

CAPABILITY STATEMENT

OVERVIEW

Public Alliance is full-service marketing communications and public relations agency known for creating compelling and impactful content that gets people to think, feel, and act. As a multidisciplinary agency, Public Alliance boasts a diverse client base and a wealth of experience delivering high-quality, effective services. We pride ourselves on crafting tailored marketing solutions that convey our clients' culture, values, and message. Founded in 2005, Public Alliance is an SBA 8(a) company and with our extensive experience, diverse capabilities, and proven track record, we stand ready to be a trusted partner.

DIFFERENTIATORS

One of strengths of Public Alliance lies in our exceptional team, composed of seasoned and diverse professionals who come from a variety of professional and cultural backgrounds and who thrive on collaboration. Another one of our assets is our ability to provide our clients with a "one-stop" shop of marketing communications and PR services. The final quality that sets us apart from the competition is our commitment to transparency, accountability and responsiveness, which we know that our public-serving clients expect and deserve.

CORE COMPETENCIES

- Branding/Graphic Design
- Ad Campaign & Strategy
- Print Collateral
- Out-of-Home Advertising
- Environmental Design
- Digital Marketing (SEO/PPC/Social Media)
- Website Design & Development
- Direct Mail Marketing
- Audio/Video Production
- Market Research
- Event Marketing
- Public Relations
- Media Planning & Buying

CORPORATE DATA:

- 8(a) Small Business Development Program
- Small Disadvantaged Business (SDB)
- Minority-Owned Business Enterprise (MBE)
- Hispanic-Owned Business Enterprise (HBE)
- UEI: TWXSTJFVLLA3
- CAGE: 6DV77
- DUNS: 02572738

NAICS CODES:

- Graphic Design Services 541430
- Marketing Consulting Services 541613
- Advertising Agencies 541810
- Public Relations Agencies 541820
- Custom Computer Programming 541511
- Convention and Trade Show Organizers 561920
- Translation and Interpretation Services 541930



CONTACT INFORMATION

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<https://youtu.be/KlaRn4u1dqs>

PAST PERFORMANCE

Empowering Communications for Public Institutions

Public Alliance has a successful record of past performance in providing comprehensive marketing communications and public relations services to public institutions. We are an SBA 8(a)-certified company, demonstrating our capacity to excel in serving public institutions and our alignment with the Small Business Administration's objectives.

Public Alliance takes immense pride in our successful partnerships with:



U.S. Defense Health Agency (DHA)

Project Overview: DHA Civilian Physician Recruiting – National Advertising, Event Marketing, and Website & Applicant Tracking System support services to the Defense Health Agency (DHA) Physician Recruitment Branch. The contract objectives are to meet DHA's civilian recruiting goals. Public Alliance provides DHA with all necessary management, supervision, labor, material and equipment required to plan, create, design, produce, place, evaluate, and measure the effectiveness of advertising and special events in support of DHA's national, regional, and local recruiting marketing support. Our services include marketing strategy services, branding, market research, national, regional, and local advertising, event marketing, and website services. To achieve this, we utilize all available media formats, including, but not limited to television, radio, magazine, newspaper, internet, direct mail, outdoor, transit, promotional materials, video, digital, and film. (2017 – Present)



U.S. Air Force - Air Force Civil Engineer Center (AFCEC)

Project Overview: In support of AFCEC and AFCEC Commander strategic communication Initiatives, Public Alliance was responsible for the design, build, and installation of the AFCEC Heritage Wall, representing the organizational past and historic accomplishments of AFCEC, instilling a sense of pride and ownership in all AFCEC employees and stakeholders to drive continued performance of excellence in the future. (2023 – 2024)



UT Health San Antonio

Project Overview: University of Texas Health Science Center at San Antonio (UT Health San Antonio) – Public Alliance has provided services to several schools within this statewide health system, including School of Nursing, School of Dentistry, School of Medicine, Department of Psychiatric & Behavioral Health. These services include marketing, public relations, branding, developing and executing several advertising campaigns, digital marketing services (including social media, paid advertising and website design), outdoor advertising, and videography/photography services. (2018 – Present)



Texas A&M University System

Project Overview: Public Alliance is on contract with The Texas A&M University System (TAMUS) to provide marketing and communications services to the university. We have worked with several of the system schools and departments. Our services for the university system include marketing, advertising, public relations, branding, digital marketing services (including social media, paid advertising and website design), outdoor advertising, and videography/photography services. (2014 – Present)



University Health

Project Overview: University Health System – Government of Bexar County hospital system providing healthcare to residents of Bexar County and San Antonio, TX. Public Alliance has provided services for various units within the hospital system, providing various services including branding, digital marketing services (including social media, paid advertising and website design), and videography/photography services. (2021 – 2022)