86Boxing Media LLC
A Service Disabled Veteran-Owned Small Business

Phone: +1-202-321-7941
e-Mail: joshua@86Boxing.com
www.86Boxing.com

86Boxing Media LLC is an SBA-certified Service-Disabled Veteran-Owned Small Business and DC Certified Business Enterprise delivering multimedia production and strategic communications to public-sector, nonprofit, sports, and mission-driven organizations. We produce broadcast-quality video, live event coverage, public affairs media, and strategic communications with the operational discipline of Marine Corps service and the creative standards of professional media. Based in Washington, DC, we deploy on-site nationwide and support virtual engagements.

Core Competencies

- Video production and post-production
- Media buying and advertising placement across digital, radio, and broadcast channels
- Live event and broadcast media coverage
- Strategic communications and public affairs support
- Social media content development and digital asset management
- Branded content development for institutional and commercial clients
- Media channel strategy and content distribution
- Program coordination and milestone tracking
- Compliance-informed documentation and reporting

Key Services

Media Production and Content Strategy:
- End-to-end video production and post-production for government, sports, nonprofit, and commercial clients
- Live streaming and broadcast production across multiple platforms
- Branded content development for sponsorship fulfillment and partnership campaigns

Media Buying & Advertising:
- Digital and broadcast media placement
- Audience targeting and budget optimization
- Compliance-informed campaign execution for recruitment and government communications

Strategic Communications Support:
- Messaging strategy and public affairs media development
- Cross-channel communications for government, nonprofit, and mission-driven organizations
- Executive briefing support and public-facing initiative communications

Program and Administrative Support:
- Project coordination and milestone tracking across multi-party engagements
- Compliance-ready documentation and reporting for federal and institutional clients
- Stakeholder alignment support for complex program environments

Unique Entity ID: KXLFBG22FG22
CAGE CODE: 18SB9
TIN: 41-2655107
NAICS Codes: 541820; 561110; 541990; 512110; 541613; 541430; 541618; 541519

Certifications & Affiliations:

Team Expertise:
Joshua Brewer, Founder & CEO | United States Marine Corps Veteran
• PMP® | Lean Six Sigma (Green & Black Belt Methodology)
• Broadcast media production, strategic communications, and federal program support across government, sports, and nonprofit sectors.

CHOICE HABIT

Washington, DC

Melissa Tyson
Phone: +1-703-582-3147
e-Mail: melissa@choicehabit.com

www.choicehabit.com

Certifications:

PMP
FAC-C Level III
FAC-COR Level III

Affiliations:

WOMEN IMPACTING PUBLIC POLICY

NAICS Codes:

541611, 541613, 541430, 611430, 541810, 541820, 541830, 541840, 541850, 541860, 541870, 541890, 541910, 512110, 512120, 512191, 512240, 519130, 519190, 541614, 541618, 541990, 561110, 561920, 561990, 926150, 519110, 541430, 541511, 541512, 561210, 541720, 541219, 611699

Core Competencies:

- Procurement Strategy and Compliance
- Contract Management and Vendor Performance
- Business Process Optimization
- Digital Marketing and Brand Strategy
- Training and Development
- Community and Stakeholder Engagement

Differentiators

- 15+ years of federal procurement experience across multiple agencies
- Expertise in both government and small business vendor environments
- Low-overhead, agile consulting model—built for responsiveness and scale
- Story-driven, compliance-ready documentation and training products
- Personalized, relationship-centered support to drive sustainable results

Expertise

Choice Habit LLC offers over 15 years of experience in federal contracting, procurement strategy, and project management. Our certified team has supported agencies and mission-driven organizations by streamlining acquisition processes, improving vendor performance, and delivering compliance-ready solutions. With deep knowledge of federal policies and operational execution, we help clients navigate complexity with clarity and efficiency.

Company Data

- Legal Name: Choice Habit LLC
- Business Type: Woman-Owned Small Business (WOSB) (pending), EDWOSB (pending), Minority-Owned Business
- Established: January 2023
- Location: Washington, DC
- UEI: JWSAZ7LB6LQ3
- CAGE Code: 9JU00
- TIN: 92-1718416

Past Performance

(Available upon request – capabilities demonstrated in federal agencies such as HHS, DOS, DOT, and nonprofit partnerships including CKC: Community Kinship Coalition)

Choice Habit, LLC

Phone: +1-703-582-3147
e-Mail: info@choicehabit.com
www.choicehabit.com

Choice Habit LLC is a dynamic small business based in Washington, DC, specializing in empowering organizations to improve operations and drive sustainable growth. We offer expert consulting, targeted training, and strategic digital marketing to help businesses optimize performance, streamline processes, and build stronger brands. With over 15 years of experience across various industries, including government and private sectors, we provide tailored solutions that enhance efficiency, foster innovation, and support long-term success.

Core Competencies

Strategic Procurement Consulting:
- Optimizing procurement processes, streamlining contract management, and reducing operational costs for private sector clients.

Contract Management & Optimization:
- Specialized in contract negotiations, performance tracking, and vendor management, ensuring timely delivery and cost efficiency.

Risk Management & Compliance:
- Developing customized risk management strategies that address regulatory challenges and ensure compliance in both government and private contracts.

Digital Marketing & Brand Development:
- Offering SEO, social media management, and content creation services to improve online presence and enhance market share.

Business Development & Process Optimization:
- Providing actionable insights for optimizing operations, building stronger vendor relationships, and scaling businesses effectively.

Key Services

Procurement Strategy Consulting:
- We develop and implement efficient procurement strategies that reduce costs and enhance compliance, helping businesses navigate both public and private sector contracts effectively.

Contract Management Optimization:
- We manage contracts end-to-end, ensuring performance, compliance, and risk management, while optimizing vendor relationships for smoother operations and better service delivery.

Business Process Optimization:
- We streamline operations by identifying inefficiencies and implementing solutions that reduce costs, improve productivity, and maximize output across business functions.

Digital Marketing Solutions & Brand Strategy:
- We enhance online visibility and customer engagement through tailored digital marketing strategies, including SEO, social media, and content marketing to strengthen your brand presence.

Community Engagement & Strategic Outreach:
- We design and execute community outreach initiatives that build brand loyalty, foster local support, and enhance corporate reputation, connecting businesses with their communities.

Targeted Training & Development Programs:
- We deliver customized training programs to equip teams with critical skills in areas like project management, procurement, and digital marketing, driving improved performance and goal achievement.

Unique Entity ID: JWSAZ7LB6LQ3
CAGE CODE: 9JU00
TIN: 92-1718416
NAICS Codes: 541611; 541618; 541613; 541430; 611430

Certifications & Affiliations:

PMP · FAC-C Level III · FAC-COR Level III · WOMEN IMPACTING PUBLIC POLICY

Team Expertise:

Melissa Tyson – Senior Procurement & Management Consultant
- *15 years of experience optimizing contracting processes, improving vendor relationships, and streamlining operations for government and private sector clients.*

Joshua Brewer – Senior Project Management Consultant, PMP®
- *Expert in project management, Lean Six Sigma, and digital marketing, working to improve business processes, optimize project outcomes, and increase brand visibility.*

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Unique Entity ID: JWSAZ7LB6LQ3
CAGE CODE: 9JU00 **TIN:** 92-1718416

NAICS Codes: 541611; 541618; 541613; 541430; 611430

Team Expertise:
Melissa: Senior Contracting Officer with 17 years of federal acquisition experience, specializing in strategic planning and procurement.

Joshua: Project Management Professional (PMP) with over 10 years of experience in program management, social media, and SEO strategies, skilled in brand development and promotional graphics.

Certifications:

PMP
FAC-C Level III
FAC-COR Level III

Affiliations:

WOMEN IMPACTING PUBLIC POLICY

Choice Habit LLC is a dynamic, woman-owned, minority-owned small business based in Washington, DC. Our mission is to empower small businesses, particularly those in underserved communities, to navigate the complexities of government contracts through expert consulting, targeted training, and strategic digital marketing. With 17 years of federal acquisition experience, we provide tailored solutions that streamline operations and enhance business performance.

Core Competencies:

- Government Contract Consulting: Guiding small businesses through the complexities of government contracting, ensuring compliance and enhancing competitiveness.
- Training and Education: High-quality training programs focused on government procurement, proposal writing, and contract management.
- Digital Marketing and Outreach: Comprehensive digital marketing services, including social media management, website development, and content creation to boost visibility and engagement.

Key Services:

- Web-Based Training Programs: We offer accessible online training modules that provide actionable insights on government contracting, procurement processes, and effective marketing strategies.
- Customized Consulting Services: Our consulting services are tailored to meet the specific needs of businesses, helping them optimize their procurement strategies and achieve their goals efficiently.
- Community Engagement: We actively participate in community initiatives, offering digital media support and outreach for events aimed at economic development and educational advancement.

Tailored Solutions for Businesses:

1. Professional Services: Leverage 17 years of federal acquisition experience to offer expert training in proposal writing and contract management. Provide strategic consulting on navigating government resources and leveraging local programs for growth.
2. Community Engagement: Implement innovative strategies such as virtual town halls and social media campaigns to strengthen brand loyalty and community ties.
3. Navigating Government Resources: Offer webinars on how to navigate government websites and resources to uncover business opportunities.

Choice Habit, LLC

e-Mail: info@choicehabit.com
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Choice Habit LLC delivers schedule control, compliance documentation, proposal support, and public engagement. Our team brings acquisiton and project managment expreience, ensuring precision and compliance in every engagement. We operate virtually with on-site availability and an active footprint across Washington, DC, Maryland, and Virginia.

Core Competencies

- Integrated Master Scheduling (IMS) and Customer Relationship Management (CRM) integration.
- Proposal strategy and compliant narrative development.
- Documentation design and audit-ready compliance reporting.
- Contract management and vendor performance.
- Process standardization and Standard Operating Procedure (SOP) development.
- Public engagement and communications.

Differentiators

- Federal acquisition insight from both the Procurement Manager and Program Manager roles.
- Proven IMS builds linked to CRM for real-time oversight.
- Compliance-first documentation that withstands audit.
- Low overhead with senior execution on every engagement.

Key Services

IMS and CRM Integration:
- Build and manage project schedules in Monday CRM. Publish milestones and dependencies for all sites.

Proposal Development:
- We manage contracts end-to-end, ensuring performance, compliance, and risk management, while optimizing vendor relationships for smoother operations and better service delivery.

Documentation and Compliance:
- Create standardized inspection forms, watering logs, warranty workflows, and monthly reports.

Contract Management:
- Track deliverables, vendor performance, and risk. Prepare status decks and issue logs.

Process and SOPs:
- Define field-to-office workflows, version control, and handoffs. Train teams on repeatable steps.

Public Engagement and Communications:
- Produce press releases, media notices, project microsite content, and signage packs.

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NAICS Codes: 541611; 541618; 541613; 541430; 611430

Team Expertise:
Melissa Tyson – Senior Procurement & Management Consultant
- *Former federal acquisition expert. Leads acquisition strategy, compliance, and proposal reviews.*

Certifications & Affiliations:

FAC-C Level III
FAC-COR Level III
WOMEN IMPACTING PUBLIC POLICY

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Certifications & Affiliations:

PMP | FAC-C Level III | FAC-COR Level III | WOMEN IMPACTING PUBLIC POLICY

Team Expertise:

Melissa Tyson – Senior Procurement & Management Consultant
- *Former federal acquisition expert. Leads acquisition strategy, compliance, and proposal reviews.*

Joshua Brewer (Arkansas Native) – Senior Project Management Consultant, PMP® | USMC Veteran
- *Builds IMS, dashboards, and risk controls. Drives reporting, cadence, and vendor performance.*

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86Boxing Media LLC is a Service-Disabled Veteran-Owned small business serving nonprofits, advocacy organizations, sports entities, and mission-driven organizations. We deliver strategic communications with the operational discipline of institutional program management and the creative standards of professional storytelling. Transportation access and community connection are intertwined. We bring narrative authenticity to communications that support RTD's mission to make lives better through connections and equitable mobility.

Core Competencies

- Narrative authenticity and cultural commitment in strategic communications
- Institutional discipline and responsive program management
- Women-centered operations and diverse business partnerships
- Accessibility-compliant design and digital production

Unique Entity ID: KXLFBG22FG22
CAGE CODE: 18SB9
TIN: 41-2655107
NAICS Codes: 541820; 512110; 541613; 541430; 541618; 541519

Certifications & Affiliations:

Key Services

Strategic Communications Support:

- Messaging strategy and public affairs media development
- Cross-channel communications for government, nonprofit, and mission-driven organizations
- Executive briefing support and public-facing initiative communications
- Equity-centered narrative development for civil rights and cultural heritage themes

Program and Administrative Support:

- Project coordination and milestone tracking across multi-party engagements
- Compliance-ready documentation and reporting for federal and institutional clients
- Stakeholder alignment support for complex program environments
- Responsive partnership and community engagement

Women-Centered Operations & Partnerships:

- Women-owned businesses and diversity-led team composition
- HOGO Boxing Foundation and women-led creative professional partnerships
- Intentional representation in all project phases

Team Expertise:

Joshua Brewer, Founder & CEO | United States Marine Corps Veteran
• PMP® | Lean Six Sigma (Green & Black Belt Methodology)
• 20+ years in institutional program management, strategic communications, and community partnerships across nonprofit, government, and sports sectors.

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86Boxing Media LLC provides targeted digital outreach, content production, and lead-generation support for public-sector recruiting and communications missions.

Core Competencies

- Digital lead generation & multi-channel audience funnel development
- Social media strategy & execution — Meta, Instagram, YouTube, LinkedIn, X
- Targeted e-Mail campaigns — strategy, copywriting & automation
- CRM pipeline tracking & reporting (Salesforce-compatible)
- In-house video, graphic & written content production
- Professional network & public database prospect outreach
- AFSC-specific persona targeting & prospect mapping
- Weekly/monthly COR reporting aligned to PWS AQL standards

Company Data

Legal Name: 86Boxing Media LLC
UEI: KXLFBG22FG22
DUNS:144928845
CAGE: 18SB9
Set-Aside: SDVOSB (FAR 19.14)
HQ: Washington, DC
NAICS (Primary): 541613
Also Registered: 541820 · 541519 · 512110 · 541430
Size Standard: $19.0M
SAM.gov: Active & Current

Organization	Scope of Work	Relevance to PWS
86 Brand Network	Multi-platform content & audience development across 86Boxing channels: 160K+ Instagram views / 38K accounts reached / 82K YouTube views (last 90 days). 73.8% of Instagram reach is non-followers — organic audience expansion, not just base amplification.	Active multi-channel outreach engine reaching new audiences beyond existing base, direct analog to cold-prospect AFSC lead gen model. YouTube audience 67% ages 25–54, aligning with prime ANG recruiting demographic.
Potomac Valley Association (PVA)	Sustained outreach, content production & community engagement for DC-metro boxing community. Ongoing partnership with recurring deliverables. POC: Latasha Washington — latasha@pvabox.org	Recurring performance-accountable deliverables with named POC — mirrors COR/contractor reporting structure required under PWS
Tiara "Dark Menace" Brown — WBC Featherweight Champion (20-0)	Media representation, content production & brand communications for a professional world champion. Campaign content contributed to 160K+ Instagram views and 6,682 engagement interactions across 86Boxing platforms (last 90 days).	High-visibility, reputation-sensitive audience communications with measurable engagement results — directly applicable to military brand outreach and recruiter-facing messaging
Ward 7/8 DC Programming	Audience ID, outreach messaging & participant pipeline development for DC government grant training (ZIP 20020)	Targeted prospect pipeline development from zero — same core skill as AFSC recruiting funnel build

Performance Approach

Four-phase outreach model calibrated to 250 qualified leads/month and the 90% AQL standard:

- **Phase 1 — Target Mapping**: AFSC-specific personas mapped to DC-metro colleges, trade programs, professional networks & public databases for all 25 targeted specialties.
- **Phase 2 — Outreach Execution**: e-Mail, social & professional network campaigns across all 25 AFSCs. ~2,500 monthly contacts to sustain 250 leads at 10:1 ratio.
- **Phase 3 — Qualification Screening**: Five-criteria PWS standard applied prior to COR submission. Internal AQL target: 92%+ to maintain buffer above the 90% floor.
- **Phase 4 — CRM & Reporting**: All leads documented in Government-approved CRM. Weekly COR updates, monthly activity reports, quarterly written recommendations.

Staffing Model

FTE structure to sustain PWS performance requirements:

- 1 × Contract Manager (named, on-contract)
- 2–3 × Lead Generation Specialists
- 1–2 × Engagement / Qualification Specialists
- 1 × CRM Administrator / Data Manager
- 1 × Campaign & Content Coordinator

Prior-service team members prioritized for DC-metro community credibility and AFSC cultural fluency.

Certifications & Affiliations:

SERVICE-DISABLED VETERAN-OWNED CERTIFIED · VETERAN-OWNED CERTIFIED · PMP · Project Management Institute.

www.86Boxing.com
Available for federal, state, and local contracting opportunities.

SDVOSB CERTIFIED	DC-LOCAL	IN-HOUSE PRODUCTION	CRM-READY	VETERAN-LED

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Core Competencies

- Digital lead generation & multi-channel audience funnel development
- Social media strategy & execution — Meta, Instagram, YouTube, LinkedIn, X
- Targeted e-Mail campaigns — strategy, copywriting & automation
- CRM pipeline tracking & reporting (Salesforce-compatible)
- In-house video, graphic & written content production
- Professional network & public database prospect outreach
- ARNG MOS-specific persona targeting and prospect mapping
- Weekly/monthly COR reporting aligned to PWS AQL standards

Company Data

Legal Name: 86Boxing Media LLC
UEI: KXLFBG22FG22
DUNS:144928845
CAGE: 18SB9
Set-Aside: SDVOSB (FAR 19.14)
HQ: Washington, DC
NAICS (Primary): 541613
Also Registered: 541820 · 541519 · 512110 · 541430
Size Standard: $19.0M
SAM.gov: Active & Current

Organization	Scope of Work	Relevance to PWS
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Tiara "Dark Menace" Brown — WBC Featherweight Champion (20-0)	Media representation, content production & brand communications for a professional world champion. Campaign content contributed to 160K+ Instagram views and 6,682 engagement interactions across 86Boxing platforms (last 90 days).	High-visibility, reputation-sensitive audience communications with measurable engagement results — directly applicable to military brand outreach and recruiter-facing messaging
Ward 7/8 DC Programming	Audience ID, outreach messaging & participant pipeline development for DC government grant training (ZIP 20020)	Targeted prospect pipeline development from zero

Performance Approach

Four-phase outreach model calibrated to ARARNG recruiting mission requirements and COR-defined performance standards:

- **Phase 1 — Target Mapping**: ARNG MOS-specific personas mapped to Arkansas colleges, trade programs, professional networks & public databases for all targeted recruiting specialties.
- **Phase 2 — Outreach Execution**: e-Mail, social & professional network campaigns across all ARNG. ~2,500 monthly contacts to sustain a qualified 10:1 outreach-to-lead ratio.
- **Phase 3 — Qualification Screening**: Government-defined qualification criteria applied prior to COR submission. Internal AQL target: 92%+ to maintain consistent lead quality above program floor.
- **Phase 4 — CRM & Reporting**: All leads documented in Government-approved CRM. Weekly COR updates, monthly activity reports, quarterly written recommendations.

Staffing Model

FTE structure to sustain PWS performance requirements:

- 1 × Contract Manager (named, on-contract)
- 2–3 × Lead Generation Specialists
- 1–2 × Engagement / Qualification Specialists
- 1 × CRM Administrator / Data Manager
- 1 × Campaign & Content Coordinator

Prior-service team members prioritized for veteran community credibility and Arkansas National Guard cultural alignment.

Certifications & Affiliations:

SERVICE-DISABLED VETERAN-OWNED CERTIFIED · VETERAN-OWNED CERTIFIED · PMP · Project Management Institute.

www.86Boxing.com
Available for federal, state, and local contracting opportunities.

SDVOSB CERTIFIED	DC-LOCAL	IN-HOUSE PRODUCTION	CRM-READY	VETERAN-LED

~~86Boxing Media LLC provides targeted digital outreach, content production, and lead-generation support for public-sector recruiting and communications missions.~~

~~The Audience Development / Outreach section could be simplified; it's a bit wordy. Try combining everything into a single, clear story about your outreach abilities.~~

~~In-house production shows up twice. Just remove one since it's a one-pager.~~

Fix the dashes and capitalization in these phrases: Service-Disabled Veteran-Owned, DC Metro, On-site or virtually.

Also, make sure all your bullet points are consistent.

For CRM tracking and reporting, keep "CRM" capitalized, but make "pipeline” and “reporting" lowercase for consistency.