

COMPANY SUMMARY

Revell Consulting Group (RCG) is a HUBZone certified, Small Disadvantaged Business based in Alexandria, VA. With over 15 years of experience supporting federal customers, RCG delivers promotional products, recruiting and retention materials, branded apparel, and digital marketing services – with one accountable point of contact, domestically sourced products, and a non-reseller identity. RCG holds active contracts supporting Army National Guard and U.S. Air Force recruiting and retention missions.

DIFFERENTIATORS

- **In-house marketing and communications** – campaign strategy and analysis, editorial content, graphic design, videography, photography, and social media; *produced by our own team, not subcontracted*
- **Senior-level DoD communications pedigree** – 15+ years providing executive communications support to general-officer and senior-executive leadership across Service and Joint organizations, including Army OCPA, Army CIO/G-6, and the F-35 Joint Program Office; *we provide strategic thinking behind the work, not just the deliverables*
- **We build, we do not resell** – in-house design and development, our own print operation, and custom manufacturing from scratch through vetted, Berry- and TAA-compliant sources; *from our shop, not a catalog*
- **One accountable point of contact** – a single POC across marketing, communications, and products, from concept through delivery; *no handoffs, no finger-pointing*
- **One award, full coverage** – marketing, communications, and products under a single contract; *less contracting overhead, more mission focus*

RELEVANT PAST PERFORMANCE

- **U.S. Air Force – Basic Training Uniforms BPA**
FA301625A0024 | \$7.2M | 07/2025 – 07/2030 | Prime
- **U.S. Army Medical Command – Strategic Communications Support**
W91QV120C0003 | \$500K | 12/2019 – 08/2023 | Subcontractor
- **Virginia National Guard – Customized Promotional Items BPA**
W912LQ26AA030 | \$1M | 07/2026 – 07/2031 | Prime
- **South Dakota National Guard – Recruiting PPI BPA**
W912MM26AA005 | \$900K | 05/2026 – 04/2031 | Prime
- **South Dakota National Guard – Recruiting Battalion PPI**
W912MM24PA004 | \$226K | 08/2024 – 12/2024 | Prime
- **South Dakota National Guard – Recruiting Items BPA**
W912MM25AA004 | \$150K | 06/2025 – 05/2026 | Prime
- **DC National Guard – Molle Water Pouches**
W912R126PA009 | \$41K | 06/2026 – 07/2026 | Prime
- **Virginia National Guard – Family & Youth Programs Marketing Items**
W912LQ23Q0023 | \$28K | 07/2023 – 08/2023 | Prime
- **DC National Guard – Custom Challenge Coins**
W912R126QA005 | \$26K | 05/2026 – 07/2026 | Prime

CORE COMPETENCIES

PRODUCTS & MATERIALS

- Promotional Products & Branded Merchandise
- Recruiting & Retention Items
- Uniforms & Branded Apparel
- Indoor & Outdoor Displays

MARKETING & COMMUNICATIONS

- Digital Marketing & Advertising
- Social Media Management & Strategy
- Graphic Design & Brand Strategy
- Photography & Videography

STRATEGIC CONSULTING

- Strategic Communications
- Change Management
- Public Affairs & Media Relations
- Event Planning & Execution

PRIMARY NAICS CODES

- 315990 – Apparel Accessories and Other Apparel Manufacturing
- 5418 – Advertising, Public Relations, and Related Services
- 54185 – Outdoor Advertising
- 541430 – Graphic Design Services
- 512110 – Motion Picture and Video Production
- 541611 – Administrative Management and General Management Consulting Services
- 541613 – Marketing Consulting Services

POINT OF CONTACT

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