

# General Services Administration

Federal Supply Service Authorized  
Federal Supply Schedule Price List

## Multiple Award Schedule (MAS)

### Professional Services

Marketing and Public Relations

**SAM UEI:** NYRYAXELN9L6

**CAGE:** 707M3

**Class:** R499

### Girl on the Roof Inc.

2620 Woodberry Drive

Winston-Salem, NC 27106-4625

**Contract Number:** GS-10F-100CA

**Contract Period:** June 22, 2015 – June 22, 2025

**Business Size:** Small Business, Women Owned Business

Price list current as of Modification #PS-0019 effective June 17, 2020



girl on the roof

**CONTACT** Carol Reeve, President

**PHONE** 865-742-3409

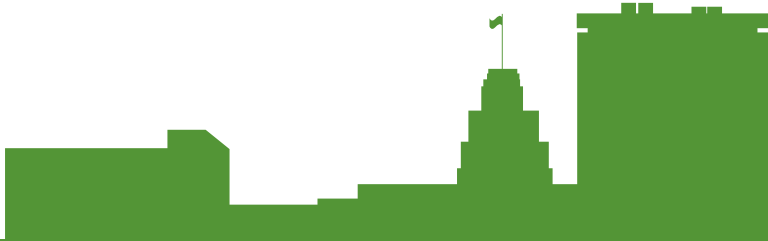
**EMAIL** carol@girlontheroof.com

**WEB** www.girlontheroof.com

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# Customer Information



<b>1a. Table of awarded special item numbers (SIN)</b>	SIN	RECOVERY	SIN DESCRIPTION
	541430	541430RC	Graphic Design Services
	541511	541511RC	Web Based Marketing Services
	541820	541820RC	Public Relations Services
	OLM	OLMRC	Order Level Marketing
<b>1b. Lowest Priced Model number and price</b>	Prices shown are Net, all discounts deducted and valid for all domestic areas. See item 6.		
<b>1c. Hourly rates</b>	See Labor Category Descriptions and Pricing on <a href="#">Page 10</a> – <a href="#">Page 14</a> .		
<b>2. Maximum order</b>	\$1,000,000.00		
<b>3. Minimum order</b>	\$100.00		
<b>4. Geographic coverage (delivery area)</b>	Domestic only.		
<b>5. Point of production</b>	Same as company address (Winston-Salem, NC).		
<b>6. Discount from list prices</b>	Government net prices (discounts already deducted; see <a href="#">Page 14</a> ).		
<b>7. Quantity discounts</b>	2% for orders between \$25,000.00 and \$49,999.99 3% for orders between \$50,000.00 and \$249,999.99 5% for orders over \$250,000.00		
<b>8. Prompt payment terms</b>	1% – 10 days; Net 30 Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.		
<b>9. Foreign items</b>	Not applicable.		

# Customer Information



10a. Time of delivery	Specified on the Task Order.
10b. Expedited Delivery	In most cases, yes. Contact contractor.
10c. Overnight and 2-day delivery	In some cases, yes. Contact contractor.
10d. Urgent Requirements	Contact contractor.
11. F.O.B. point(s)	Destination.
12a. Ordering address	Girl on the Roof, 2620 Woodberry Dr, Winston-Salem, NC 27106
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	Girl on the Roof, 2620 Woodberry Dr, Winston-Salem, NC 27106
14. Warranty provision	Contractor's standard commercial warranty.
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	Not applicable.
19. List of service and distribution points	Not applicable.
20. List of participating dealers	Not applicable.

# Customer Information



21. Preventive maintenance	Not applicable.
22a. Special attributes (i.e. environmental attributes)	Not applicable.
22b. Section 508 compliance on EIT	As applicable.
23. Unique Entity Identifier (UEI) number	NYRYAXELN9L6
24. Notification regarding registration in System for Award Management (SAM) database	Registered.

# About Girl on the Roof

Founded in 2009 by Carol Reeve, Girl on the Roof exists to **amplify the message, exposure, and impact of organizations that aim to better the lives of others through education, arts, advocacy, and socially responsible economic development.** We do this by crafting shout-worthy messages and effective tools to communicate them.

From strategic planning, identity, and graphic design to social media, web sites, and video production, GotR's strategic marketing services generate impressive results for impressive organizations. Girl on the Roof has served ~200 client organizations, agencies, and brands — mostly not-for-profit. **In short, we do marketing that matters.**



Founder Carol Reeve has 25+ years of marketing and branding experience, from Fortune 100 companies to nonprofit agencies, winning numerous community and industry awards along the way. View her bio on [LinkedIn](#).



Girl on the Roof team members are screened on the basis of character, competency, chemistry, and culture. If our name is on it, this is what it means:

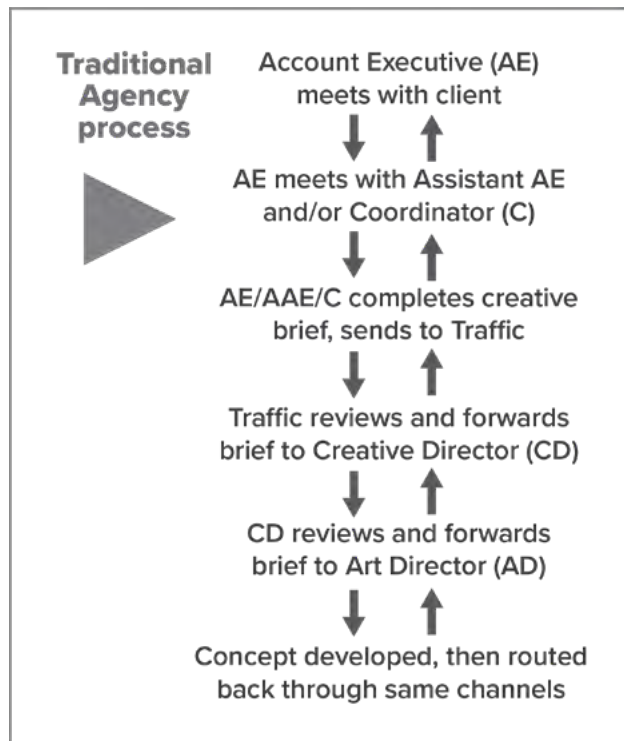
- **We do all things with excellence.** Every time. Period.
- **We add value through ideas, not just through execution.** We are a strategic marketing firm, not just a design shop or advertising agency (though we do those things well, too). To ensure the best results, we start with the message and the audience; then we develop the strategy and the plan; then we execute.
- **We are efficient.** Girl on the Roof is deliberately lean and intentionally staffed. Clients tell us they appreciate that the experienced professionals they communicate with regularly are the ones doing the work. (We don't hand off execution to an intern.) This saves time and money and ensures a more strategic end product. See [Page 7](#) to see how this translates to real cost savings.
- **We spend each client's money like it's our own** (and we're pretty frugal). Whether for-profit or nonprofit, our clients work hard for every dollar they earn. We honor their efforts by working efficiently and stretching their resources as far as we can.
- **We are truthful.** If a client is always right, they don't need us. For those who do need us, we ask tough questions, give honest opinions, and provide the best counsel possible.
- **We do work that matters.** Regardless of shape, size, or sector, we serve organizations that serve others. This isn't just a job for us; it's a calling.

# Operating & Cost Advantage

The team at Girl on the Roof has big-agency experience. That means we know how much waste there can be in traditional agency processes – where six or more people can touch (and BILL TIME to) a project before any meaningful work is actually performed.

At Girl on the Roof, the people you communicate with on a daily basis are the ones doing the work.

**This saves significant time and money** while ensuring smoother communications and a more strategic end product.



This process saves significant time and money while ensuring smoother communications and a higher quality end product.

*Girl on the Roof is phenomenal! They are kind and funny and care deeply for the work we do. They have been responsive to our many requests – often at the last minute, and they deliver a quality product. I'm grateful the U.S. Department of Education found GotR and recommend them to as many people as I can.*

**-Joe Portnoy, former Creative Director of the U.S. Department of Education**

# Government Experience

## UNITED STATES FEDERAL AGENCIES

Under Girl on the Roof's GSA contract, the agency has provided graphic design, video production, and content editing services to:

- [United States Department of Education](#) (2016–2021)
- [White House Initiative on Historically Black Colleges and Universities](#) (2020–2021)



**Federal HBCU  
Interagency Working Group**

## OTHER GOVERNMENT AND MUNICIPAL AGENCIES

Girl on the Roof has provided research, strategic planning, marketing strategy, positioning, website design and maintenance, graphic design, content development, digital advertising, event planning, social media, and/or video production services to:

- Manhattan Project National Historical Park (2015)
- North Carolina Department of Natural and Cultural Resources (2019)
- State of Tennessee Commission on Aging and Disability (2015)
- Oak Ridge, Tennessee, (2015–2017)
- Town of Farragut, Tennessee (2017–2018)
- Tennessee Valley Coalition for the Homeless (2014–2018)

Samples of relevant work can be found starting on [Page 15](#).

*Girl on the Roof is extremely creative and very flexible. They anticipate our needs and questions, proactively seek to control costs, and are respectful of our relationships with parties who will be impacted by projects. They are very conscientious of our staff time and quick to act on suggestions or to offer effective alternatives. Girl on the Roof has our highest recommendation.*

**–Parker Hardy, former President/CEO  
Oak Ridge Chamber of Commerce**





# Government Contract Capabilities



## PUBLIC RELATIONS/MARKETING SERVICES

We create and execute integrated strategic marketing and public relations plans that achieve desired outcomes.

- strategic planning
- stakeholder interviews, surveys, and focus groups
- primary and secondary research (audience, etc.)
- asset mapping
- positioning and message development
- marketing strategies
- content development, copywriting, and editing
- event planning
- media release writing, distribution, and monitoring
- social media management



## GRAPHIC DESIGN SERVICES

We design visual communications that illustrate identities, present information, and clarify complex concepts.

- logo design and standards
- infographics, charts, and other custom illustrations
- print design (e.g. flyers, brochures, programs, ads, reports, presentations...)
- digital design (website, social media, GIFs)
- email templates
- ADA compliance
- photography and photo editing



## WEBSITE DESIGN & DIGITAL MARKETING

Our strategic approach to website development and digital marketing yields user-experiences that produce results.

- website audits (content and user experience)
- site map, navigation strategy, traffic flows
- site design and build
- keyword research and SEO (search engine optimization)
- content development
- email marketing
- digital advertising and campaign planning and management (including search, display, and social media campaigns)



## VIDEO PRODUCTION

Our video production expertise includes animated and live-action promotional, instructional, and informational videos.

- scripting and storyboarding
- set design and pre-pro
- videography and direction
- interviews and b-roll
- editing
- custom graphics and full/partial animation
- professional voiceover
- captioning
- media management

# Labor Category Descriptions

## Marketing & Public Relations Strategist

**Minimum Education**  
Bachelors

**Minimum Experience**  
19 years

**STRATEGIC PLANNING** includes the facilitation of a discovery process to identify the identity (why, how, and what of the organization/agency/campaign) audience (demographics, psychographics, priorities, challenges, information sources, decision-making criteria...), value proposition, goals and more. Actionable plans are then developed to ensure a clear roadmap and system of accountability.

**POSITIONING** involves crafting the message for an organization/agency/campaign that clearly communicates the reason for being, the value proposition, and the programs/services, all in a manner that resonates with the target audiences.

**MARKETING STRATEGIES AND PLANS** are developed based on audience insights, which inform how and where audiences get their information and make decisions. This information drives the framework for the strategies (web, social media, print, PR, events...) that will be utilized to communicate the message to the intended audiences. The plan then details how, where, and when those strategies will be implemented.

# Labor Category Descriptions



## Marketing Content Developer

**Minimum  
Education**  
Bachelors

**Minimum  
Experience**  
19 years

**COPYWRITING, CONTENT DEVELOPMENT, and SCRIPTING** all concern the articulation of an organization’s message and the dissemination of that message through various media. Services include skilled copywriting and editing services with an eye for grammar and style guide compliance.

**PR (PUBLIC RELATIONS)** encompasses writing and editing newsworthy press releases, assisting in the dissemination of those releases to relevant news outlets and personnel, and shepherding the development of subsequent opportunities.

**EVENT PLANNING** encompasses the thoughtful planning and execution of events involving client organizations.

**RESEARCH** services include stakeholder dialogue, survey development and implementation, focus group facilitation, market research analysis, website and e-mail analytics, and more.

**SOCIAL MEDIA MANAGEMENT** is an ongoing process of creatively engaging current and prospective audience members across multiple social media channels. Execution involves elements of content development, design, scheduling, monitoring, listening, etc.

# Labor Category Descriptions



## Graphic Designer

**Minimum Education**  
Bachelors

**Minimum Experience**  
10 years

**GRAPHIC DESIGN** and **ART DIRECTION** includes:

- logo design
- graphic standards development
- infographic design
- GIF file and animated graphic creation
- brochure and one-sheet design
- report layout and design (including redacted and unredacted versions)
- event program design
- presentation layout
- presentation template design (e.g. custom PowerPoint templates)
- trade show and other display design
- poster and signage design
- video graphics (open, close, lower thirds, animations)
- email and electronic newsletter design
- social media and website graphics
- other print and digital material design
- photo retouch and photo editing services
- **Services include 508 ADA compliance**

# Labor Category Descriptions

## Digital Marketing Specialist

**Minimum Education**  
Bachelors

**Minimum Experience**  
10 years

**WEBSITE DESIGN** includes the construction of the back-end architecture of a website, its functionality, its visual presence, and its content management methodology.

**WEBSITE MAINTENANCE** involves the management of content changes, updates related to security, and ongoing SEO efforts.

**KEYWORD RESEARCH / SEO** (search engine optimization) includes the identification of words and phrases that an audience is most likely to use when searching for relevant information, the selection words that are the strongest fit for the organization/agency/campaign, and integration of those words in content, construction, and back-end coding tools. SEO also includes off-site optimization through in-bound links, site indexing, and other methods. For ideal results, keywords and SEO should be monitored and adjusted periodically for maximum effectiveness.

**DIGITAL ADVERTISING / GOOGLE ADS** refers to the process of paying for digital ad placement in search results, social media, and on websites based on specific keywords or audience attributes. It is a strategic process involving keyword groups, varying rates, ad testing, landing pages, and continuous monitoring to ensure the highest impact and return on investment (like the Google Display Network campaign Girl on the Roof managed for a client that resulted in a remarkable \$72,000 return on a \$400 media buy!).

**VIDEO PRODUCTION** involves the scripting, staging, direction, production, shooting, and editing (including graphics development) of audio and video elements to be used in various formats (web, social media, events, training, etc.). Girl on the Roof also offers digital animation services.

# Labor Category Pricing

SIN	LABOR CATEGORY TITLE	HOURLY RATE
541430	Graphic Designer	\$85.64
541511	Digital Marketing Specialist	\$85.64
541820	Marketing & Public Relations Strategist	\$116.37
541820	Marketing Content Developer	\$85.64

#### Service Contract Labor Standards:

The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA) are applicable to this contract and the entire Multiple Award Schedule, 47QSM20R0001. 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 29 CFR 541.300), 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 an 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.

# Sample Work

## United States Department of Education

Since 2016, Girl on the Roof has provided graphic design services for the U.S. Department of Education. We have designed logos, brochures, reports, one-sheets, presentations, resource guides, infographics, GIFs, and other custom graphics for usage in print and digital applications (social, email, web).

In addition, Girl on the Roof has produced an animated video and has provided proofreading and photo retouching services.

ESSA Parent Guide to Report Cards cover (left) and page example (right)



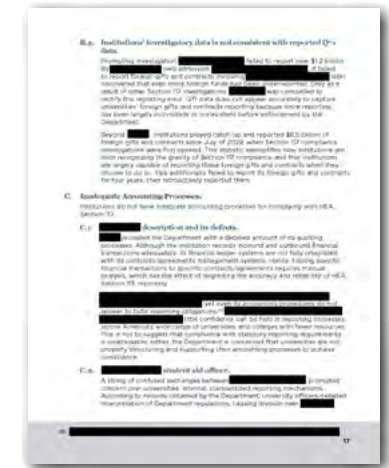
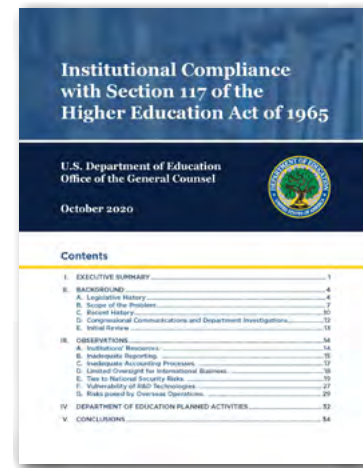
[View full PDF on website.](#)

*We've been working with GotR for several years now, and they consistently exceed our expectations — always able to deliver high quality, creative, and outstanding results with exceptionally fast turnaround.*

*They are, to the core, great communicators, and always know the right questions to ask and the right considerations to make. Every time I feel that a project will be complicated or hard to achieve our desired results, they blow me away with how easily they are able to get from our vague and complicated requirements to a great finished product. They've set the bar very high!!*

**-Sally Harris, U.S. Department of Education**

report (redacted)

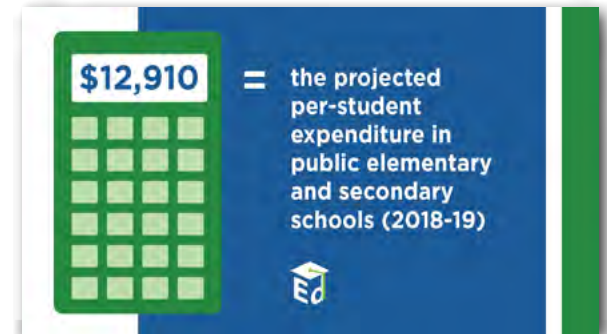




# Sample Work

## United States Department of Education (continued)

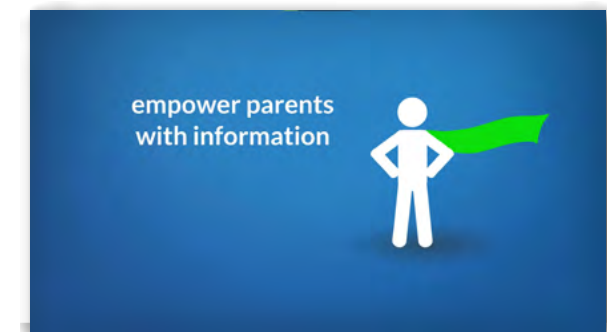
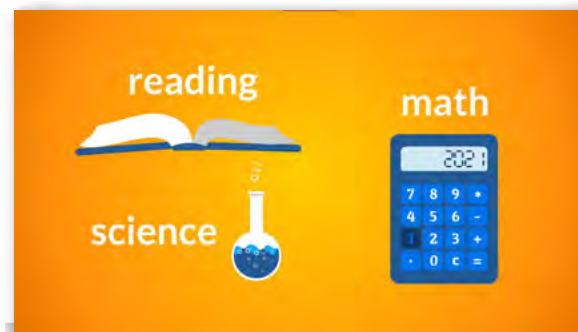
social media and web graphics



logo design



animated video (screenshots) [View video.](#)





# Sample Work

## White House Initiative on Historically Black Colleges and Universities

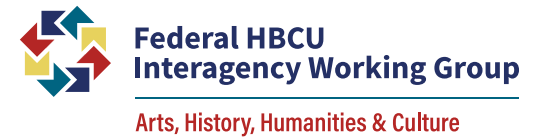
Girl on the Roof designed the 133-page, ADA-compliant layout for the 2020–21 Federal HBCU Competitiveness Strategy for the U.S. Department of Education’s White House Initiative on Historically Black Colleges and Universities.

We also designed a full logo package for the Federal HBCU Interagency Working Group and associated clusters. The project included a standards guide and PowerPoint templates for the Federal HBCUIWG and clusters.

Federal HBCU Competitiveness Strategy document cover (left) and page example (right). [View full PDF.](#)



Federal HBCU Interagency Working Group cluster logo



*When I led the White House Initiative on Historically Black Colleges and Universities, I wanted to nationally brand some of our groundbreaking efforts. Carol and the GOTR team were simply exceptional. They engaged us in a thoughtful process to capture precisely what I wanted. GOTR also demonstrated reasonableness and agility when unexpected complications arose. Without reservation or hesitation, I recommend GOTR for strategic marketing and branding needs.*

**–Johnathan M. Holifield, J.D.,  
former Executive Director of the  
White House Initiative on HBCU**

PowerPoint templates



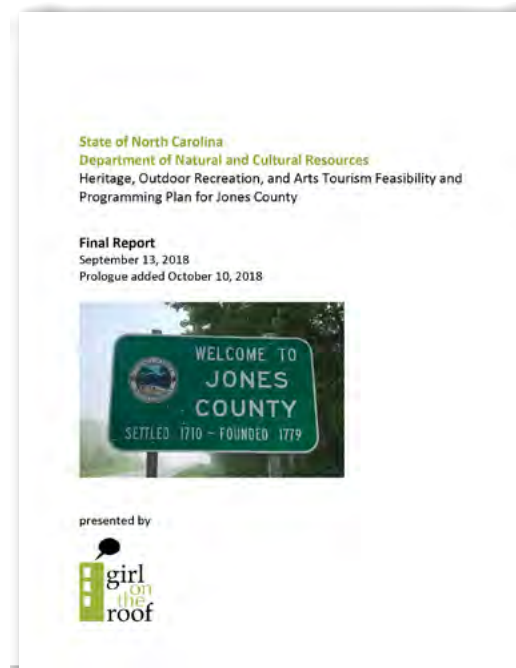
# Sample Work

## North Carolina Department of Natural and Cultural Resources

Girl on the Roof worked with the North Carolina Department of Natural and Cultural Resources to conduct a Heritage, Outdoor Recreation, and Arts Tourism Feasibility and Programming Plan for Jones County, NC. The project scope included:

- brand audit and asset mapping
- on-site research
- digital photography
- video production
- benchmarking and collaboration exploration
- stakeholder interviews
- creative community engagement
- audience profiles
- marketing strategy
- marketing plan
- asset-based positioning
- reporting

strategic report



[View full report PDFs.](#)

# Sample Work

## Tennessee Commission on Aging and Disability

The State of Tennessee contracted with Girl on the Roof to determine the best method and message for communicating about key services with the state's aging population. The scope of work included:

- stakeholder interviews
- focus groups
- development, implementation, and analysis of electronic survey
- secondary research analysis
- target audience identification and positioning
- development and testing of messaging
- development of messaging strategies (posters, magnet, web "listicles," informational emails, informal videos)
- graphic design

research-validated poster, designed to hang in community centers



**Age Well**

**Health.  
Dignity.  
Security.  
Independence.**

**We can help.**

Tennessee Commission on Aging & Disability (TCAD) wants all TN residents to age well. From Medicare counseling and planning resources to nutrition services and advocacy, we are here to serve you and your family.

Call **1-866-836-6678** (toll-free)  
or visit **[www.tn.gov/aging](http://www.tn.gov/aging)**

**TN** Commission on  
**Aging & Disability**

Planning, counseling, and support services for seniors and their families.

# Sample Work

## Oak Ridge, Tennessee

Girl on the Roof worked with the City of Oak Ridge (CVB, Chamber of Commerce, and others) to build a brand strategy that united the community while leveraging the city's history, technology, and natural resources. Services included:

- brand audit
- asset mapping
- stakeholder interviews
- creative community engagement
- audience research and personas
- marketing strategy and plan
- website development and SEO
- logo development
- social media strategy and execution
- videography and photography
- graphic design
- media relations
- digital advertising campaigns

Girl on the Roof managed a Google Display Network campaign for Oak Ridge that resulted in a remarkable \$72,000 return on a \$400 media buy.

logo family



website page design (mockup)



video production (screenshot) [View video.](#)



video production (screenshot) [View video.](#)





# Sample Work

## Town of Farragut, Tennessee

Girl on the Roof worked with the Town of Farragut to attract tourists, businesses, and new residents to the town. Services included:

- stakeholder research
- audience insights and personas
- benchmarking of comparable cities
- tourism strategy and revenue recommendations
- positioning and message development
- graphic design for print (brochures, one-sheets) and digital use (web, social)
- social media strategy
- marketing strategy including outcomes measurements
- marketing plan development
- keyword research and recommendations
- website design, development, and staff training
- photography
- video production

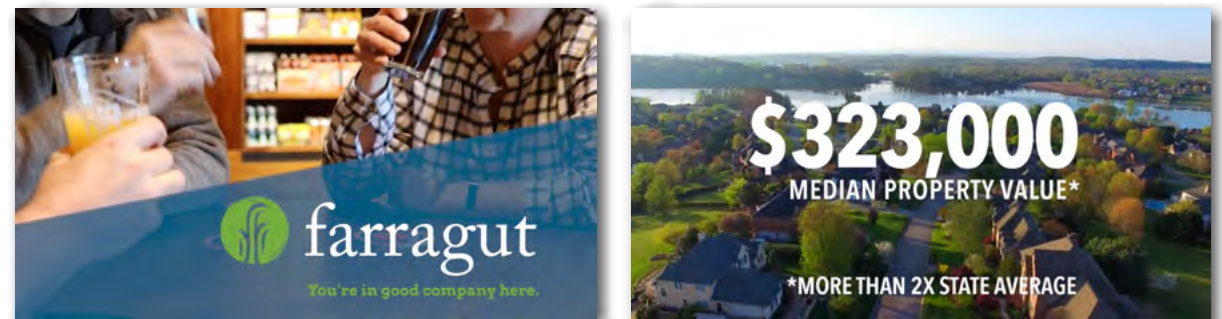
Farragut New Resident Guide cover (left) and page example (right)



social media graphics



video production (screenshots) [View video.](#)



# Sample Work

## Tennessee Valley Coalition for the Homeless

Girl on the Roof has supported TVCH in its efforts to serve a 13-county Continuum of Care in East Tennessee to reduce the causes of homelessness through direct services, partnerships, data consolidation, and education.

Project work included:

- research
- positioning
- logo design and standards
- print collateral design
- animated video
- live-action video

logo design and graphic standards



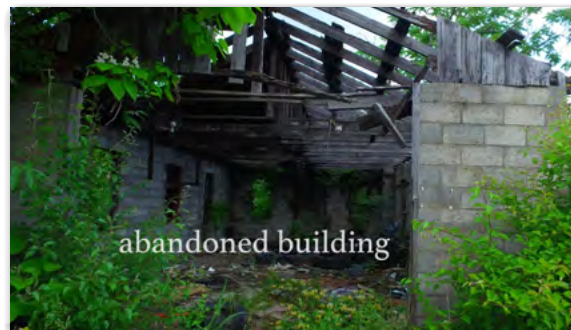
business card



custom graphic



video production (screenshot) [View video.](#)



animated video (screenshot) [View video.](#)



# Thank You.

Thank you for considering Girl on the Roof.

Although it is difficult to adequately showcase the breadth of our experience in just a few pages, I hope this document is sufficient to assure you that my team is highly skilled, capable, and eager to work with you on your next project. If you have any questions or would like to chat about what we can do for you, please contact me.

Respectfully,



Carol Reeve  
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girl on the roof

