

Public Alliance

CAPABILITY STATEMENT

PAST PERFORMANCE



U.S. Defense Health Agency (DHA)

(2017 – Present)

National Advertising, Event Marketing, and Website & Applicant Tracking System – Recruiting Division.



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

(2023 – 2024)

Design, build, and installation of the AFCEC Heritage Wall, representing the origins and historic accomplishments of AFCEC.



UT Health San Antonio

(2018 – Present)

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, and Department of Surgery.



The Center for Health Care Services

(2013 – Present)

Provide integrated marketing services to Bexar County's children and adults with mental health conditions, substance use challenges and intellectual or developmental disabilities.



Texas A&M University System

(2019–Present)

Public Alliance has been awarded multiple contracts with the Texas A&M University System, reflecting our procurement readiness and ability to support large public sector organizations.



University Health

(2021 – 2022)

Provide marketing & advertising services for various units within the Bexar County hospital system.



OVERVIEW

Public Alliance is full-service marketing advertising 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

- 20+ years of proven experience helping county, state, and federal institutions and organizations market, communicate effectively, responsibly, and at scale.
- 10+ years of experience providing federal advertising, digital marketing, and event marketing and support services.
- SBA 8(a)-certified company providing full-service advertising, marketing, communications, and public relations services.
- 12+ years of experience successfully navigating government processes, timelines, and stakeholder requirements while ensuring transparency and accountability.

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 08/28/2017 - 09/07/2026
- DOT, Disadvantaged Business Enterprise (DBE)
- Minority-Owned Business Enterprise (MBE)
- SBA, Small Disadvantaged Business (SDB)
- UEI: TWXSTJFVLLA3
- CAGE: 6DV77
- DUNS: 025727378

NAICS CODES:

- 512110
- 541810
- 541890
- 541430
- 541820
- 541910
- 541511
- 541830
- 541922
- 541512
- 541850
- 541930
- 541613
- 541860
- 561920

PRODUCT SERVICE CODES:

- R422
- R426
- R701
- R708

CONTACT INFORMATION

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<https://youtu.be/KIaRn4u1dqs>