



Capability Statement

Marketing Services for State & Local Governments

Certified Vendor with the Florida Office of Supplier Diversity

Mindful Solutions St. Augustine, LLC, MSSA is a veteran women-owned full-service marketing agency that specializes in marketing communications, branding strategies, advertising, public relations, and accounting and payroll services.

The company has achieved four Small Business Administration (SBA) certifications: Veteran-Owned Small Business (SBA and NVBDC), HUBZone Program, Women-Owned Small Business, and Economically Disadvantaged Women-Owned Small Business. In addition, it has received FDOT DBE Certification.

Mindful Solutions has also entered into an SBA Mentor-Protégé Agreement with LMO Advertising. This program allows the two companies to leverage LMO's 25+ years of experience in the industry to serve federal, state, and local government sectors.

■ Commodity Codes

- [007-915-01] Advertising Agency Services
- [007-915-02] Advertising Services, Including Notice of Bid Solicitation, Statutory Notices, Legal
- [007-915-03] Advertising and Public Relations, Including Skywriting
- [007-915-04] Advertising Services, Outdoor Billboard, etc.
- [007-915-22] Communications Marketing Services
- [007-915-69] Motion Picture Production & Distribution Services
- [007-915-71] Newspaper and Publication Advertising, Non-legal
- [018-918-07] Advertising Consulting
- [018-918-26] Public Relations Consulting
- [018-918-76] Marketing Consulting
- [018-961-53] Marketing Service, Including Distribution, Public Opinion Surveys, Research, Sales Promotions, etc.
- [032-911-01] C.I.P., Advertising

Company Information

Established: 2022
EIN Number: 88-2102474
State of Incorporation: FL
Geographic Area Served: Nationwide
Size Standard: Small Business

Contact Information

Sharon Cunningham, President
(904) 535-6853
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93D Orange St, Saint Augustine, FL 32084
www.mssafl.com

Socio-Economic Certifications



GSA Multiple Award Schedule
Contract Number: 47QRAA23D000H



MENTOR PROTÉGÉ APPROVED Mindful Solutions St. Augustine Mentor Protégé Agreement with LMO Advertising



Embrace Your Vision. Accomplish Your Mission.

Key Differentiators

- Women Veteran-Owned Small Firm
- 25+ Years of Full-Service Marketing Experience
- Highly Experienced in PR & Communications
- Integrated Marketing Experts
- Brand Champions
- Cost Effective, Results-Oriented Strategies
- Holistic Visioning-Based Approach
- High-Quality Sustainable Solutions

Core Competencies

- **Creative Services**
 - Branding, Design, Content
- **Targeted Media**
 - Media planning/Buying
 - Media Research
 - Traditional & Digital Media
- **PR & Communications**
 - Comprehensive Strategy
 - Content Creation
 - Media Relations/Outreach
- **Social Media**
 - Organic and Paid Strategies
 - Major & New Platforms
 - Audience Building
- **Website**
 - Development & Design
 - Website Maintenance
 - SEO
- **Accounting Services**

Contact Information

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Past Performance (Under Mentor-Protégé Program)



THE GEORGE
 WASHINGTON
 UNIVERSITY
 WASHINGTON, DC



Client: Name: U.S. Coast Guard
 Place of Performance: Washington D.C.
 Contract Value: \$47,000,000
 Scope of Work: Advertising Support Services

Client Name: The George Washington University
 Place of Performance: Washington D.C.
 Contract Value: \$3,784,205
 Scope of Work: Media Buying Services

Client Name: National Guard Bureau
 Place of Performance: U.S.
 Contract Value: \$94,962,069
 Scope of Work: Strength Maintenance Division, Marketing Branch

Client Name: American Physical Therapy Association
 Place of Performance: Virginia
 Contract Value: \$200,000
 Scope of Work: Marketing and Communications

Client Name: Air National Guard
 Place of Performance: Arlington, VA
 Contract Value: \$16,000,000
 Scope of Work: Recruiting and Retention Services

Clients



* Use of federal department / agency logos does not imply commercial endorsement nor commitment by any government agency.