



CAPABILITY STATEMENT

www.haydenfilms.org

The Haydenfilms Institute is a minority-owned 501(c)(3) organization delivering end-to-end digital media, software, and communications solutions for government agencies, nonprofits, and enterprise partners. We specialize in video production, digital communications, software development, and content distribution systems, helping organizations modernize how they create, manage, and deliver digital content at scale. Through our integrated model—combining creative production, marketing strategy, and proprietary SaaS technology (Cemboo)—we provide agencies with a single-source solution for media, messaging, and distribution.

CORE COMPETENCIES

Video Production & Digital Media

- Full-service video production (4K, broadcast, documentary, training)
- Government communications, public awareness campaigns
- Drone, event coverage, interviews, testimonial capture
- Post-production, editing, motion graphics, and distribution formatting

Marketing, Communications & Public Relations

- Strategic communications planning
- Social media management and campaign execution
- Public relations, brand messaging, and stakeholder engagement
- Data-driven performance analytics and reporting

Web Development & Digital Infrastructure

- Custom website design (responsive, ADA-conscious, scalable)
- UI/UX optimization for public-facing platforms
- Hosting, maintenance, and secure integrations
- CMS and digital ecosystem development

Software Development & SaaS (Cemboo Platform)

- Video-on-demand (VOD) platforms for agencies and organizations
- Secure content distribution (training, education, public access)
- Live streaming and digital event infrastructure
- Subscription, paywall, and access-controlled environments
- API integrations and scalable cloud-based systems

Training & Educational Content Development

- Curriculum-based video training systems
- Workforce development and educational media
- Digital learning platforms and content libraries

DIFFERENTIATORS

Integrated Creative + Technology Model

Unlike traditional agencies, we combine media production + software deployment, allowing agencies to not only create content—but own and distribute it.

Proprietary Distribution Platform (Cemboo)

We provide agencies with Netflix-style internal or public-facing platforms for training, communications, and engagement—reducing reliance on third-party systems.

Proven Revenue-Scale Execution

Experience managing individual client engagements exceeding \$25K/month, alongside sustained annual revenues of ~\$475K+ (~\$39K/month average), demonstrating consistent scalability, multi-client capacity, and operational reliability.

Disaster Response Certified

Listed in the Federal Disaster Response Registry, qualifying HFI for emergency communications, public awareness, and rapid-deployment media support contracts.

Single Vendor Efficiency

One partner for: Production, Marketing, Technology, Distribution

Mission-Driven + Performance-Focused

As a nonprofit, we bring mission alignment, while operating with private-sector execution standards.

PAST PERFORMANCE

Kelly Automotive Group (Kelly Ford)

14-month engagement delivering video production, social media management, website support, and paid advertising (Meta and Google Ads).

Total Engagement Value: ~\$350,000+

Advantage Point Student Apartments (400-Unit Complex)

Full-scale marketing and media campaign including video production and digital strategy. **Total Engagement Value: ~\$250,000+**

Networking 360 Connect LLC

Full-scale digital ecosystem development including website, database, membership system, video distribution library, and ongoing marketing.

Initial Build: \$15,000 | Retainer: \$2,000/month (24+ months)

Total Engagement Value: ~\$63,000+

COMPANY SNAPSHOT

Legal Name: Haydenfilms Institute

UEI: VARNP81F8C65

CAGE Code: 8NVK5

Structure: Non-Profit Organization (501(c)(3))

Socio-Economic: Minority-Owned Business

SAM Registration: Active through April 7, 2027

Location: 9999 Hamilton Blvd, Suite 230, Breinigsville, PA 18031

Years Established: 2008 | **Employees:** 7 | **Annual Revenue:** ~\$476K

NAICS & PSC CODES

NAICS Codes

- 512110 – Motion Picture and Video Production (Primary)
- 512191 – Postproduction Services
- 512199 – Other Motion Picture Industries
- 518210 – Cloud / Data Processing / Hosting
- 541430 – Graphic Design Services
- 541511 – Custom Software Development
- 541512 – Computer Systems Design
- 541613 – Marketing Consulting
- 541810 – Advertising Agencies
- 541820 – Public Relations
- 611430 – Professional Training
- 611710 – Educational Support

PSC Codes

- DA01 – Application Development Support
- DA10 – Software as a Service (SaaS)
- DB01 – HPC Support Services
- R499 – Professional Services
- R701 – Advertising
- R708 – Public Relations
- T006 – Film/Video Production
- U008 – Training Development

PRIMARY CONTACT

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