



# CAPABILITY STATEMENT

## About Us/ Company Overview

Established in 2002, Creativision MEDIA ([www.thebestcreativeteam.com](http://www.thebestcreativeteam.com)) is a full-service public relations, event management company. The Creativision MEDIA Team captures the vision of its clients and implements a professional, memorable event. Creativision MEDIA can also capture a client experience or message for video. From storyboard, production to final cut, Creativision MEDIA has done it all for national to local non-profit organizations. Using our marketing tools, Creativision MEDIA can reach the targeted audience or create an event for just a few.

## Differentiators

### What makes us different from competitors?

Creativision MEDIA has a variety of high-level event experience. From advancing a US Presidential event, conducting statewide bus tours, organizing the Miami-Dade County Mayor's Housing Summit to prepping for a Super Bowl's NFL experience, registration, catering, speaker bookings, and media promotions, the Best Creative Team has done it all.

## Core Competencies



**M**edia Relations



**E**vent Management



**D**esign & Video Production



**I**ntergovernmental Affairs



**A**dvocacy

## Past Performances



### "Real Talk For Moms" Parenting workshops

**Project Date:** October 2013 – Present

**Client:** Real Talk For Moms

**Location:** Miami, Florida

**Scope:** Managed the social media and website for Real Talk For Moms. Planned, sponsored, and conducted events to guide parents and mentors. Provided information on resources available for parents and mentors.



### Super Bowl XLI — NFL Experience

**Project Date:** December 2006 – February 2007

**Client:** National Football League

**Location:** Miami, Florida

**Scope:** Planned a Pepsi SMASH concert and other events. Conducted community outreach and media relations. Planned a youth workshop engaging more than 1,000 children from different schools, youth football programs, and community youth agencies. Coordinated with professional football players and youth coaches to teach the fundamentals of football, sportsmanship, and teamwork.



### 100 Black Men of South Florida

**Project Date:** November 2003 – January 2007

**Client:** 100 Black Men of South Florida

**Location:** Miami, Florida

**Scope:** Produced marketing documents such as newsletters, brochures, flyers, etc. Wrote Press Releases for client. Created promotional items such as audio/visual presentations. Scheduled radio and television interviews. Planned and managed special events, including Annual Sickle Cell 5k Walk/Run.

## NAICS Codes

- 541810
- 541820

## SIC Code

- 8743

## NIGP Codes

- 80158
- 91500
- 91502
- 91503
- 91548
- 91573
- 91578
- 91584
- 91807
- 91826
- 91876
- 96153

## Certifications



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[www.thebestcreativeteam.com](http://www.thebestcreativeteam.com)

# Projects

100  
BLACK MEN  
OF AMERICA, INC.

RealTalkForMoms

100  
BLACK MEN  
OF SOUTH FLORIDA, INC.

