



## CAPABILITY STATEMENT

UEI: E45AR4K6KG25 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

## 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

## 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.