

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

sharoncunningham@mssafl.com

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



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

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

Past Performance (Under Mentor-Protégé Program)

Client: Name: U.S. Coast Guard



THE GEORGE

WASHINGTON UNIVERSITY

WASHINGTON, DC

Client Name: The George Washington University

Place of Performance: Washington D.C. Contract Value: \$47,000,000

Scope of Work: Advertising Support Services



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





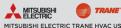


























THE GEORGE WASHINGTON UNIVERSITY

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