



# CAPABILITY STATEMENT

## SWI Management Group

**Cage Code:** 7MSD5

**DUNS:** 078888057

**Virginia Vendor**

**Number (EVA):** VS0000249904

**Virginia SCC ID:** S7615208

**SWAM Certification:** 806888

*SWI is a woman and minority-owned business*

### Sacha Walton

**Owner & Strategic Marketing Planner**

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## Primary NAICS Codes:

- Convention and Trade Show Organizers (561920)
- Conference Coordinating and Event Planning Services (91523)
- Amusement and Entertainment Services (96205)
- Trade Services: Facilitation, Info, Marketing (96179)

## Type of Events:

- Meetings and Conferences
- Management and Staff Retreats
- Concerts
- 5K Events
- Galas
- Music Festival
- Film Festival
- Fashion shows
- Sporting events
- Workshops
- Award Ceremonies

## Business Overview and Capabilities

**SWI Management Group** provides a vast experience in business solutions and strategic marketing planning services to increase effectiveness and professional branding for federal, local and state Agencies, corporations, non-profit organizations, and universities through strategic planning, management, and execution.

**Our Core Values:** Commitment to task and dedicated work ethic

**The SWI Events Team** provides added value for customers:

- Conduct Client Needs Assessment
- Design Customized Logistics Management Plan
- Develop, Plan, and Deliver Events (insert size, i.e. 1-10,000)
- Analyze the Most Direct and Effective Marketing Solutions
- Implement Strategies for Maximizing the Customers' Brand
- Manage or Provide Advice during Contract Negotiations
- Acquire Sponsorships (in-kind and financial)
- Oversee Vendor Administration

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## Core Competencies

Meeting and conference planning  
Management and logistical support  
Registration management  
Talent and volunteer sourcing  
Travel and lodging accommodations

Venue and vendor management  
Sponsorship acquisitions  
Event consultation  
Marketing and public relations  
Social media marketing

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## Past Performance:

**Government Customers**

**Quantico Marine Corps:** Event planning services for the Marine Corp Ball.

**Virginia Department of Health:** Conference and strategic planning services.

**Virginia Department of Education:** Conference planning services.

**Non-Profits Customers**

**SonRise Music Festival:** Event and concert planning strategies for the Annual 3-day Festival.

**Calvary Revival Church Peninsula:** Served as event coordinator, overseeing all major events and marketing.

**RM Music:** Conducted concert planning and management services.

**Hampton Roads Sports Officials Association:** Planned an effective celebrity basketball fundraising event in partnership with the Susan G. Komen Foundation.

**Corporate Customers**

**Liberty Tax Service Roadside Party:** Planned a community marketing event.

**Wipro Run 5k:** Provided 5K run event management services.