

PROPOSAL WRITING + MARKETING SERVICES

FOR GOVERNMENT CONTRACTORS

BUSINESS DEVELOPMENT

Gain business insights from a perspective outside of your organization and curate new contacts, knowledge, and partnership opportunities.

- Business Development Strategy Planning
- Forecasting
- Detailed Research for Positioning
- Capture Strategy
- Capabilities Briefings
- Contact + Network Introductions
- Capture Management
- Conferences + Trade Shows
- Teaming Strategy + Development
- Best Practice Analysis
- New Market Growth
- Agency Meeting Coordination

MARKETING

Cavalry fuses federal contracting industry expertise with specialized knowledge in marketing and design. We can provide everything contractors need to really connect with the federal government.

- Capabilities Statements + SOQs
- Branding/Rebranding
- Conference Collateral
- Graphic Design
- Website Content Writing
- Website Design
- Digital Marketing Campaigns
- Advertising

CONTACT

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PROPOSAL MANAGEMENT

Cavalry's team members have extensive industry experience and follow a tested win strategy as proven on countless single-project, single-phase IDIQs; two-phase IDIQs, SABERs, JOCs, MACCs, MATOCs, and Task Orders, plus cross-functional team proposals for clients nationwide.

- Proposal Management
- Strategic Team Development
- Graphic Design
- Compliance Analysis
- Project Descriptions
- Proposal Writing
- Technical Writing
- Resumes
- Copy Editing
- Template Design
- Capture Strategy + Management
- Overflow Support
- Compliance Matrix Development
- Sources Sought Responses
- Color Team Reviews
- Photography
- Videography
- Interview Preparation
- Presentation Delivery
- Proposal Production + Shipping

CLIENT WINS



93%* proposal win rate

If the proof is in the pudding, our recipe for success is sweet! **Applies to proposals evaluated based on technical proposal, not simply proposals with the lowest price.*

CONSULTANT LOCATIONS



PROPOSAL WRITING + MARKETING SERVICES

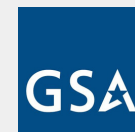
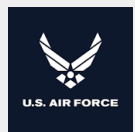
FOR GOVERNMENT CONTRACTORS



\$24B+

Worth of contracts won for clients with
dozens of government agencies.

AGENCY EXPERIENCE



FEATURED PROPOSAL WINS

MATOC for Horizontal Construction for DHS at California / Arizona Border Patrol Sectors | USACE – Fort Worth **\$5,000,000,000**

National Multiple Award Construction Contract (NMACC) | Bureau of Indian Affairs **\$500,000,000**

Joint Forces Paving for Colorado DoD Installations (CODI) | Air Force Space Command **\$200,000,000**

Fairchild MACC IDIQ | U.S. Department of the Air Force **\$95,000,000**

Design-Build and / or Design-Bid-Build MACC | NAVFAC Atlantic **\$50,000,000**

VA IDIQ MATOC for Maintenance, Repair and New Construction Services for Western WA, Western OR, and AK | Department of Veterans Affairs **\$50,000,000**

8(a) Small Business MATOC | USACE – Tulsa District **\$25,000,000**

IDIQ Road Construction Services for Southern California Acquisition Service Area | U.S. Forest Service **\$25,000,000**

IDIQ for Road Design, Construction, Repair, Maintenance, and Road-Related Environmental Restoration at the Idaho National Laboratory | Department of Energy **\$15,000,000**

Multiple Award Construction Contract for Southeast Region | Navy Installations Command **\$15,000,000**

IDIQ JOC State of Alaska | U.S. Postal Service **\$9,900,000**

WA-OR BOA for Construction Services – Alteration, Repair, Maintenance and CASREP Emergency Calls | Homeland Security / Coast Guard **\$5,000,000**

A / E Task Contract for Airport Design Services | Metropolitan Washington Airports Authority **\$2,500,000**