



Capability Statement

iMC Network & iMC Creates

Company Overview

iMC Network and **iMC Creates** provide creative media, digital technology, streaming, production, and brand development services for businesses, nonprofits, athletes, entertainers, faith-based organizations, community programs, and international partners.

Together, we help organizations **create, distribute, market, and monetize content** through professional media production, live streaming, web development, digital marketing, and strategic brand storytelling.

Core Competencies

Media Production & Content Creation

- Video production and editing
- Podcast production
- Commercials and promotional videos
- Event recaps and highlight reels
- Interviews, documentaries, and branded storytelling
- Sports, entertainment, nonprofit, and business content

Live Streaming & Broadcast Services

- Multi-camera live streaming
- Sports event streaming
- Conference and seminar streaming
- Church service streaming
- Pay-per-view and subscription-based broadcast support



- Roku, Fire TV, mobile app, and web distribution support

Digital Marketing & Brand Development

- Social media content creation
- Graphic design and promotional materials
- Brand identity development
- Digital campaign planning
- Sponsor activation content
- Email marketing and audience engagement

Website & Technology Services

- Website design and development
- Landing pages and event registration pages
- App and streaming platform support
- Software implementation support
- Cybersecurity awareness and digital protection support
- Technology consulting for small businesses and nonprofits

Event & Sports Media Support

- Showcase and tournament media coverage
- Athlete content packages
- NIL and micro-influencer content support
- Sponsor reels and recap videos
- Photography and videography
- Media day production

Key Differentiators

- Full-service creative, technology, and streaming company
- Ability to support both local and international projects
- Experience with sports, nonprofits, wellness, entertainment, and community-based organizations
- Content distribution through web, mobile, Fire TV, Roku, and streaming platforms



- Strong understanding of brand storytelling, sponsorship visibility, and community engagement
 - Flexible support for startups, growing businesses, nonprofits, and large-scale events
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Past Performance / Experience Areas

iMC Network and iMC Creates have supported projects involving:

- Sports showcases and athlete media coverage
 - Podcast launches and branded interview series
 - Community outreach campaigns
 - Nonprofit storytelling and promotional content
 - Business branding and digital presence development
 - Church, wellness, and community event promotion
 - East Africa media and streaming initiatives
 - Sponsor-focused content and event recap production
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Industries Served

- Sports and athlete development
 - Nonprofits and community organizations
 - Faith-based organizations
 - Healthcare and wellness
 - Entertainment and media
 - Small businesses and entrepreneurs
 - Education and youth programs
 - International business and cultural projects
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NAICS Codes

Recommended NAICS codes may include:



- **541430** – Graphic Design Services
 - **541511** – Custom Computer Programming Services
 - **541512** – Computer Systems Design Services
 - **541613** – Marketing Consulting Services
 - **541810** – Advertising Agencies
 - **541820** – Public Relations Agencies
 - **541830** – Media Buying Agencies
 - **541840** – Media Representatives
 - **541850** – Outdoor Advertising
 - **541860** – Direct Mail Advertising
 - **541870** – Advertising Material Distribution Services
 - **541890** – Other Services Related to Advertising
 - **512110** – Motion Picture and Video Production
 - **512191** – Teleproduction and Other Postproduction Services
 - **516210** – Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers
 - **519290** – Web Search Portals and All Other Information Services
 - **611420** – Computer Training
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Service Categories

- Media Production
 - Streaming Services
 - Website Development
 - Software Support
 - Cybersecurity Support
 - Digital Marketing
 - Graphic Design
 - Event Production
 - Sports Media
 - Brand Strategy
 - Podcast Production
 - Content Distribution
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Value Proposition

iMC Network and iMC Creates help organizations move from **idea to impact** by combining creative content, technology, and digital distribution. Whether producing a podcast, streaming a live event, building a website, creating marketing content, or developing a full media campaign, our team delivers professional, affordable, and scalable solutions.

Contact Information

iMC Network / iMC Creates

Baltimore & DMV Metro areas

East Africa Media Presence: Dar es Salaam, Tanzania / Uganda Region

Email: april.watts@imccreates.com

Instagram Handle:

@iMCcreates

@watchiMCtv

Facebook Handle:

iMC Creates

Website:

www.iMCcreates.com

www.watchiMC.tv

Platforms: Web, Mobile App, Fire TV, Roku, Streaming TV, Social Media, and Digital Campaign Channels