**Request for Proposal   
Volume II - Corporate Experience  
Sol. No. 36C10X22Q0181**

**Veterans Administration General Mental Health Awareness   
and Education Outreach Support Services**

**Submitted: August 11, 2022**

**Submitted to:  
Strategic Acquisition Center – Frederick   
Department of Veterans Affairs   
5202 Presidents Court, Suite 103   
Frederick, MD 21703  
Carey.Kauzlarich@va.gov**

**Submitted by**:  
BrennSys Technology LLC  
44679 Endicott Dr., Ste 317  
Ashburn, VA 20147  
[www.brennsys.com](http://www.brennsys.com)  
Point of Contact: Larry Aldrich, President/CEO  
tel: 571-370-6760 | email: laldrich@brennsys.com

Founded in 2016 / Service Disabled Veteran Owned Small Business • CVE Certified Service Disabled Veteran Owned Small Business (SDVOSB) • Virginia Certified Small Veteran Owned and SWaM Business • Cage Code: 7LPG7 | DUNS Number: 080176755

**Contents**

[CORPORATE EXPERIENCE 3](#headingh.3rdcrjn)

# CORPORATE EXPERIENCE

BrennSys Technology LLC was founded with the goal of helping clients thrive in today's highly competitive marketing environment. Formed January 1, 2016, as a Virginia limited liability company, we have refined a business model with two areas of expertise over the last five years. One area provides full-service marketing and communications services, while the other area of expertise focuses on technology and technical services, such as program/project management, information technology support, business and contract management support, and even office administrative support. This two-pronged approach allows us to produce creative solutions and campaigns across various media, whether print, visual, or electronic, while seamlessly operating and managing these projects' technical and administrative details.

BrennSys Technology LLC (BrennSys) is a service disabled Veteran-owned small business (SDVOSB) Prime on VA VECTOR Service Group 4 Outreach contract. On VECTOR BrennSys offers marketing communications and advertising services that includes full marketing and production services and public relations. From digital marketing services and tools to technical innovation and new upcoming marketing trends and back to traditional marketing.

BrennSys has proven experience providing services to the Veteran Affairs (VA) on large contracts providing multiple tasks simultaneously and working with smaller state agencies on healthcare outreach campaign. BrennSys founder, President/CEO, Larry Aldrich holds an MBA in Marketing Management and over fifteen years in marketing experience in the public and private sectors.

BrennSys is currently providing services similar to the tasks required for General Mental Health Awareness and Education Outreach Support Services on the AboutFace contract with the VA’s National Center for Post-traumatic Stress Disorder (NCPTSD) office.

Working with the National Center for PTSD, BrennSys is providing services that include all aspects of creating new media for AboutFace including video and multimedia from pre-production (planning, location scouting, assistance with recruitment of subjects) through production (video- and audio-recording, lighting and set design, etc.) and post-production (editing, mixing, color correct, captioning, audio describes, Section 508 compliance, social media, outreach, and more).

We write content for the website, planning for the expansion migration to the Drupal platform and updating of AboutFace current site, enhancing website design and information architecture, performing functional maintenance, ensuring Section 508 compliance, and ancillary tasks. In addition, we produce other media and/or educational materials for the National Center for PTSD. Tasks including media production, website maintenance, social media clips, website and YouTube channel maintenance, production of videos of veteran interviews, topic pages, user guides and education, CMS migration (Drupal) and site redesign.  In addition, deliverables could include other educational materials and print media

At BrennSys, we work with agencies daily to bring their mission and visions to life in the most creative and efficient way possible. BrennSys is dedicated to holistic design through product delivery solutions *best value at the lowest risk*. Our team provides value through innovative technical and management solutions. Our proven management processes and organization deliver cost-effective and responsive services, which we currently bring to the VA and will continue on new contracts. We take pride in delivering best-in-class services to meet individual business requirements and strategies

We are committed to bringing proven senior program management personnel to this program and infuse the BrennSys culture and way of doing business into our services and deliverables. We have the proven capability to incorporate process improvements to ensure reliability and quality in order to provide best-in-class services. Our structured management approach and efficiencies through the application of proven processes provide high quality, low-risk, low-cost services, and solutions.

BrennSys Technology brings together the reach and depth of a large industry leader with a small business's focused capabilities. We are positioned to implement our projects and perform on all requirements while also exceeding the VA’s mission and goals. Our customer-focused staff understand the VA’s mission and provide the flexibility to respond to evolving needs, changing priorities, and emergencies.

BrennSys has put together a dynamic and dedicated Core team of CVE certified Veteran owned small business all with unique specialty services and staff employing creative design and communications experts to support the veteran in this Contract.