CREATIVE COLLECTIVE

A DIVISION OF NADIA FILMS



DC GREEN BANK

Proposal for Communications Marketing and Public Relations

LOS ANGELES GREEN BUSINESS

WOMEN IN MEDIA PARITY IN ACTION ABOVE & BELOW THE LINE

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DC GREEN BANK

January 22, 2026

To:
DC Green Bank
Attention: Dan Lebiednik, Communications and Outreach Manager
Email: dlebiednik@dcgreenbank.com
Phone: 202-301-8308

From:
Nadia Voukitchevitch, President & Executive Producer
The Creative Collective
300 East 50th Street # 9D
New York
NY 10022-7903
Email: nadia@nadiafilms.com
Phone: 310-625-1116

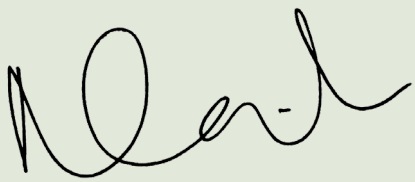
Dear Mr. Lebiednik,

Please find enclosed the Creative Collective's (CC) proposal to DC Green Bank (DCGB) for Communications, Marketing, and Public Relations services to commence on February 23rd, 2026, for an initial period of one year.

The scope of these services shall include an update to the DCGB brand through revisions to messaging, the website, and any new materials agreed upon to help DCGB expand its customer base.

I will act as the primary point of contact for all communications during the submission process and am authorized to bind the Creative Collective in any contract or cost agreement.

This proposal is valid until Thursday, April 23, 2026. Any changes or modifications need to be mutually agreed upon and reflected in the agreed contract.



Nadia Voukitchevitch, Executive Producer
Creative Collective

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General Vendor Information



I am Nadia Voukitchevitch, a woman of color founder rooted in social justice, sustainability, and service to the community. In 2015, I proudly founded Nadia Films LLC, a full-service green certified production and post-production company with concepting and PR capabilities, equipped to carry any job or scope of work from inception through media planning, buying, and distribution. My business has included advertising, multicultural marketing and branding, independent low-budget films, documentaries, theatrical releases, public service announcements, web design, AI videos, and live events, both in person and online. We have website design, experts and do videography, graphic design, messaging development, media outreach, marketing

In 2024, we expanded to include the Creative Collective – a new division shaped by a seasoned creative Team who share a passion for diversity, versatility in support of brands we align with and protect the global environment. We aim to create meaningful content to serve the needs of corporate and individual brands so they can stand out, while increasing sales and brand awareness. Projects we have done range from multi-million dollar budgets to more modest ones with challenging timelines.

The Creative Collective has a proven track record in media relations and high-stakes communications., We possess exceptional writing and editing capabilities and have experience working directly with senior leadership. We have the ability to operate as a trusted advisor while also executing deliverables and operating with discretion and confidentiality. Our Team has combined experience of over 50 years working with financial institutions and resilient infrastructure as well as climate organizations. We have familiarity with federal, state and local energy policy landscapes, and our Senior Management has the ability to coordinate across multiple stakeholders and partners.

The Creative Collective has also been fortunate to have been awarded a Belding, Clios, Palm d'Ors, Soles, and Addys, as well as local SoCal Awards in retail.

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Our Clients

Over the past 10 years in business our team has served 100+ brands, and we have proven to have the right combination of resources and expertise to help our Partners grow. While many traditional advertising agencies now have the ability to do production in-house, we have been doing this since our inception.

Our portfolio of Partners include a wide variety of industry sectors:

Financial
Bank of America, U.S. Bank
Washington Mutual
Hancock Whitney Bank

Government
California Census
California Department of Consumer Affairs

Non-Profit
Avocados from Mexico, CHIRLA,
Boys & Girls Clubs, Esperanza Community
Housing Corp., Alzheimer's Association,
South Coast AQMD

Automotive
Honda, Toyota, Hyundai, KIA, Ford,
GMC, Pontiac, Jeep, RAM, Lincoln,
O'Reilly Auto, Pep Boys, BP & Castrol

Utilities
AEP
North Texas Municipal Water District
National Grid

Telecommunications
AT&T, Comcast, DirecTV,
Metro by T-Mobile, Spectrum,
Time Warner, Xfinity

Retail
Target, Kohl's

Technology
Toshiba, Apple,
Kingston Technology

QSR
McDonald's

CPG
Daisy Sour Cream, Farmer John's,
Got Milk?, P&G, Clorox, General Mills

Beauty
Paul Mitchell, Ulta Beauty, Unilever

Pharmaceuticals
Allergan

Hospitality
Hilton, Las Vegas Convention and
Visitor's Authority

Entertainment
LA Philharmonic, Paramount,
Universal, Disney Parks & Games,
Knott's Berry Farm

PLEASE VISIT a specially curated GUEST AREA for DCGB on our website to find our portfolios: **https://www.creative-collective.us/ PASSWORD: 1140**

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Our Staffing

Our primary objective is to achieve our Partners' goals effectively and their expectations. We aim to make our services accessible and flexible by curating our team size and experience level to their needs.

As a Green Certified company, we put efficiency above all else, controlling our costs while concentrating on securing the best and most qualified talent and resources for the job. We constantly evolve for the better based on our Clients' needs.

Our Executive Team has extensive experience targeting general market, multicultural, and multi-generational markets and is 100% dedicated to its Partners.

Your Relationship Manager will be Nadia, she is based on the East Coast in NY Office, and has partnered with a local DC creative boutique for efficiencies. Nadia will ensure seamless transition and is totally available to attend the face-to face meetings required and virtual as well. She will take full responsibility for all communications with DCGB, including any and all new services and changes. Nadia has been the Relationship Manager to all new Partners who have chosen to work with the Creative Collective since its inception. DCGB can expect her to be the Relationship Manager for the period of engagement of one year set forth here by DCGB, and beyond that, should DCGB continue to engage and contract the Creative Collective.

Locations

The Creative Collective is a bicoastal green-certified company with offices in New York and Los Angeles. It is anticipated that DCGB service will be primarily centered out of the New York office, yet the Los Angeles team will be involved in client services, creative, production, and other campaign elements to leverage team skill sets as needed.

Additionally, the Creative Collective has partnered with a local Latina women owned creative boutique in DC that has its own CBE, SBA, and EDWOSB in DC.

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Mission Alignment

The Creative Collective is committed to doing impactful work while advocating for social justice. We are also a Green Certified Company, an accomplishment we take seriously when organizing projects with our Partners, saving them money while saving the Planet.

We work with underserved neighborhoods to help build prosperity, sustainability, and resilience by creating content that is representative of their brand and how they wish to serve them. We are big proponents of empowering people and hiring talent in key roles to benefit the community and their future. Accordingly, when Women In Media awarded Nadia's company a Parity in Action Badge for reaching gender parity (40-60% women, women-identifying, and gender nonconforming crew), this was a significant achievement.

As an example, CHIRLA is a non-profit Partner we've worked with for 20 years, supporting them even with pro-bono work as they model our mission and philosophy: equality, human rights, sustainable practices, inclusivity, clean energy, prosperity, and government partnerships.

Nadia's close relationship with their Executive Director, Angélica Salas, led her to want to be part of Nadia's 4 PART Docu-series on Powerful and Inspiring Women that celebrates and documents all the incredible and historical accomplishments powerful women have contributed towards society and making the world a better place.

She will be interviewed for PART 3: "Latinas Poderosas", alongside Dolores Huerta and Justice Sonia SotoMayor along with other powerful and inspiring Latina women.

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Positioning to Compete Services

Paul Mitchell Schools became a client of Creative Collective Co-Founder, Robb Hart over two decades ago, during which time we handled four major projects delivering over $20 million in revenue for Paul Mitchell. The most recent project involved filming over 117 branded hair styling videos in multiple languages that were distributed worldwide. During the shoot the Client added an additional 20+ videos and we created a Second Unit with our existing contracted Crew as there was no additional budget to hire a Second Unit Crew. We also handled scripting, casting, post-production and AI voice-over. The project lasted about 10 months.

For CHIRLA, we first did Award- winning Public Service Announcements with Salma Hayek and other celebrities to help advocate for humane immigrants rights and immigration reform and to vote pro America. In 2022 the ultra low budget indie film we produced won Grand Jury and Audience Award and increased their brand awareness exponentially, bringing in big donors that helped them fund many community programs such as Scholarships for DACA students and more legal services for their Members.

For Two Gemini Girls – a Nail Salon – we did a smaller-scale project including website design, logo design, and videography. The social media videos we created generated a large increase in clientele and also drove many new clients to the website we developed and designed to make appointments easily and to also leave Google reviews which had a significant impact on her business as a young Latina Entrepreneur.

For Aireloom/Kluft – manufacturers of handmade luxury mattresses – we were approached by the Marketing Exec of the brand to do an 80th year anniversary celebrating their longevity in the business and their exquisite craftsmanship. We handled both video and print filming at their factory in Orange County. All projects returned profits to the brands.

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Service Approach, Methodology

At the Creative Collective, we are data-driven at the core. We also advocate for extensive testing and ongoing consumer feedback via focus groups and surveys. We monitor performance against baseline metrics and evaluate pacing against our Partners' overall KPIs. Our Marketing Team uses Generative AI tools (ChatGPT, Gemini, Claude) to further expand on insights obtained from primary and syndicated research. By leveraging the capabilities of LLMs, coupled with research and our marketing experience, we can customize a communication plan targeting our primary segment.

As market factors change, it is important that strategies continue to be flexible and adaptable. Prior to launch, after launch, and with market shifts, we encourage reassessing the effectiveness and direction of Marketing and PR efforts. We measure our success by benchmarking against what DCGB needs and delivering on it.

As an example, for R Ranch Supermarkets, we conducted street interviews and surveys with customers of a small Palestinian family-run business that catered to underserved neighborhoods. We presented testimonials of their loyal customers and recommended areas where they could improve and new marketing ideas to increase store traffic. Our Marketing and Media buying team suggested billboards strategically positioned to bring in more foot traffic and no longer invest in mailers, as customer interviews confirmed they either did not receive them or simply threw them out. The Owners implemented most of our suggestions, resulting in more customers, especially in an area where gentrification drove up costs of groceries for local residents who lived there for decades.

CC has extensive experience maintaining watertight secrecy. Automotive clients such as Honda, Kia, and Hyundai require it, as we often work with vehicle prototypes or heavily embargoed pre-production models requiring special protections. Our telecommunications and cable Partners also require tight security, often using their own platforms for virtual meetings, as they do not trust Zoom,Teams or Google for confidential matters. Beyond NDAs, we ensure all employees with access to sensitive data understand the importance of discretion. When sharing media online, we use password-protected, industry-standard file-sharing via Dropbox or WeTransfer.

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For our Financial Partners, we take extra precautions to follow security protocols in addition to our internal security which include:

Operating System Updates: All devices and systems are kept up to date with the latest operating system updates and security patches to mitigate known vulnerabilities.

Strong Password Management: We require the use of unique, strong passwords for all accounts and utilize a password manager to securely store and manage credentials.

Two-Factor Authentication (2FA): Two-factor authentication is enabled where available, adding an additional layer of security beyond passwords alone. Biometric Authentication: Devices use biometric security features such as Face ID or Touch ID to securely control device access and application authentication.

Antivirus Protection: Antivirus software is installed and maintained to provide ongoing protection against malware and other malicious threats. Phishing Awareness: Employees are trained to recognize and avoid phishing attempts and are instructed not to open suspicious links, emails, or attachments.

Device Safety Controls: Built-in safety and privacy controls are used to restrict access to sensitive information and enable emergency security resets when necessary.

We also take safety and security seriously. As an Executive Producer, Nadia puts the safety of her Staff, Crew and Talent above everything else. She will allocate additional funding to provide adequate safety and security for all.

During Covid, she hired Registered Nurses who had completed Covid Compliance trainings and certifications/ She also partnered with St John's Mobile Hospital to ensure all members of the Cast, Crew and Partners were tested on a daily basis, making it more affordable with less impact on the environment.

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NADIA VOUKITCHEVITCH

Platforms, Software, and Systems

We use the Adobe suite of tools for most of our design and video needs, but we also support these with AI tools such as SORA, Midjourney, Luma Dream Machine, and Runway. For CMS, we use Adobe, and for simple sites, we have used Wix, Canva and InDesign. When sharing work in progress for review and approval, we use Frame IO and now Elevate IO, which are password-protected and watermarked with expiration dates. For email marketing, Constant Contact is a solid choice, though HubSpot is also getting good reviews.
All software used by our team is fully licensed and that any images or media incorporated are cleared for use in all the appropriate contexts.

For Media Planning and Buying executions, the two platforms we utilize are Prisma (Mediaocean) and Strata (FreeWheel). While MRI-Simmons and Scarborough (Nielsen) are used for syndicated research, these platforms, much like our creative concepting, are curated to the brand and our Partner's needs.

Staff Resources

All staff are contracted for a one-year initial period, with the option to roll into a second year.

Nadia Voukitchevitch, Relationship Manager, overseeing the entire project and communications with DCGB as Founder of the Creative Collective.

A native New Yorker, Nadia has partnered with a variety of Fortune 500 brands and non-profits for over 30 years.Her career began with the Latino pioneers of the Hispanic Market, providing a voice to that community. Nadia is a global leader who loves helping, and working to secure fair compensation for everyone on her Team. She exceeds Client's expectations, and goes above and beyond when dealing with challenging projects across time zones, and leverages excellent relationships with top vendors. Nadia brings the latest technology to keep her Partners ahead of the curve. She lived in Haiti for five years, Spain for eight and Russia for one, and speaks five languages. With a BA from Sarah Lawrence College and a MA in Human Development with a focus in Leadership in Education & Human Services from Pacific Oaks College, Nadia produces and directs award-winning content, including CHIRLA's, first indie called "America's Family" (Apple TV, YouTube, Amazon), winning the Grand Jury and Audience at Dances with Films Festival in 2022.

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ROBB HART


ROY PARI


IGNACIO ROMERO

Robb Hart, Creative Director/Editor/Website Developer: Robb will oversee all website and videography design and production.

Robb is a Director and VFX wizard from the U.K. He has filmed with tribes in the Amazon, been to the North Pole, and on dangerous missions to Argentina during the Falklands war. He set up MTV Europe, directed 'A' list movie stars, and made everything from TV shows to video games and commercials. Son of a famous Photographer, he was first exposed to and inspired by the world of film when the title sequence to the James Bond film 'Goldfinger' was filmed in his Dad's studio. He graduated from St Martin's School of Art (and yes, he was at the first Sex Pistols gig!). Beyond his award winning work in production, XR, AI, he is a photographer and artist.

Roy Pari, Creative Director/Art Director; Roy will be responsible for the overall design of the branding extending across all media, including print and website.

He is a multicultural Creative and Art Director who is passionate about creating great ideas. A team player with leadership experience who loves working digital and traditional media, developing strategies, managing talent, and building strong client relationships while pitching amazing ideas.

His past experience includes highly successful campaigns for Toyota, T-Mobile, SoCal Edison, Nestlé USA, and Universal Studios Hollywood.

Ignacio Romero, Creative Director/Copywriter; Ignacio will maintain DCGB's voice throughout all communications and develop content that is on target with all copy points.

Ignacio is a seasoned Creative Director and Copywriter with over 20 years of experience leading high-impact, culturally relevant work across financial services, CPG, B2B, and non-profit organizations. He has partnered with major financial institutions: Washington Mutual, delivering strategic, results-driven creative for complex business challenges. In the nonprofit space, his work with Avocados from Mexico set industry benchmarks; its digital campaigns achieved the highest measurable engagement and views across three consecutive Super Bowl programs.

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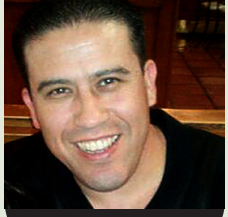
SILVIA BARRERA


JAVIER ZAVALA

Sylvia Barrera, Senior Producer/Project Supervisor: Sylvia will be in charge of all budgeting and deadlines so all deliverables are ready for testing and launch, included keeping track of timelines for all projects with DCGB.

Sylvia is a Senior Integrated/Creative Producer with 20+ years of experience leading high-impact broadcast, digital and social content for Fortune 500 brands, including Bank of America and Hancock Whitney Bank. She manages complex, multi-platform campaigns including website design.

Sylvia has worked both in-house and agency production ecosystems, overseeing cross-functional teams, and guiding projects with precision and transparency. A trusted partner to executive stakeholders, with a strong vendor stewardship, she optimizes workflow and delivers performance-driven content that builds consumers.

Javier Zavala, Media Director; Javier will be focused on developing the best strategic and on target media buying plan for DCGB and all the assigned projects including social media, print and OOH, POS.

Javier, senior marketing executive and media strategist with over 25+ years of experience delivering data-driven, omnichannel growth strategies and digital transformation for major brands across automotive, QSR, CPG, telecom, entertainment, and financial services. He has led regional and multi-market media strategy, including directing Nissan North America's West Region across 36 markets, driving measurable improvements in ROI, KPIs, and customer acquisition through integrated communication frameworks, performance optimization, and cross-functional leadership.

Currently an MBA candidate at UC Irvine's Paul Merage School of Business (expected 2026), Javier brings deep expertise in general and multicultural marketing, media investment and negotiation, and analytics-led decisions to achieve marketing effectiveness and accelerate brand growth.

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LOIS MOSGROVE


IRIS DE VITA

Lois Mosgrove, Senior Account Director: Lois will be initially supporting our Founder, Nadia's role and responsibilities as the Relationship Manager for one year, and will then transition into liasoning with DCGB moving forward.

Lois brings clients a vested partnership and commitment to their business along with deep industry experience ranging from brand marketing and consultancy, advertising and education. She has worked across agency, media, content and client-side roles, serving Fortune 500 and new emerging brands. In the workplace, she is a collaborator, a teacher and a coach, focused on elevating the game by identifying efficiencies and solutions.

She is also bilingual and bicultural (Spanish- she lived in Chile and Spain), and a proponent of diversity and inclusion, fostering team collaboration, diversified thinking and solutions-based approaches.

Iris de VIta, Public Relations Director, Has worked in publicity for over 10 years and at ABC TV, Saturday Night Live, All My Children, American Movie Classics, E2W Collective, WPLG-TV/10, and Cinema Arts Centre. She has designed PR campaigns and curated creative events for a variety of brands and is a talented Photographer.

PLEASE VISIT a specially curated GUEST AREA for DCGB on our website to find our portfolios: **https://www.creative-collective.us/ PASSWORD: 1140**

Terminated Contracts

None.

Other Services

We are experts in AI and also do branding short documentaries for individuals and large brands. Although we do not see AI as a general replacement for live-action filming, it can be a great tool for planning live-action shoots, augmenting them, or, in the right circumstances, replacing them. Illustrative purposes. Please visit our website to view more work we have done in AI.

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Executive Summary

We understand you are currently a Team of 1, and are here to help you expand. The Creative Collective aligns with DCGB and is excited to bring a wide breadth of experience in corporate branding and community-based services. With our diverse background and multicultural-lingual team, we are ready for this opportunity.

Since 2018, DCGB's community-focused brand has fostered intentional partnerships within the DC community serving a wide range of customers including local residents, contractors, building owners, capital providers and small businesses. Our team has experience in all those sectors.

Much like DC, we are a diverse Team who knows what it's like to grow-up in, work and help build a community that hasn't had the advantages others have. We speak the same language that your current and future customers do, but our job is not to tell DCGB what to say, but find the best way to say it. We actively listen to our Partners and what they want to promote. We know they are the experts, but aim to go above and beyond to exceed expectations. We do all this with gusto and love to give a little extra...

During these challenging economic times, the need to expand and build upon capital providers is key, therefore our Partners have become even more resourceful than in past years. The Creative Collective specializes in community outreach and getting our Partners' messaging to the targeted audience, maximizing every dollar spent on marketing, branding, and expansion. Our low overhead costs allow us to focus on the creative and meaningful content.

One of our areas of expertise is helping established brands be more dynamic and interactive with their audience while still fostering their core values and growth. With Paul Mitchell Schools, we focused on education and accessibility to enable youth to learn how to start their own businesses globally. With Bank of America, we helped inform Latino communities of services they may have been unaware of due to language and cultural barriers, and with non-profits such as CHIRLA, we have literally saved lives by sharing immigrants' rights.

A recent case study was for a bank who had less than $400k to produce several TV spots, a few social videos and print. As a point of departure, we proposed they revisit their library of assets and footage to see what they were

willing to re-use or re-purpose to stretch their production dollars. The end results were very favorable for the Bank, and not only did they get all deliverables on time and budget, but were able to extend a one-year campaign into two, and save on production costs in the longer term.

Green companies can be fun like they are in other markets or countries who have more advancements in sustainable fields. The Day in the Life series that DCGB has on Instagram is very interesting, but could be even more engaging – where viewers watch far beyond the typical three seconds. Topline research also reveals consumers are wary of "greenwashing," when large corporations appropriate a 'green eco style' while still operating exactly as before. That is why at value locally targeted focus groups, providing an accurate measure of community' perceptions versus reality. In my Crenshaw Manor neighborhood in Los Angeles with many retired people of color, most neighbors refuse to receive solar panel companies who come to their door, as they've learned other neighbors were scammed or bound to contracts that they were unable to get out of.

As part of our research for this proposal, we reviewed the websites of all US Green banks and some equivalent banks in the UK and Europe. Very little communications in the US stood out with the exception of GreenFi. DCGB is in a perfect position to take advantage of this great opportunity to evolve messaging that is currently underdeveloped and from the very heart of our nation's capital!!!

We have generated millions of dollars in revenue and brand awareness for our Partners, their followers as well as donors. We seek longevity and value loyalty and the trust established with our Partners, with a goal of leaving funds in our Partner's pocket after completing the work so that they reach out again for our help with future projects. Having the opportunity to work first-hand with Influencers and celebrities is also a huge plus – we have strategically partnered with brands to share platforms to spread the messaging. Dave Chapelle would be someone to consider for his loyalty and love for DC not to mention his recent successful Unstoppable Netflix special.

Why choose the Creative Collective? Because we care about the core mission and values of DCGB just as much as you do. We think out of the box and call ourselves disruptors and revolutionaries of traditional advertising, making it accessible to all brands, not just mega billion dollar global corporations.

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We have so many ideas we cannot wait to share with you and creative ways to make it not just sustainable and cost effective, but also engaging and long-lasting to build upon a brand that has already earned a solid reputation within the DC community.

Think solar projects in DC; then DCGB has a role. Think Stormwater projects; then DCGB has a role. The go-to source of funding for power, water, and transport projects. Think Marcello Hernández's, Wanda Sykes' and Amy Schumer's comedy with an engaging Planet Green didactic program to attract more interest in DCGB.

You can still be a serious green bank helping folks fulfill their dreams while still making people laugh. We would love the chance to meet with you or attend any upcoming events for Black History month in DC to see DCGB in action.

Cost of Services

A budget range for this initial phase $350-$420,000

Also please see an attached example of a budget breakdown of costs and proposed timeline.

References

Marisol Martínez
Charter Communications &
Platinum Properties

Brennan Claybaugh
Project Success Coach,
Paul Mitchell Schools
brennanc@paulmitchell.edu
(949) 533-6204

Angélica Salas
Executive Director, CHIRLA
asalas@chirla.org

Thank you for the opportunity to introduce ourselves and our capabilities. I hope we get to meet you and learn more about the DC Green Bank.

Yours sincerely,

Nadia Voukitchevitch, Executive Producer
Creative Collective

