



## CAPABILITY STATEMENT

UEI: E45AR4K6K625 CAGE: 9GFE6 DUNS: 102750489

**STRATEGIC  
STORY**

**EXPERIENCE  
DESIGN**

**CREATIVE  
PRODUCTION**

Our work with clients begins with this question:  
What do you want people to believe so that  
behavior change follows?

**We believe in the power of stories.** They inspire, form new connections and create lasting impressions that bring ideas to life. A great idea isn't enough. The power to influence change begins with a well-told strategic story.

**Strategic story drives the design of content and experiences.** We help clients create and determine the most effective methods for delivering relevant content to key audiences to produce unforgettable experiences that emotionally connect.

**We help you lead through narrative.** We combine story design principles with production to create visual, verbal and written stories that bring concepts and campaigns to life.

### NAICS CODES

- 541613** Marketing Consulting Services
- 512110** Motion Picture and Video Production
- 561920** Event & Meeting Planning Services
- 541430** Graphic Design Services
- 541490** Other Specialized Design Services
- 541611** Administrative Management & General Management Consulting Services

**We create stories and experiences to get your ideas adopted.**



### CAPABILITIES

Strategy Development  
 Story Structure  
 Change Management  
 Story Maps  
 Story Campaigns  
 Blended Learning Tools  
 Social Impact Platforms  
 Narrative Playbooks

Experience Design  
 Meetings and Conferences  
 Incentive Travel  
 Event Production  
 Virtual Solutions  
 Hotel Contract Negotiation  
 Talent Sourcing  
 Post Event Engagement

Creative Direction  
 Script Writing  
 Video Production  
 Graphic Design  
 Illustration  
 Motion Graphics  
 Photography  
 Social Media Management

**READY TO BRING YOUR IDEAS TO LIFE?**

Let's connect.

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## COMPANY PROFILE

### REGISTERED COMPANY NAME

Overflow, LLC

### YEAR INCORPORATED

August 1, 2013

### STATE OF INCORPORATION

Kansas

### UNIQUE ENTITY ID (UEI)

E45AR4K6KG25

### CAGE

9GFE6

### DUNS NUMBER

102750489

### SET ASIDES

WBE

### CONTACT

Tammy Broaddus - details in footer

## DEDICATED TEAM

Overflow's Emmy-award winning team advances ideas that move organizations and communities forward. We partner with clients to assemble diverse project teams that bring multi-discipline expertise to each program while keeping story at the center.

## EXPERIENCE

**Meetings and Event Production** Whether a meeting for 30 executives or a conference for 3000, Overflow helps clients create live and virtual experiences with productions that engage by keeping story at the center, so ideas are understood and can spread.

**Change Management & Blended Learning Tools** Overflow partners with internal organizational change management teams, human resources and information technology professionals to create blended learning tools that guide end users through the process of change.

**Social Impact Platforms** Zero Reasons Why™ is a teen-led storytelling and community mobilization campaign powered by Overflow to remove the stigma of mental health and prevent teen suicide. Giving voice to changemakers so communities can benefit is our highest calling.

**Multimedia Campaigns** Through creative production, Overflow helps organizations share impactful stories with internal and external audiences to help drive empathy and action.

## KEY CLIENTS

### Non-Profit & Government

AdventHealth  
Health Forward Foundation  
Johnson County Mental Health  
United Community Services of Johnson County  
The Geek Foundation  
Futures Without Violence  
Kansas City Missouri Health Department

### Commercial

H&R Block  
C2FO  
Catalent  
AT&T  
McCownGordon Construction  
IBC Traffic, Inc.  
HNTB  
7-Eleven