

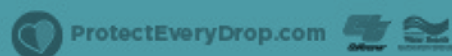


## CAPABILITIES STATEMENT



## Protect Every Drop

Clean Water Starts With Clean Highways.



I took the bus to get to Golden 1 Center.

GetHereSac.com Plan ahead for the easiest way.



**ProProse LLC dba Sagent** is a California-based woman-owned small business and social marketing firm located in the state's capitol. Since 2004, Sagent has developed trusted relationships with public agencies helping to influence public attitudes and behavior to improve the health, safety, environment, and quality of life of the citizens they serve.

A full-service marketing and communications firm, Sagent's work includes regional and statewide campaigns with deep expertise in transportation and a focus on health and human services, the environment, and education. Sagent's integrated marketing and multi-channel advertising strategies are designed to identify and overcome behavior and perception obstacles with impactful messaging and most importantly, measurable results.

## CORE COMPETENCIES

- ✓ Integrated Marketing & Advertising Strategies
- ✓ Creative & Brand Development
- ✓ Media Planning & Placement
- ✓ Public & Media Relations
- ✓ Social Media
- ✓ Market Research
- ✓ Public & Media Relations
- ✓ Public & Stakeholder Outreach
- ✓ Partnership Development
- ✓ Multicultural Expertise

[www.sagentmarketing.com/government-services](http://www.sagentmarketing.com/government-services)

## PAST PERFORMANCE

- Caltrans Statewide Be Work Zone Alert
- CAL FIRE Statewide Drought Emergency
- Caltrans Statewide Protect Every Drop
- Caltrans 80-Across The Top
- California Energy Commission Statewide New Solar Home Partnership
- California Department of Public Health/UEI Pedestrian Safety Campaign

## KEY DIFFERENTIATORS

- 10+ Years of Public Sector Contracting Expertise
- Negotiated more than \$40M in Added Value for Public Sector Clients
- Specializing in Partnership Development to Extend Campaign Reach and Effectiveness
- Research-Based and Data-Driven Strategies Measured Against KPIs

## COMPANY DATA

- STRUCTURE: LLC
- DUNS #011033219
- CAGE #4M3P3
- NAICS 541613, 541810, 541820, 541830, 541910

## CERTIFICATIONS/KEY INFORMATION

- SBA Woman-Owned Small Business
- CA-Certified Small Business #38182
- Certified DBE #37643
- CA-CMAS Contract #4-14-03-0208C

## CONTACT

Anne C. Staines, President, Sagent  
anne@sagentmarketing.com / (916) 359-8316  
2215 21st Street, Sacramento, CA 95818

