community.

Success:

We knew that water and ocean were important but we also wanted to appeal to the artistic taste of the prospect. They tied in a gallery into the Clubhouse at our suggestion. They loved the brand, suggested color scheme and personality of the community. They were able to successfully reach 92% occupancy within one year of completion of the community.



Client: The Vinings by Norstar

Project Included:

- Identity development
- Layout, design, copywriting
- Marketing brochure
- Business system
- Siteplan, floorplans

Client: La Valencia at Starwood

Project Included:

- Identity development
- Proposed monument signage
- Marketing brochure, Print production
- Business system
- Sitemap
- 3D Floorplans

Challenges:

Tonti Properties was the first Energy Star rated community in North Texas. Their entire theme and community was built around the “green living” concept. From the trash receptacles to the printing of the brochure we had to make sure that what ever we designed we tied into the theme of “green” in every aspect - from ink to paper to signage materials.

Success:

Our brochure was nominated for the coveted McSam Award for Multi-family Communities in 2009. The client won the “Community of the Year” at McSam. Our client loved the new logo and elements of the brand. The particularly liked our organic cover design. We were able to incorporate their signature 3-D floorplans. Our brand helped them not only win the award, but resell the property in 2010.



Valiant: Design+Marketing

campaigns
& events

Client CMI

Project Included: US Army Corps of Engineers

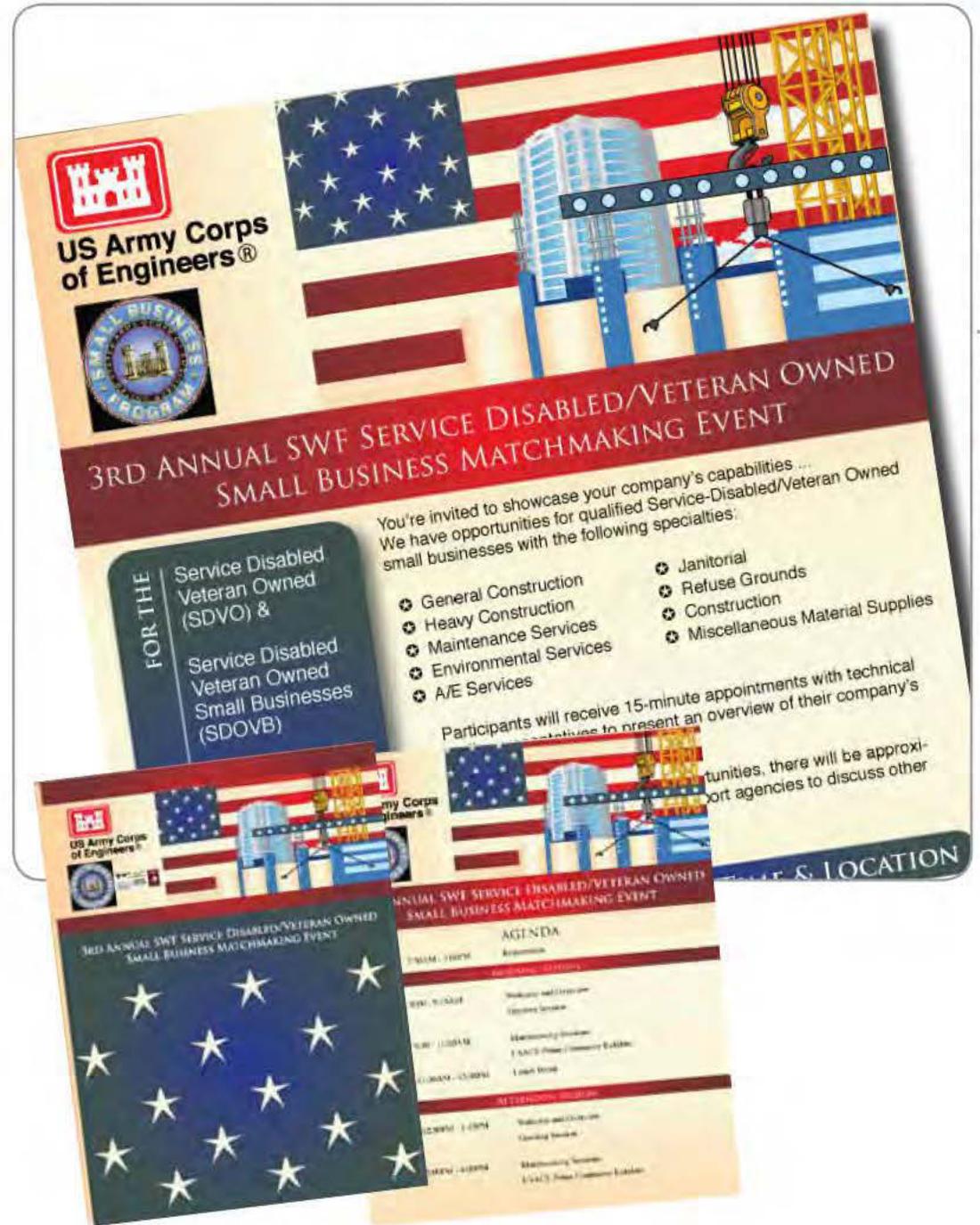
- Event concept design
- Print and Digital Illustration
- Labels, Posters and Signage
- Web Banners
- Training Materials

Challenges:

This was the start of our relationship with CMI. They called us on a Friday asking for a design to be completed over the weekend. It was for a contract they recently won but had a very quick turnaround. We complied and went to work.

Success:

We were the hit of the party. The USACE loved the design and appreciated the very quick turn around. Our client loved us and we've been friends and support ever since.



Client CMI

Project Included: HUD "Going Green" event

HUD Public Housing event logo design

Print and Digital Illustration

Direct mail coordination

Web Design & Support

Email campaign

Training Materials

Presentations Support

Banners & Signage

Challenges:

HUD contracted with my client for over 20 different events during the course of 2011 and the Going Green event was an important mandate for the housing sector. We needed to support the initiative and communicate to the prospective attendees the importance of the coming changes as well as provide top notch design representing HUD. The event was a rush, rush, hurry and get done - but the client actually had to change the event date from April 2011 to July 2011. Heavy sigh.

Success:

We were able to provide a quality "green theme" that enhanced the appeal to the prospective attendees - which was a coordinated effort for all involved!



In light of the nation's economy and resultant budget cuts, it is essential – now more than ever – to make intelligent investments in public housing.

In April, HUD's Office of Public and Indian Housing will bring together stakeholders from public housing agencies and affordable housing, green building, and energy efficiency industry groups to discuss strategies for integrating the concepts and practices of sustainability into the everyday management of public housing. Adopting best green practices means reducing the costs associated with utility use, all while improving the lives of the residents and surrounding community. Please join us to learn how your agency can benefit and how others already have!

Call
US
OFF

Client CMI

Project Included: HUD's Native Hawaiian Block

Grant Training event

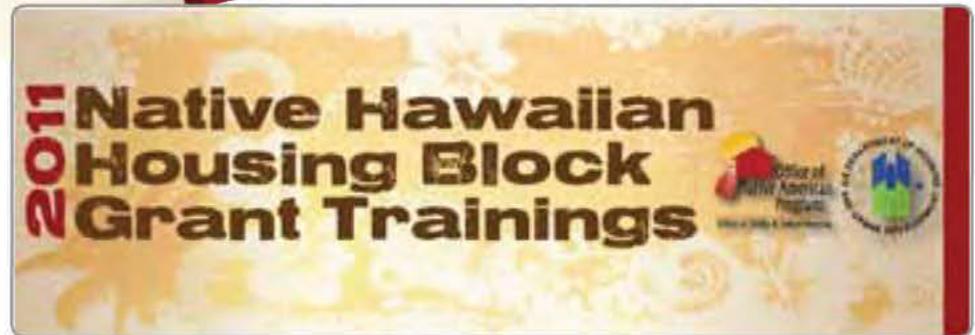
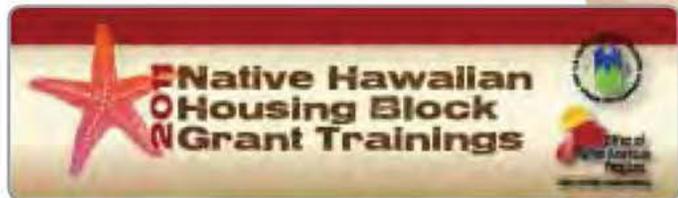
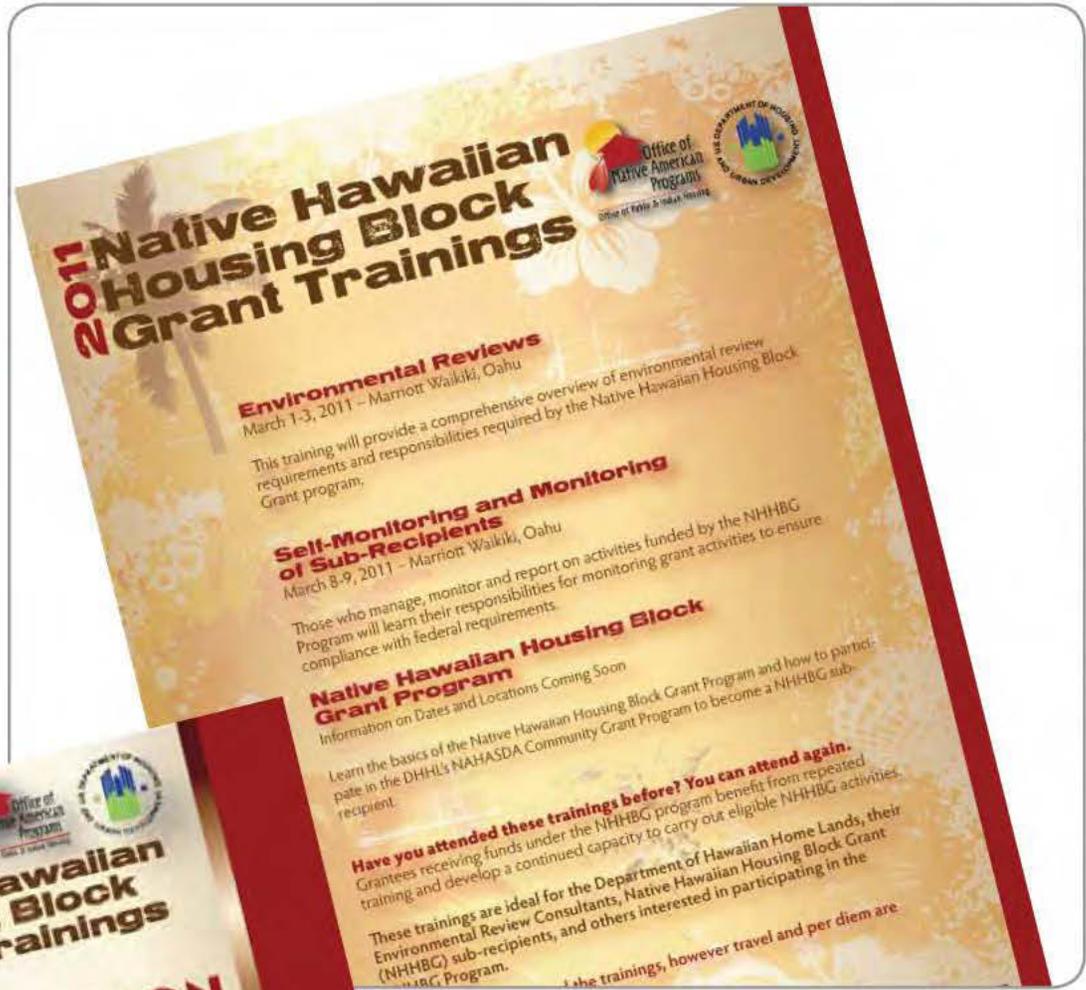
- Event logo design
- Print and Digital Illustration
- Direct mail coordination
- Web Design & Support
- Email campaign
- Training Materials
- Banners & Signage

Challenges:

HUD ONAP contracted with my client for over 10 different events during the course of 2010-2011. Each event was unique to the region and needed to reflect the heritage of the tribe that was attending.

Success:

We were able to provide the ambiance the client wanted portrayed and our client was able to successfully serve HUD OANP.



Client: Micrin Technologies

Project Included:

- Marketing concepts
- Direct mail campaign
- Email campaign
- Design, layout, production

Challenges:

This client was a manufacturer that had excess capacity on their manufacturing floor, so they were venturing into new products. They were offering their manufacturing floor space to other companies and wanted to be portrayed as the “heros” to helping with capacity overload. We helped launch the “keep your cool” campaign using direct mail and email blasts.

Success:

The client had a few internal struggles between teams. They wanted to be portrayed as “super heros” in helping companies keep their cool under stress. With the product launch we were able to assist them with multiple concepts, production, printing and mailing support. They kept their cool and expanded their bottom line.



Keep your cool this summer.



When your production line is **boiling over** let Micrin take the heat off you. Micrin is your virtual overflow production line, with our state-of-the-art manufacturing equipment and capabilities:

- Laser cutting**
Sawgrind Lightening 12 Layers - the fastest laser cutters for high volume productivity and quality
- Automated forming**
Sawgrind Accurate & Panel Senders - automatic and repeatable process with set-up time 5 minutes or less
- Sheet panel**
Six Sheet Punch - high reliability, repeatable part accuracy, and maximum productivity

Let Micrin be an extension of your manufacturing process.

[For more information, click here.](#)

MICRIN
www.micrin.com

Client: Electronic Data Systems - Check 21

Project Included:

- Marketing and creative management
- Concept development
- Event support, Fulfillment
- CD reproduction
- Source packaging
- Flash development

Challenges:

The new laws around check processing were confusing to many banks. EDS wanted to develop a campaign that made the conversation around the new regulations a little easier to digest. The Trail Guide concept was the winner. Working in conjunction with an outside agency, we were able to project manage the Flash development, packaging, CD duplication.

Success:

Overall, the sales force was able to take the content developed and showcase the Check 21 offering at tradeshows, sales calls and the EDS Marketing Center. It was helpful that the terminology of the Sarbanes Oxley compliance was put into "manageable" bites of information and portrayed in an interesting concept.



Client: Fleurs & Events

Project Included: Salinas Quincienara

Concept development

Design and Print

Created Hand-Crafted Invitations

Mask included in A7 Mailer

Spanish and English versions

Challenges:

Let's take the old tradition of having a big party for a 15 year old Spanish girl and tie it into a Cirque du Soliel theme. That's what we did. The event planner was going to have theatrical entertainment, reminiscent of Cirque du Soliel. We wanted guests to come to the party of the year... hence, add a little mystery to the party invitation - send a mask in a 3D mailer. They also need 135 invites to be in English and 35 to be in Spanish since they were being sent to Mexican relatives ... Ole!

Success:

They loved the concept. From the hand-applied pearl and vellum insert, to the gold and black mask... It was a lot of designing, hand cutting, packing and shipping but overall - it was a grand ball and most of the invited guests showed up to the party.



Valiant: Design+Marketing

environmental graphics (signage)

Client: The Summit Church

Project: Fun Factory Children's Room

Ministry logo design

Print and Digital Illustration

Banner sourcing and production

Signage creation and production

Challenges:

Big ideas meets small budget. This start-up church had big dreams for the children's ministry, but they didn't have a permanent facility. They needed a portable solution at a very affordable price.

Success:

We proposed portable props that could easily set up and tear down. The church had a small team that would weekly handle the set up and tear down detail. At the center of the children's stage we developed this backdrop banner: 16'w x 10' tall. It mounted to two poles which were anchored by heavy weights. We also added a few lightweight props and signage to enhance the "Fun Factory" theme.



Client: ICONIC DEVELOPMENT

Project: ICONIC VILLAGE APARTMENTS

Turnkey Signage: design thru install

Two Phases of the Community in Denton, TX

Mural

In Ground Monument

Challenges:

Lots of color, lots of ideas. But crashing something was definitely in order. We originally designed a car crashing through the sign, but the client couldn't swing the dough. So, they actually brought in an old car and buried it in the ground with lots of cool landscaping. The city didn't buy it.

Success:

So, we scraped the original idea, the City had the car removed and we constructed our design, minus the car. The client was happy and the community is living happily ever after.



community mural



phase 1 (original concept)



phase 2



Valiant: Design+Marketing

Multimedia

Client: Misericordia University

Project: Student Experience Videos:

- Interviews, scripting
- Video Production
- Video Interface
- Web Design

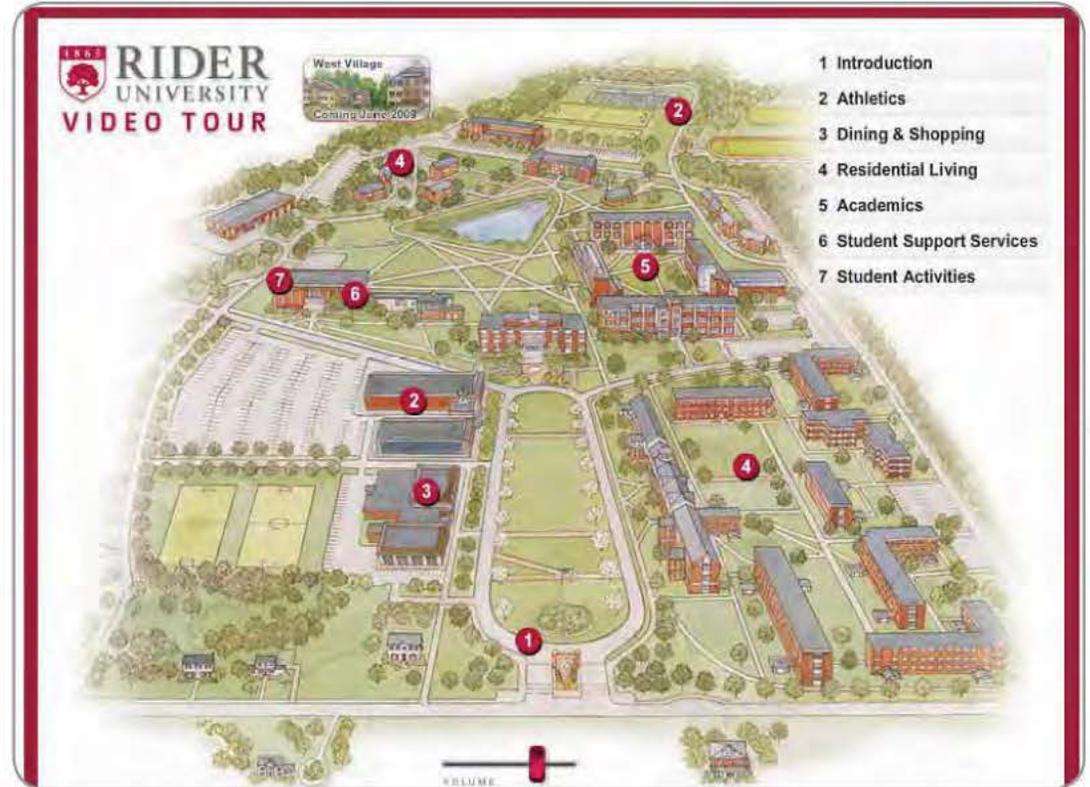
SubContractor: Jones & Rister

Challenges:

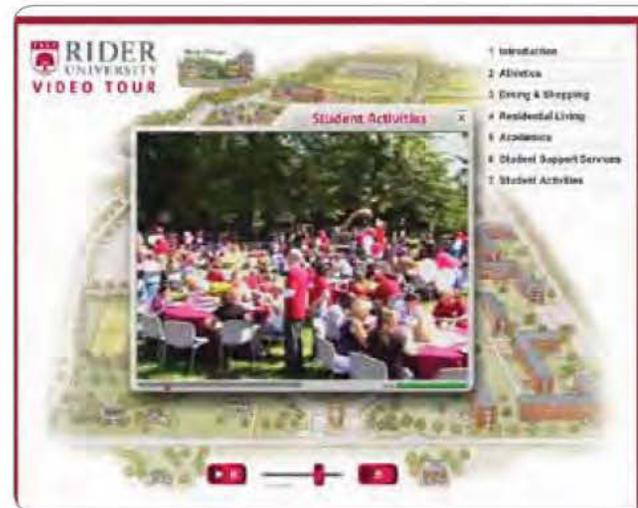
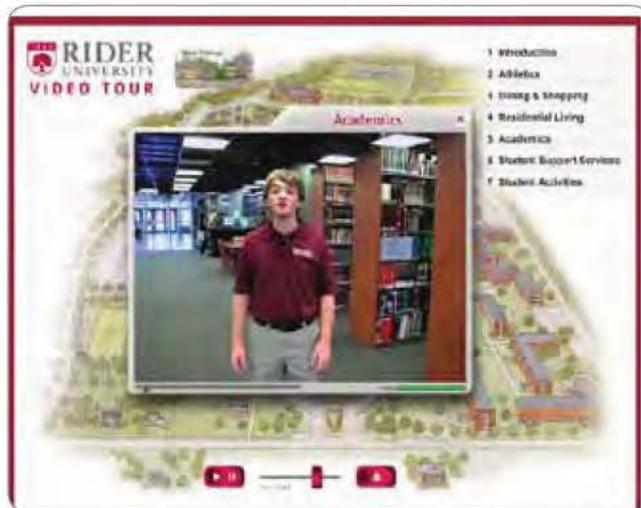
Traditional types of Admissions videos tend to be produced using quick cuts, lots of short interview clips, with video effects thrown on top to make it more “contemporary,” but they don’t create any lasting impression.

Success:

While this Admissions video for Rider University includes many interviews with faculty and staff, it’s not at a breakneck pace where you can’t remember anything you’ve heard. We made the editing visually compelling but kept the content that makes the story memorable. This video is a very successful “first look” at Rider that has been used at open houses and group presentations on the road.



<http://www.rider.edu/lawrencevilletour/>



Client: Gannon University

Project: Online Marketing Tool, designed to increase student enrollment:

<http://www.gannon.edu/video/>

- Interviews, scripting
- Video Production
- Video Interface
- Web Design

SubContractor: Jones & Rister

Challenges:

This client needed to increase the student enrollment percentage and hired Jones & Rister to develop a Web-based video campaign.

Success:

We chose a “day in the life” approach. Gannon University’s campaign was a success. Enrollment increased and the campaign has given the university portable videos that can be used at recruiting events.



<http://www.gannon.edu/video/>

