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Women-Owned Small Business



General Services Administration

Authorized Federal Supply Schedule Price List

GSA Multiple Award Schedule (MAS)

Federal Supply Group: Professional Services

GSA Contract Number: GS-00F-239GA

## CONTRACT PERIOD

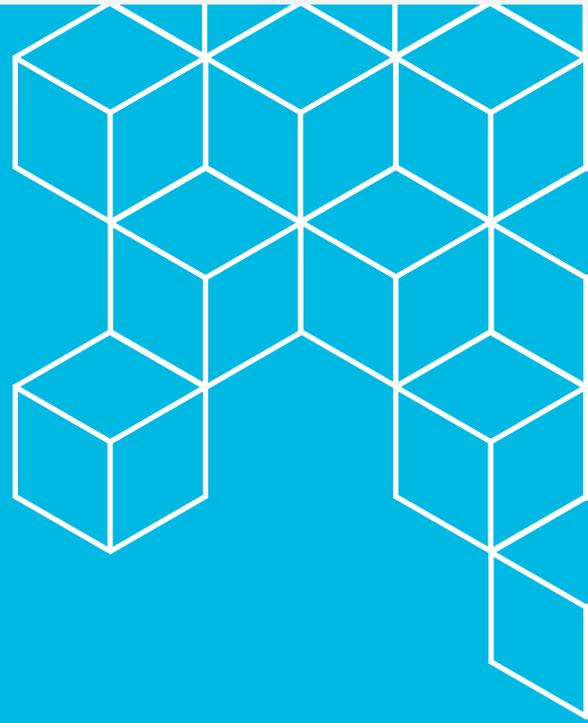
**BASE PERIOD** | June 22, 2017 through June 21, 2022

Price list current through Modification PS-0011 effective February 7, 2022.

Online 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](http://GSA.gov).

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# COMPANY OVERVIEW

## **TUNHEIM IS A WBENC-CERTIFIED WOMAN-OWNED, SMALL BUSINESS AND A GSA CONTRACT HOLDER (GS-00F-239GA).**

Well-understood organizations have the best opportunity for success. Tunheim leverages communications to help our government and commercial clients navigate complex situations. We take on our clients' challenges as our own and provide management consulting advice and deliver customized communications services to deliver results.

Our GSA contract has a broad scope. It spans a wide range of services in the areas of management consulting and public relations. For details, see the section below titled "Scope of the Contract."

Tunheim was founded because talented people wanted to do interesting work. Since 1990, we've operated by the fundamental beliefs that well-informed people make good decisions and that effective communication is a critical component of successful business strategy.

We're a certified woman-owned business and a member of IPREX, the second-largest independent global agency network.

### **For 30 years, Tunheim has successfully helped clients navigate complex change.**

In particular, we help our clients rethink how they must work to be understood by all of their stakeholders. Because being understood leads to success. Communications isn't the only management discipline — but it is a key one that is too often not thought through effectively. Tunheim experience includes strategic communication consulting for The State of Minnesota, including the Minnesota Department of Revenue, Minnesota Department of Health, Hennepin County, Ramsey County and Minnesota Department of Natural Resources.

### **Tunheim is a leading consultancy specializing in public relations, public affairs and management consulting services.**

During the past three decades, our firm has taken great pride in our efforts to help more than 35

## COMPANY OVERVIEW CON'T.

governments, agencies and NGOs communicate clearly and effectively with key constituents. Our team has deep experience creating and executing complex media, government relations and public affairs strategies involving multiple stakeholders.

### INSIGHT

We start with a deep dive: Our consultants learn about your challenges. Digging and searching for fresh insights, we then layer in research and market analysis to develop a well-informed perspective. We pride ourselves on asking the right questions and providing an informed context to our clients. This context allows us to develop robust strategy and to set up key decisions.

And sometimes, this means we tell you not what you want to hear, but what you need to hear in order to be successful. **Tunheim brings you honest, informed counsel.**

### STRATEGY

Based on a well-informed perspective, we partner with our clients to develop innovative and results-focused strategies designed to successfully deliver against organizational goals and metrics.

Whether you need to influence public policy, better engage with key stakeholders, navigate a crisis or tackle important organizational challenges, we set you up for success. Tunheim delivers strategies that propel your organizational goals.

### DELIVERY

**Lastly, we deliver against expectations. Every time.** We start with insight, develop strategy and then execute tactics that meet your goals. We are expert consultants who deftly work across multiple disciplines and business sectors. We execute strategies that prepare you to win in the marketplace. Tunheim gets the results that you need to be successful.



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## LEADING PARTNER OF IPREX GLOBAL COMMUNICATION

Tunheim is a leading partner of IPREX, a network of 70 independent public relations firms with 115 offices spanning the globe. Our partners know the pulse of their communities, have close, established working relationships with government, business, media and civic opinion leaders, and are opinion leaders in their own right.

On a daily basis, our network works with national and international media -- both traditional and digital -- and our greatest strength is building relationships across diverse audiences. Our network has a successful track record over multiple decades conducting public outreach and education campaigns as well as generalizing and measuring local and national media coverage for both domestic and foreign clients.

### **Our collective work has garnered more than 30 industry awards from our national peers.**

We pride ourselves for being uniquely able to contribute on mailers requiring highly targeted, carefully calibrated communications outreach to diverse stakeholders. We are careful listeners who will provide proactive strategic advice and counsel on issues, management and advocacy efforts; we open doors and offer solutions to problematic concerns.

Our experience in creating strategic communications plans for global clients gives us a deep understanding of the need to develop and deliver compelling, easily understandable messages. We have mastered the art of translating often complicated public policy issues into easily understandable terms, and used that expertise to develop communication strategies and materials for a global, culturally diverse audience.

Our full range of services includes management consulting, strategic communications, crisis communications, public affairs, digital strategy, content strategy, sports marketing, event marketing and brand positioning. Our highly experienced team has a long and successful history planning, managing and executing the production of high-profile special events to carry key client messaging, as well as trade missions and other trade and cultural activities.

# SCOPE OF THE CONTRACT

Under our GSA Multiple Award Schedule contract, Tunheim Partners, Inc., can provide a wide range of support for federal agencies. In addition, States and municipalities can use this contract to procure services to prepare for and recover from, major disasters. Each category of services in our contract is called a “Special Item Number” (SIN).

## SIN 541611

### MANAGEMENT AND FINANCIAL CONSULTING, ACQUISITION AND GRANTS MANAGEMENT SUPPORT, AND BUSINESS PROGRAM AND PROJECT MANAGEMENT SERVICES

*Federal agencies can order these services from Tunheim under SIN 541611. State and local agencies can procure Disaster Recovery services under SIN 541611RC.*

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. Inherently Governmental services as identified in FAR 7.503 or by the ordering agency are prohibited. It is the responsibility of the Contracting Officer placing the order to make this determination. Ordering activities must require prospective contractors to identify potential conflicts of interest and address those, prior to task order award. Personal services as defined in FAR 37.104 are prohibited.

## SIN 541820

### PUBLIC RELATIONS SERVICES

*Federal agencies can order these services from Tunheim under SIN 541820. State and local agencies can procure Disaster Recovery services under SIN 541820RC.*

Services provided include providing customized media and public relation services such as the development of media messages and strategies;



## SCOPE OF THE CONTRACT CON'T.

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.*

### SIN 541810

#### ADVERTISING SERVICES

*Federal agencies can order these services from Tunheim under SIN 541810. State and local agencies can procure Disaster Recovery services under SIN 541810RC.*

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

a and engage in recruitment campaigns. Services include, but are not limited to the following components: advertising objective determination, message decision/creation, media selection, outdoor marketing and media services, broadcast media (radio, TV, internet and public service announcements), direct mail services, media planning, media placement services, advertising evaluation, 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.*

### SIN 541511

#### WEB-BASED MARKETING SERVICES

*Federal agencies can order these services from Tunheim under SIN 541511. State and local agencies can procure Disaster Recovery services under SIN 541511RC.*

Services include, but are not limited to writing, modifying, testing, and supporting software to meet the needs of a particular

## SCOPE OF THE CONTRACT CON'T.

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.*

### **SIN 541613**

#### **MARKETING CONSULTING SERVICES**

*Federal agencies can order these services from Tunheim under SIN 541613. State and local agencies can procure Disaster Recovery services under SIN 541613RC.*

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*

## SCOPE OF THE CONTRACT CON'T.

*cost of the project, whichever the ordering agency prefers.*

### SIN OLM

#### ORDER-LEVEL MATERIALS

*If any OLMs become part of a task order, they are placed under SIN OLM (for task orders for Federal government agencies and departments) or SIN OLMRC (for Disaster Recovery task orders for state or local agencies).*

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, and indirect costs. OLMs are purchased under the authority 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

## SCOPE OF THE CONTRACT CON'T.

of Order-Level Materials. Prices for items provided under the Order-Level Materials SIN must be inclusive of the Industrial Funding Fee (IFF). The cumulative value of OLMs in an individual task or delivery order cannot exceed 33.33% of the total value of the order.

# ADVANTAGES OF USING A GSA SCHEDULE CONTRACT

## DO YOU NEED A QUICK, CONVENIENT, AND COST-EFFECTIVE WAY TO ORDER SERVICES FROM TUNHEIM?

Our GSA Multiple Award Schedule contract provides an excellent solution. It offers the following advantages:



### DRAMATIC TIME SAVINGS

You can typically complete the task order initiation process (as specified in FAR 8.405) very quickly—often in a matter of weeks.

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### MINIMAL ADMINISTRATIVE BURDEN

When you place an order with Tunheim through our GSA Contract, the order will be considered to have been placed using “full and open competition.”

- You are not required to synopsise the requirement ahead of time in FedBizOpps.
  - GSA has already determined that prices offered by GSA contractors are “fair and reasonable.”
  - All applicable federal procurement laws and regulations, including “small business” set-asides and other types of set-asides, already have been applied.
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### NO DOLLAR LIMITS ON TASK ORDERS

# ADVANTAGES OF USING A GSA SCHEDULE CONTRACT CON'T.



## FLEXIBILITY

For example, you can set up a “Blanket Purchase Agreement” (BPA) with Tunheim, in the event that you do not know the precise amount or types of services that you would like purchase. You can use the BPA as an ordering device in which all of your offices can participate, allowing them to place orders directly.

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## DIRECT RELATIONSHIP WITH TUNHEIM

- GSA will not get involved in your selection process.
  - Your agency will not have to transfer funds to GSA and will not have to set up an interagency agreement.
  - Tunheim will deliver services and submit invoices directly to your agency. You will remit payment directly to Tunheim GSA does not inject itself into the client/contractor relationship.
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## WOMAN-OWNED SMALL BUSINESS (WOSB) CREDIT

Your agency will receive Woman-Owned Small Business credit for all Task Orders issued to Tunheim.

# PRICING

The following prices are “net” (prices shown include all applicable discounts and are inclusive of the 0.75% Industrial Funding Fee).

## GSA HOURLY RATES

GSA Labor Categories	GSA Rate with IFF
Subject Matter Expert III	\$296.22
Subject Matter Expert II	\$278.09
Senior Director / Executive	\$246.85
Subject Matter Expert I	\$213.10
Program Director	\$197.48
Senior Consultant II	\$193.45
Senior Digital / Social Media Consultant	\$191.44
Senior Consultant I	\$177.33
Senior Event Coordinator	\$165.24
Consultant II	\$156.37
Digital / Social Media Consultant II	\$151.54

Consultant I	\$137.03
Digital / Social Media Consultant I	\$114.26
Associate	\$103.38
Event Coordinator	\$87.05
Intern*	\$65.74
Administrative Assistant / Project Support*	\$55.01

\*Service Contract Labor Standards eligible

## QUANTITY/VOLUME DISCOUNT

Tier	Threshold Amount	Additional Discount
1	\$150,000 to \$249,999.99	2%
2	\$250,000 to 499,999.99	3%
3	over \$500,000	5%

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SCLS Eligible Labor Category	SCLS Equivalent	Wage
Intern	13061, Media Specialist I	2015-4945
Administrative Assistant/Project Support	01020, Administrative Assistant	2015-4945

### **SERVICE CONTRACT LABOR STANDARDS**

The Service Contract Labor Standards (SCLS), formerly the Service Contract Act, are applicable to this contract and it includes the SCLS applicable labor categories. The prices for the indicated (\*) SCLS labor categories are based on the U.S. Department of Labor Wage Determination on Number(s) identified in the SCLS matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).

# LABOR CATEGORY DESCRIPTIONS

## SUBJECT MATTER EXPERT III

Provide high-level expert advice, support, and overall intellectual leadership within the firm for Public Affairs, Public Relations, Media (digital or traditional) or Management Consulting projects. This includes scoping client problems and identifying possible communication solutions, attending working sessions with senior client management regarding communication, and providing overall content support based on individual expertise. Apply deep understanding of various industries and sectors that the firm serves.

### Minimum Required Education

Master's Degree

### Minimum Required Years of Experience

25 years, with 10 related to specific area of expertise related to project

### Substitution Factors

A Bachelor's Degree plus 2 additional years of experience can substitute for a Master's Degree.

A High School Diploma plus 6 additional years of experience can substitute for a Master's Degree.

## SUBJECT MATTER EXPERT II

Provide high-level expert advice, support, and overall intellectual leadership within the firm for Public Affairs, Public Relations, Media (digital or traditional) or Management Consulting projects. This includes scoping client problems and identifying possible communication solutions, attending working sessions with senior client management regarding communication, and providing overall content support based on individual expertise. Apply deep understanding of various industries and sectors that the firm serves.

### Minimum Required Education

Bachelor's Degree

### Minimum Required Years of Experience

20 years, with 8 related to specific area of expertise related to project

### Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

# LABOR CATEGORY DESCRIPTIONS CON'T.

## SENIOR DIRECTOR / EXECUTIVE

Develop executive level creative concepts and oversight for Public Affairs, Public Relations, Media (digital or traditional), or Management Consulting projects. Directly manage especially complex projects, and oversee project managers for other projects. Provide executive level counsel and support combining industry knowledge, competitive intelligence, and research to develop strategic plans. Experienced in managing staff. Experienced in managing large programs and/or, in the case of management consulting, has held an executive level position.

### Minimum Required Education

Bachelor's Degree

### Minimum Required Years of Experience

18 years, with 8 years of program management and/or holding an executive level position

### Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## SUBJECT MATTER EXPERT I

Provide high-level expert advice, support, and overall intellectual leadership within the firm for Public Affairs, Public Relations, Media (digital or traditional), or Management Consulting projects. This includes scoping client problems and identifying possible communication solutions, attending working sessions with senior client management regarding communication, and providing overall content support based on individual expertise. Apply deep understanding of various industries and sectors that the firm serves.

### Minimum Required Education

Bachelor's Degree

### Minimum Required Years of Experience

15 years, with 5 related to specific area of expertise related to project

### Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

# LABOR CATEGORY DESCRIPTIONS CON'T.

## PROGRAM DIRECTOR

Provide high-level strategic Public Affairs, Public Relations, Media (digital or traditional), or Management Consulting services including research, evaluations, studies, analysis, reports, communication, and business policy programs, change management and strategy formulation. Directly manage or provide Quality Control (QC) support for individual programs. Typically provides this role on large or multiple projects. Manages all consultants and coordinator positions within their program to ensure that all deliverables (e.g., customized media and Public Relations plans; development of business performance improvement programs) meet client expectations. Provide high-level counsel and support combining industry knowledge, competitive intelligence, and research to develop strategic plans.

### Minimum Required Education

Bachelor's Degree

### Minimum Required Years of Experience

15 years

### Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## SENIOR CONSULTANT II

Manage individual consulting projects, utilizing project management methodologies to deliver projects within scope, on time and on budget. For Public Relations and Media, manage the execution of media programs, press conferences, scheduling and organizing of interviews, directly participate in the delivery of these services as appropriate, recommended metrics for measurement, and develop communication content, seeking expert or executive input as needed. For Public Affairs and Management Consulting projects, manage the research phase, strategic planning, policy communications, process, organizational recommendations, and lead facilitation efforts.

### Minimum Required Education

Bachelor's Degree

### Minimum Required Years of Experience

10 years, with 3 years of project management experience

### Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

# LABOR CATEGORY DESCRIPTIONS CON'T.

## SENIOR DIGITAL / SOCIAL MEDIA CONSULTANT

Manage individual digital and social media projects, utilizing project management methodologies to deliver projects within scope, on time and on budget. Project management includes social media advertising budget planning and management. Oversee the development and execution of targeted ads for targeting audiences. Conduct content reviews of client websites and social media channels. Review social media, email campaign, influencer posts, and digital metrics and recommend measurement tools and benchmarks for clients. Oversee the digital portion of webinar facilitations. Manage video production and website development.

### Minimum Required Education

Bachelor's Degree

### Minimum Required Years of Experience

8 years, with 1 year of project management experience

### Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## SENIOR CONSULTANT I

Manage individual consulting projects, utilizing project management methodologies to deliver projects within scope, on time and on budget. For Public Relations and Media, manage the execution of media programs, press conferences, scheduling and organizing of interviews, directly participate in the delivery of these services as appropriate, recommended metrics for measurement, and develop communication content, seeking expert or executive input as needed. For Public Affairs and Management Consulting projects, manage the research phase, strategic planning, policy communications, process, organizational recommendations, and lead facilitation efforts.

### Minimum Required Education

Bachelor's Degree

# LABOR CATEGORY DESCRIPTIONS CON'T.

## Minimum Required Years of Experience

7 years, with 1 year of project management experience

## Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## SENIOR EVENT COORDINATOR

Manage events and event budgets under the direction of a Program Director or Senior Consultant (project manager). Develop strategic plans for entire event execution. Oversee logistics, coordination and on-time delivery of services and events. Tasks may include conducting venue and vendor contract negotiations, developing method for event registration, and overseeing catering, audio-visual, and marketing materials, and coordinating with client to obtain key speakers, entertainment, and sponsorship, grants and/or funding. Review metrics and make post-event recommendations.

## Minimum Required Education

Bachelor's Degree

## Minimum Required Years of Experience

7 years

## Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## CONSULTANT II

Provide support and assistance for Public Affairs, Public Relations, Media (traditional), or Management Consulting service projects under the direction of Senior Consultants or Program Directors. Lead small client projects, under the mentorship of a Senior Consultant. Tasks include activities such as conducting research, assist with communication, strategy and key message development, support media outreach initiatives, prepare media materials such as press releases, speeches, presentations, and press kits, develop plans for media responses, analyze metrics, conduct data analysis, edit and create content, and analyze client processes and associated plans.

## Minimum Required Education

Bachelor's Degree

# LABOR CATEGORY DESCRIPTIONS CON'T.

## Minimum Required Years of Experience

5 years

## Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## DIGITAL / SOCIAL MEDIA CONSULTANT II

Provide support and assistance for social and digital media campaigns under the direction of a Senior Digital / Social Media Consultant or Program Director. Lead small client projects, under the mentorship of a Senior Digital / Social Media Consultant. Track social media advertising budgets. Develop and post targeted ads, prepare digital content, support websites reviews, monitor social media channels, track social media, email campaign and digital metrics, develop dashboards and other measurement formats, conduct digital portion of webinars, design graphics, take photos, coordinate with social media influencers and coordinate with video production team members.

## Minimum Required Education

Bachelor's Degree

## Minimum Required Years of Experience

4 years

## Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## CONSULTANT I

Provide support and assistance for Public Affairs, Public Relations, Media (traditional), or Management Consulting service projects under the direction of Senior Consultants or Program Directors. Lead small client projects, under the mentorship of a Senior Consultant. Tasks include activities such as conducting research, assist with communication, strategy and key message development, support media outreach initiatives, prepare media materials such as press releases, speeches, presentations, and press kits, develop plans for media responses, analyze

# LABOR CATEGORY DESCRIPTIONS CON'T.

metrics, conduct data analysis, edit and create content, and analyze client processes and associated plans.

## Minimum Required Education

Bachelor's Degree

## Minimum Required Years of Experience

3 years

## Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## DIGITAL / SOCIAL MEDIA CONSULTANT I

Provide support and assistance for social and digital media campaigns under the direction Senior Digital / Social Media Consultant or Program Director. Under supervision, develop and post social media ads, prepare and edit digital content, monitor social media channels, track social media and digital metrics, update dashboards and other measurement formats, design graphics, coordinate with social media influencers, and take photos.

## Minimum Required Education

Bachelor's Degree

## Minimum Required Years of Experience

1 year

## Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## ASSOCIATE

Provide support and assistance for Public Affairs, Public Relations, Media (traditional), or Management Consulting service projects under the direction of Senior Consultants or Program Directors. Tasks include activities such as conducting research, editing communications, coordinating with media personnel, summarizing media outcomes and events, tracking key metrics, conducting data analysis, and assisting with the preparation of client materials.

## Minimum Required Education

Bachelor's Degree

## Minimum Required Years of Experience

1 year

# LABOR CATEGORY DESCRIPTIONS CON'T.

## Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## EVENT COORDINATOR

Support Senior Event Consultant or Senior Consultant (project manager) by completing tasks such as event logistic support, vendor coordination, event registration tracking, event check-ins, and catering, audio-visual, and marketing coordination. Tasks also include supporting the management of logistics associated with key speakers, entertainment, and sponsorship, grants and/or funding, tracking key metrics, and providing overall administrative support.

### Minimum Required Education

Bachelor's Degree

### Minimum Required Years of Experience

1 year

## Substitution Factors

A Master's Degree can substitute for 2 years of experience.

A High School Diploma plus 4 additional years of experience can substitute for a Bachelor's Degree.

## INTERN

Assist with day-to-day Public Relations or Management Consulting Projects including research, project coordination, writing of portions of deliverables, and development of spreadsheets, organizational charts, and other graphics for deliverables.

For Public Relations projects, aid in execution of social/digital and media campaigns. For management consulting projects, provide assistance for facilitation sessions, and produce briefing packages.

Provide any other administrative assistance as needed.

# LABOR CATEGORY DESCRIPTIONS CON'T.

## **Minimum Required Education**

Bachelor's Degree

## **Minimum Required Years of Experience**

0 years (Entry Level)

## **Substitution Factors**

None.

## **ADMINISTRATIVE ASSISTANT / PROJECT SUPPORT**

Provide day-to-day administration support to project managers and their teams. Tasks may include developing, editing, and formatting text documents, presentations, and spreadsheets, assisting with project budget tracking and resource planning, media monitoring, ordering supplies, scheduling meetings, taking meeting notes, and supporting overall project coordination.

## **Minimum Required Education**

High School Diploma or GED

## **Minimum Required Years of Experience**

0 years

## **Substitution Factors**

None.

# CUSTOMER INFORMATION

- 1a.** Awarded Special Item Numbers (SINs) under the GSA Multiple Award Schedule:
- SINs 541511 & 541511RC, Web-Based Marketing Services
  - SINs 541611 & 541611RC, Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services.
  - SINs 541810 & 541810RC, Advertising Services
  - SINs 541820 & 541820RC, Public Relations Services.
  - SINs 541613 & 541613RC, Marketing Consulting Services
  - SINs OLM and OLMRC, Order-Level Materials.

**1b.** Prices: See “Prices” section, above.

**1c.** Labor Category Descriptions: See “Position Descriptions” section, above.

**2.** Maximum Order: SINs 541511, 541810, 541820, 541611 and 541613: \$1 million; SIN OLM: \$250,000.

Note: The amounts shown for each SIN are not limits on the size of any task order. The contractor may honor orders exceeding the maximum in accordance with Clause 52.216-19.

**3.** Minimum Order: \$100

**4.** Geographic Coverage: Domestic.

**5.** Points of Production: Same as company address.

**6.** Discount from List Prices or Statement of Net Price: Government net prices (discounts already deducted).

**7.** Quantity/Volume Discounts:

Tier	Threshold Amount	Additional Discount
1	\$150,000 to \$249,999.99	2%
2	\$250,000 to 499,999.99	3%
3	over \$500,000	5%

**8.** Prompt Payment Terms: 0%, 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.

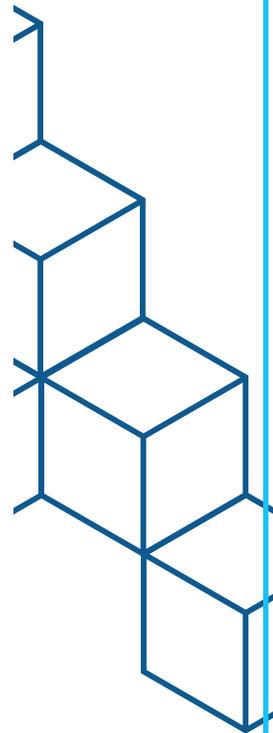
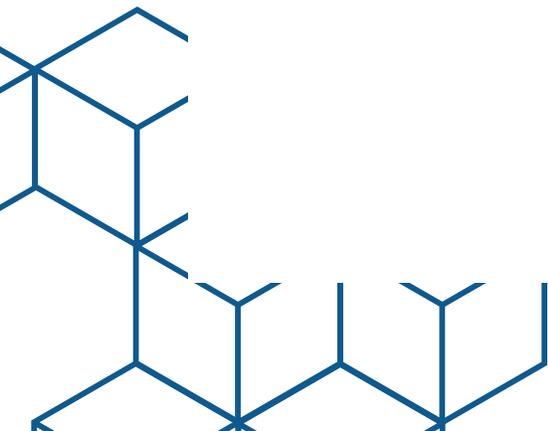
**10a.** Time of Delivery: As specified in Task Orders.

## CUSTOMER INFORMATION CON'T.

- 10b.** Expedited Delivery: Contact Tunheim.
- 10c.** Overnight and 2-day Delivery: Contact Tunheim.
- 10d.** Urgent Requirements: Contact Tunheim.
- 11.** FOB point(s): Destination.
- 12a.** Ordering Address:  
Tunheim Partners, Inc.  
8009 34th Ave S, Suite 1100  
Minneapolis, MN 55425  
E-mail: [ecreighton@tunheim.com](mailto:ecreighton@tunheim.com)  
Tel.: (952) 851-1600  
Fax: 952-851-1610  
Web: [www.tunheim.com](http://www.tunheim.com)
- 12b.** 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.
- 13.** Payment Address: Same as company address.
- 14.** Warranty Provision: Contractor's standard commercial warranty.
- 15.** Export Packing Charges (if applicable): N/A
- 16.** Terms and Conditions of Rental, Maintenance, and Repair (if applicable): N/A
- 17.** Terms and Conditions of Installation (if applicable): N/A
- 18a.** Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A
- 18b.** Terms and Conditions for Any Other Services (if applicable): N/A
- 19.** List of Service and Distribution Points (if applicable): N/A
- 20.** List of Participating Dealers (if applicable): N/A
- 21.** Preventive Maintenance (if applicable): N/A

## CUSTOMER INFORMATION CON'T.

- 22a.** Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): N/A
- 22b.** Section 508 Compliance Information: N/A
- 23.** Unique Entity Identifier: E6KATBRKMQ98
- 24.** Notification Regarding Registration in System for Award Management: Registered





# CONTACT US

## HOW CAN WE BE OF SERVICE?

Please give us a call or drop us a line.

### **Tunheim Partners, Inc.**

8009 34th Ave S, Suite 1100

Minneapolis, MN 55425

Tel.: (952) 851-1600

Fax: (952) 851-1610

Web: [www.tunheim.com](http://www.tunheim.com)

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Controller

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### **Liz Sheets**

Chief Growth Officer

E-mail: [lsheets@tunheim.com](mailto:lsheets@tunheim.com)

Direct Line: (952) 851-7260