

## COMPANY OVERVIEW

Public Alliance is a full-service marketing, advertising, and public relations agency. Our company mission is to bring people together by creating ambitious, compelling, and impactful content that gets them to think, feel, and act. Over the years, we have worked with several leading brands and organizations to drive growth and build brand awareness across disciplines and media platforms.

Public Alliance is a Hispanic-Owned Business Enterprise and is committed to the spirit of innovation, collaboration, transparency, and accountability. We deliver effective, tailored marketing solutions that reflect any organization's unique culture, values, and message. Public Alliance is 8(a)-Certified by the Small Business Administration (SBA) and is also a General Services Administration (GSA) Schedule Contract Holder. Portfolio: Public-Alliance.com.

## CORE COMPETENCIES



### ADVERTISING

AD CAMPAIGNS / STRATEGY



### MARKETING

BRANDING / GRAPHIC DESIGN

PRINT COLLATERAL



### PUBLIC RELATIONS

OUTDOOR ADS

ENVIRONMENTAL DESIGN

WEB DESIGN

SEO/SEM

SOCIAL MEDIA

DIRECT MAIL MARKETING

PHOTOGRAPHY/VIDEO

CONTENT CREATION

EVENT MARKETING

MEDIA PLANNING & BUYING

TV & RADIO PRODUCTION

## CORPORATE DATA

### Federal Contract Vehicles/Certifications

SBA 8(a)-Certified (2016-2025)

GSA (PSS AIMS Schedule 541) Contract GS-00F-240DA

### Texas/Regional Certifications

Texas HUB Certified—No: 13203467397

SCTRCA Certification: SBE, MBE, HBE

### General Information

Year Incorporated: 2005

State Incorporated: Texas

### NAICS Codes

Graphic Design Services 541430

Marketing Consulting Services 541613

Advertising Agencies 541810

Public Relations Agencies 541820

Website Design & Development 541511

Media Buying Services 541830

Outdoor Advertising 541850

Video Production 512110

Commercial Photography 541922

### CURRENT / PAST PERFORMANCE

U.S. Army Medical Command – Civilian Corps and Defense Health Agency (DHA)

University of Texas Health Science Center

Center for Health Care Services

Sitterle Homes | San Antonio, Austin, Houston

SER National – Service, Employment, Redevelopment

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8(a) Certified



Contract GS-00F-240DA