



PORTFOLIO

in partnership with

VOCAL[™]
FROM HUDSON OUTSOURCING



What our clients say!



Due to the confidentiality status of some projects we can't always include examples in our portfolio but see below for what these clients have to say.

Staff was very responsive and fast with edits and suggestions and creativity. I believe they made my proposal look at a whole new level and I feel I have an excellent change of being awarded.

Melinda Hamsher
VES

The team was very professional through the entire process and we received an amazing project at the end. Their work was just incredible! We will use Hudson Outsourcing again!

Lea Harvey
CEO, Almr Staffing

Beniwise contracted Hudson to develop a new company profile and it came out perfectly in meeting expectations. They assisted us throughout the process, understanding our needs and expectations and providing us with what we requested for.

Isaac Aikins
Beniwise

You are rockstars, this looks amazing!

Irene Catsibris Clary
Catclar

We've had the pleasure of working with the Hudson team on multiple proposals, and their contributions have been invaluable to xFact, Inc. Their services are not only well-priced but also delivered with impressive speed and responsiveness. The quality of their work is consistently outstanding, and we're always confident knowing we have their support.

A special note to Ajay's design expertise, which has elevated our proposals with creative and impactful visuals. We are truly grateful to have Hudson Outsourcing as a partner in our success.

Vijay Rajagopalan
Principal, xFact, Inc.

Had a positive experience working with the team at Hudson. The writers we worked with took the time to understand our strengths as a bidder and the specification of the tendering body and produced some great content. No hesitation to recommend them or work with them in the future.

Omar Mahmood
River Garden Care

Ajay from the Hudson Outsourcing team did an amazing job with the professional formatting of our bid response. Ajay quickly addressed all feedback and comments from the team, and worked hard to meet our aggressive timeline. The overall product looked amazing, and we are very pleased with both the quality, attention to detail, and collaboration from Ajay!

Tricia O'Neill
Slalom

The full team was very thorough, professional, and personable in the development of a very intensive bid package. We sincerely appreciate the partnership with Jill and her team, and would highly recommend their services.

Rick Sweeney
Amwaste

I highly recommend this company! They assisted us with a bid and were incredibly easy to work with. Their fast turnaround and professionalism made the process smooth and efficient.

Abraham Ruiz
G.S. California Towing Service

It was very easy to work with your team and collaborate to provide the best RFP response. The design was outstanding as well. It was the best design out of the other bids by far. Great work!

Tyler Borzileri
Medride

From the initial contact through the end of the project, my design team was always responsive when I had a question. They met the timeline and objective of what I wanted accomplished.

Stephen Wingard
Avalon Regal Theatre

What's Included?



Business To consumer

05 Healthcare

Big Sister
Safeguard Business Growth
Blossoming Care
Glitz Care 4UT
Turkeys

12 Construction

Glitz 4UT

13 Food and Beverage

Saucy Meal Queens

14 Publishing

Hudson Publishing Company

15 Childrens

Santa Academy
Lacus Herald

Business To Business

20 Technology

Askabidwriter.com
The IPB
Alpha
Procure Smart
Navigate

28 Consultancy

The Global Bid Guru
Hudson Outsourcing

30 Education

Tender Starter
Grad Comm

32 Hospitality

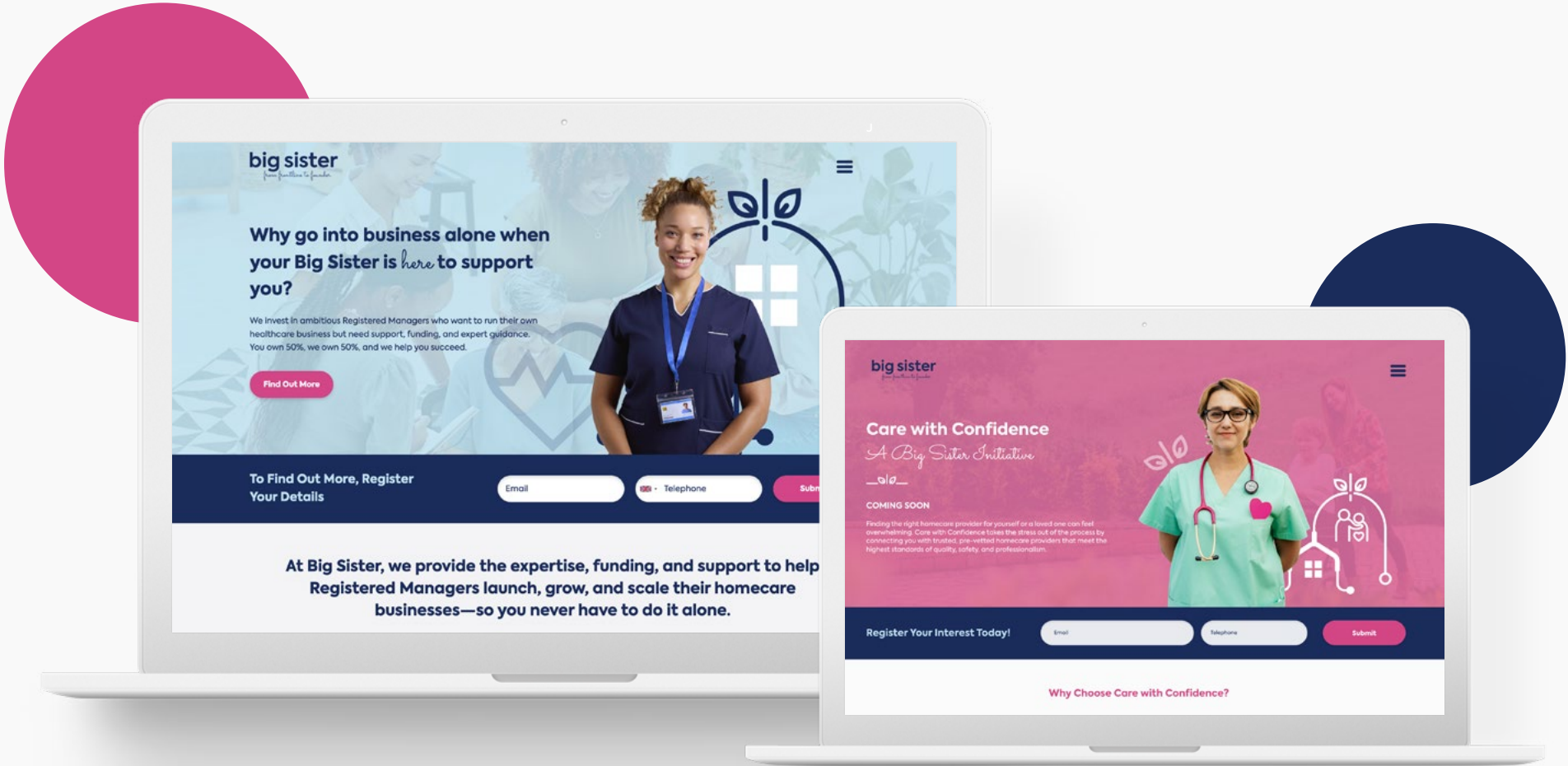
Just Cos Catering

33 Mining

Beniwise



BUSINESS TO CONSUMER



Company Name

Logo

Location

Sector

Website

Big Sister



United Kingdom

Healthcare

www.bigsistercare.com



YOUR CARE BUSINESS. OUR INVESTMENT. A PARTNERSHIP THAT CHANGES EVERYTHING.

For Registered Managers ready to build something of their own — with real support, structure, and belief behind them.



THE BIG SISTER PROMISE

WE SEE YOU. WE BACK YOU. WE BUILD WITH YOU.

You're already running a care business — you're just not the one who owns it yet.

Every day, you hold the weight of operations, staff, service users, audits, and outcomes. And still, you wonder: **What would it feel like to build something for myself?**

At Big Sister, we partner with brilliant Registered Managers to turn that question into a reality.

We invest our own capital, experience, and structure into your business — not as a franchisor or employer, but as your co-owner and champion. You bring the vision and the leadership. We bring the foundation and firepower to help it thrive.

This isn't just a business model. It's a movement — built on belief, trust, and care.

Because you don't have to build alone. Not when your Big Sister is here to build with you.

What We Offer

Here's what you can expect when you join Big Sister:

- We Invest the Capital**
You don't need £100k in the bank. We co-invest to cover the costs of setting up and launching your business — so you're not taking the risk alone.
- We Handle the Setup**
From CQC registration and branding to office systems and insurance — we manage the foundations so you can focus on leadership and quality.
- We Bring the Work**
Our in-house sales and bid teams secure contracts for you — private clients, local authority referrals, and government tenders included.
- We Support Staffing**
You get priority access to **SisterStaff**, our in-house recruitment network built to keep your rota full and your service safe.
- We Offer Ongoing Strategic Support**
From compliance reviews to monthly growth sessions, you'll have us beside you every step of the way — mentoring, troubleshooting, and celebrating.
- You Own 50% of the Business**
This is your business. Your name, your mission, your legacy. We're here to help you make it bigger, faster, and stronger.

This isn't a franchise. This is your care company.
Co-owned with the people who believe in your brilliance.

Who This is for

Big Sister is for care leaders who are ready to step into business — and lead it with heart.

We partner with:

- Registered Managers who are ready to step out of employment.
- Deputy Managers and Seniors who are ready to take the lead.
- Professionals who feel stuck but know they could lead better, if given the chance.
- Motivated individuals who want to create something of their own — with values at the centre.
- Care leaders who are done doing the work for someone else's bottom line.



If you're nodding your head, this was built for you.

You don't need to have it all figured out.

You just need to **say yes** to a better way — and take that first step.

What the First year looks like

From pre-launch to proud ownership — we walk beside you every step.

You won't just launch a care company. You'll grow it with guidance, structure, and ongoing belief.

Here's what your first year with Big Sister could look like:

months 1-3	months 4-6	months 7-9	months 10-12
Business registration & structure set up CQC application & policy suite completed Branding, logo, and website launched Core planning systems and office tools activated Recruitment begins Discovery sessions with your Big Sister team	Local clients onboarded First contracts secured through our tendering team Compliance support in place (mock audits, documentation reviews) Team development & initial supervision schedules launched Community presence building begins	Growth strategy refinement Care model expansion (e.g., specialist support, live-in, night care) Local marketing campaigns activated Training, upskilling & retention initiatives introduced	Business review & profit forecasting Targeted business development plan created Positioning for awards, press features, or partnerships Celebrating your first full year of ownership — with pride

You'll never ask, "What do I do next?"
Because Big Sister will already be beside you — showing you how.

How to Join

We're looking for care leaders who are ready to take the leap. Big Sister is designed for people with potential — not perfection. You don't need a polished business plan or big savings.

You just need:

- At least 2 years' senior experience in care management
- A deep commitment to delivering outstanding care
- The drive to build something meaningful
- A readiness to invest with support

If that sounds like you — we'd love to hear from you.

Book a Meeting: Email Your Availability

Let's talk about what your future in business could look like.
Prefer to email first? Just reply to this brochure with "Tell me more" and we'll take it from there.

Done-for-You Bid Management

No time to write bids? Let us handle everything. Expertly and efficiently.

Our full-service package gives you unlimited bid support all year, tailored specifically to your service offering. We combine cutting-edge AI tools with decades of bid writing expertise to maximise your chances of success. All while you stay focused on running your business.

Investment: £12,000+VAT*
per company, per year (for services only)

What's included:

- Fully managed service from start to finish. We source, write, review, and submit your bids.
- Post-bid support and feedback analysis to help you grow from each submission.
- A complete bid library at year-end for your future use. Continue with us or take them into yourself.
- Deputy structured responses built to score highly and meet compliance requirements.
- Strategic input to help you confidently pursue more ambitious opportunities with less risk.
- A dedicated team of opportunity trackers, bid writers, compliance specialists and quality reviewers who deeply understand your business, your services and what sets you apart.

Go full-service. Let's win together.

Let's Talk

*If you deliver multiple services (e.g., home care, respite, residential care), call for a quote. The maximum total discounted rate is £18,000 per service.



Big Sister — Care Grows Here
www.bigsistercare.com

Telephone: 0191 3293139
Mobile: +44 7538 053824
Email: hello@bigsistercare.com



Company Name

Logo

Location

Sector

Website

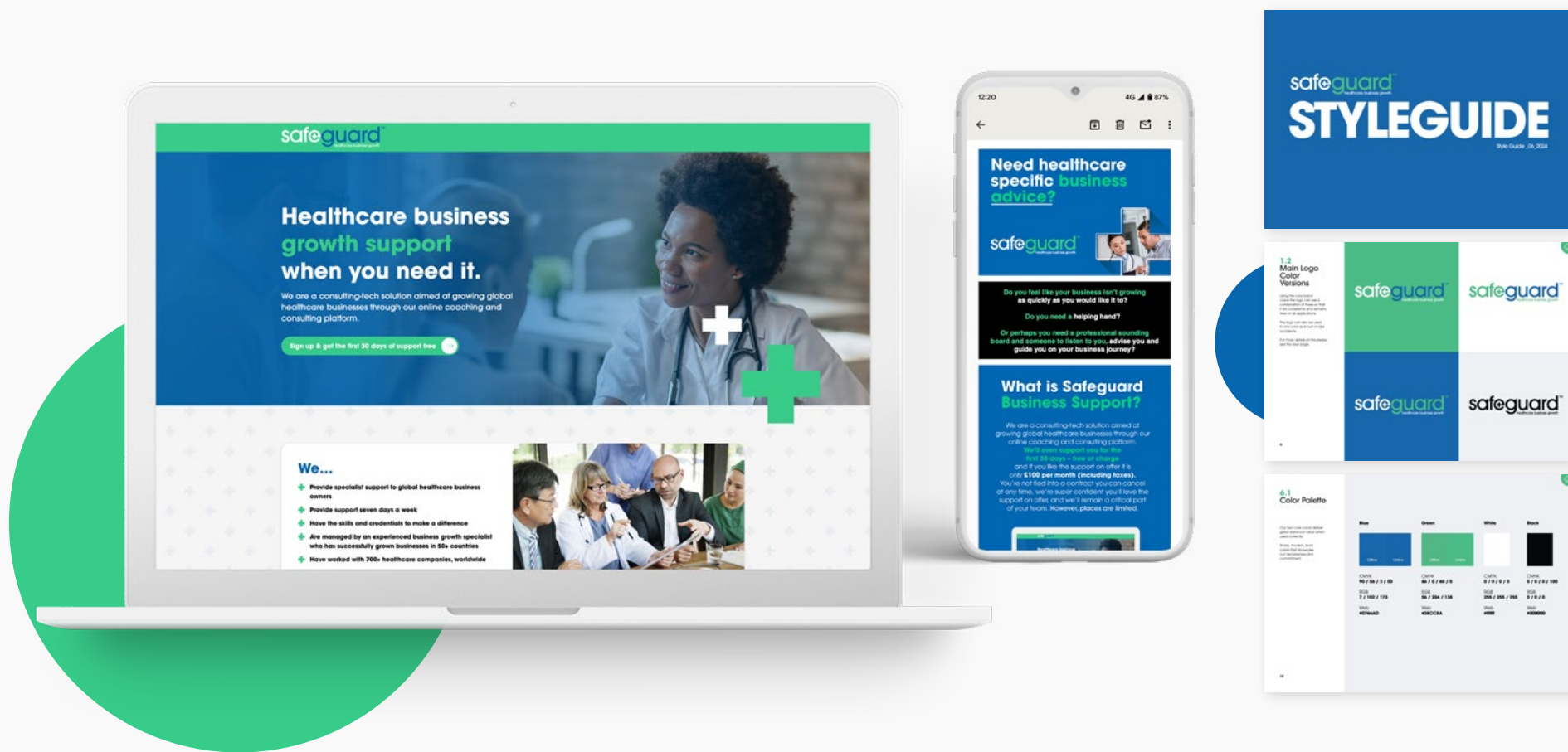
Big Sister



United Kingdom

Healthcare

www.bigsistercare.com



Company Name

Logo

Location

Sector

Website

Safeguard
Business
Growth



United Kingdom

Healthcare

www.safeguardbusinesssupport.com



Company Name

Do you care?
Podcast from
Safeguard
Business Growth

Logo

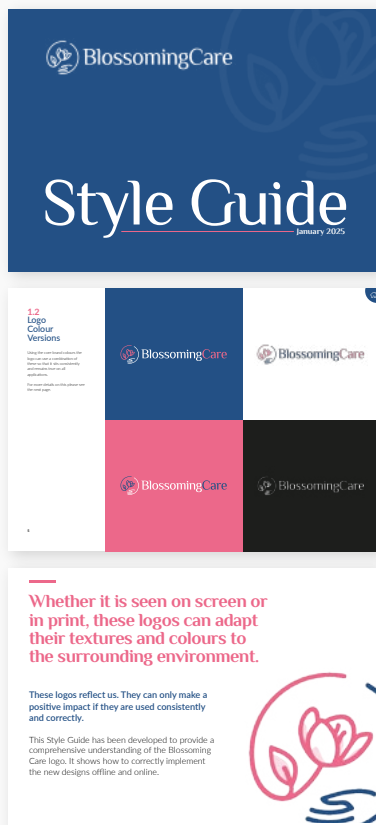


Location

United Kingdom

Sector

Healthcare



Company Name

Logo

Location

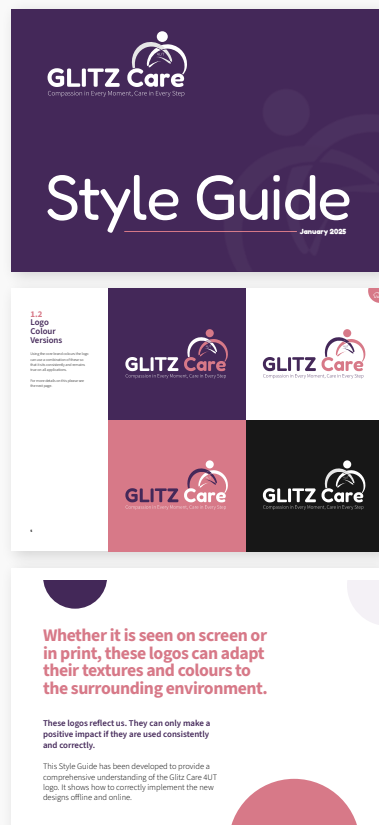
Sector

Blossoming Care



United Kingdom

Healthcare



Company Name

Logo

Location

Sector

Glitz Care 4UT



United Kingdom

Healthcare



Due to client confidentiality we are unable to display the content included in the design.



turkey
engage for the good
buSiNeSS caSe

ViSion / AMBiTiOn



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How much will the project cost?

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Total project cost
£xx,xxx



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In three years

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Our belief

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Our belief

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The problem your innovation will solve

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- Q Molorem volo esciundi.

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Why Us?

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Company Name

Turkeys

Logo



Location

United Kingdom & United States of America

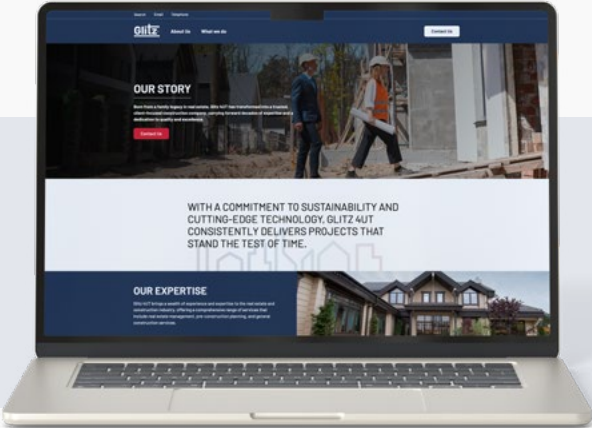
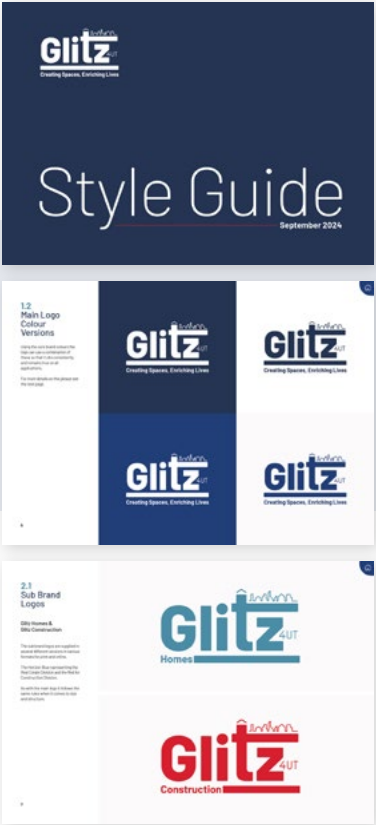
Sector

Healthcare



In a million years I will still work with hudson Outsourcing Ltd. The team are great and very spot on.

Akya Owusu
Managing Director, Glitz 4UT



Company Name

Glitz 4UT

Logo



Location

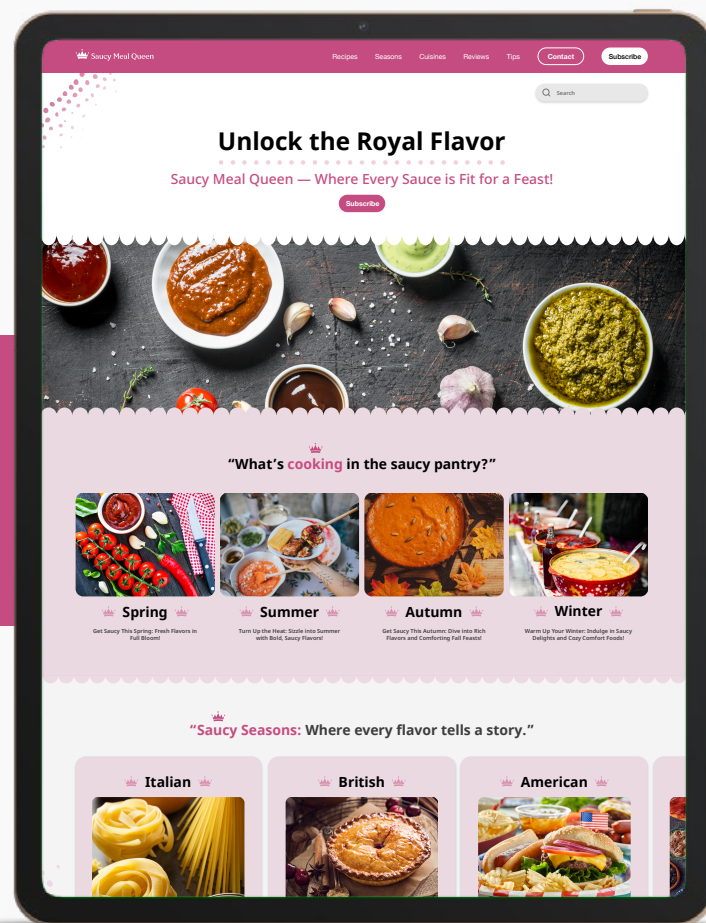
United Kingdom

Sector

Construction

Website

Currently Under Construction



Company Name

Saucy Meal
Queens

Logo

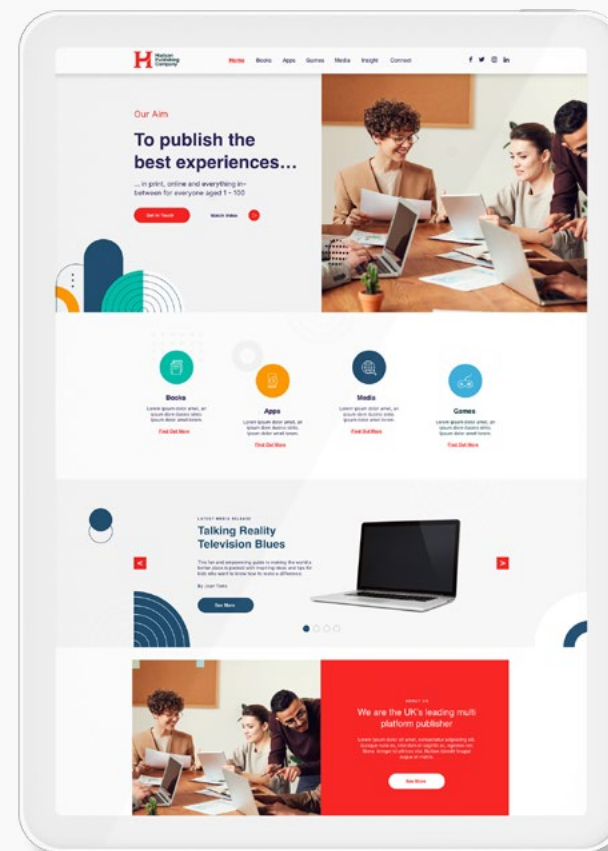
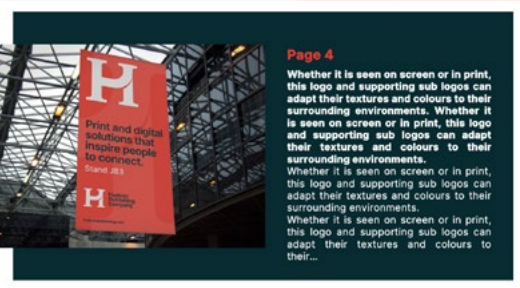
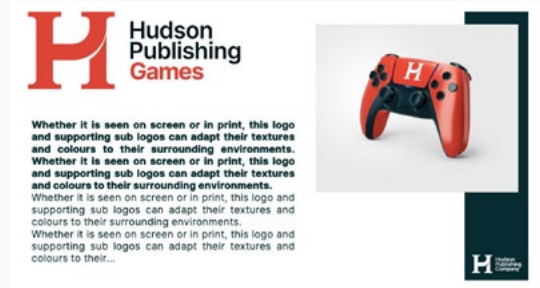


Location

United Kingdom
& United States of
America

Sector

Food & Beverage



Company Name

Logo

Location

Sector

Hudson
Publishing
Company



United Kingdom
& United States of
America

Publishing



Services Delivered | Branding | Illustration | Marketing Materials | Training Documents | Pitch Desks | Mobile App Development Management | Website Design & Development Management | Video content & Animation | Marketing Strategy



Company Name

Logo

Location

Sector

Website

Santa Acad-
emy



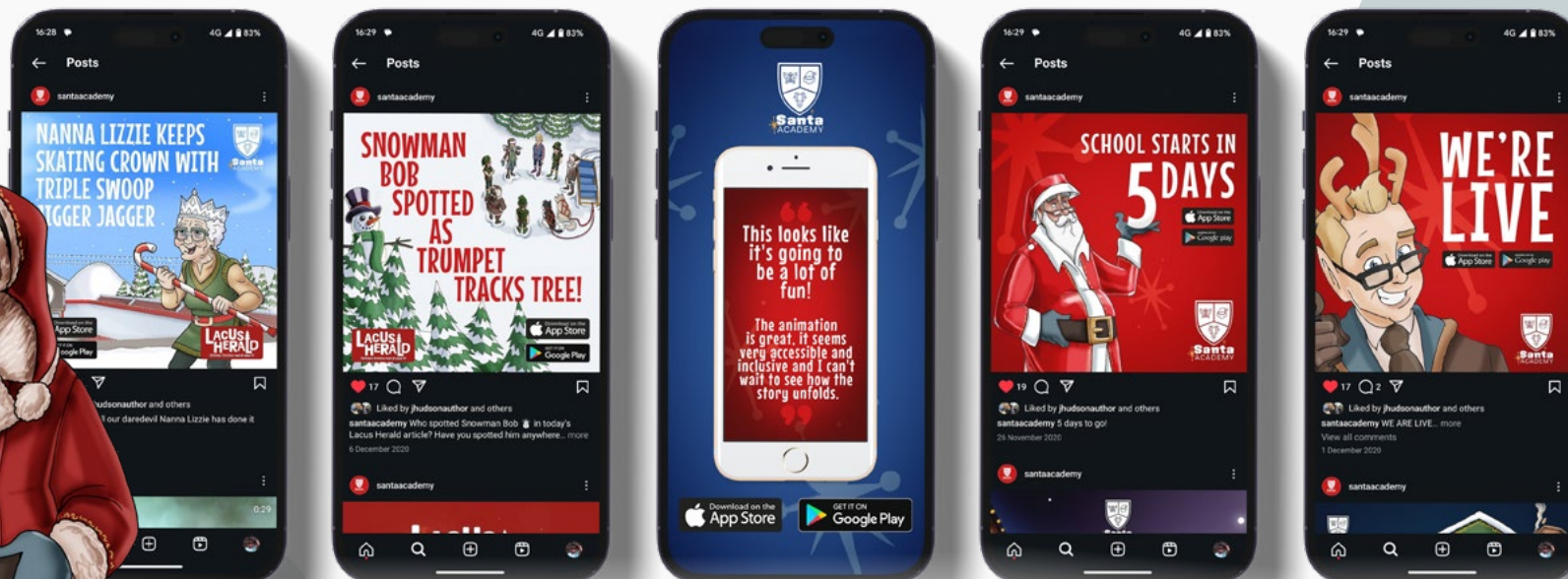
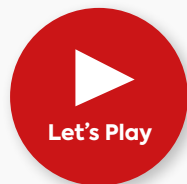
United Kingdom
& United States of
America

Childrens

www.thesantaacademy.com



Services Delivered | Branding | Illustration | Marketing Materials | Training Documents | Pitch Desks | Mobile App Development Management | Website Design & Development Management | Video Production & Animation | Marketing Strategy



Company Name

Logo

Location

Sector

Website

Santa Academy



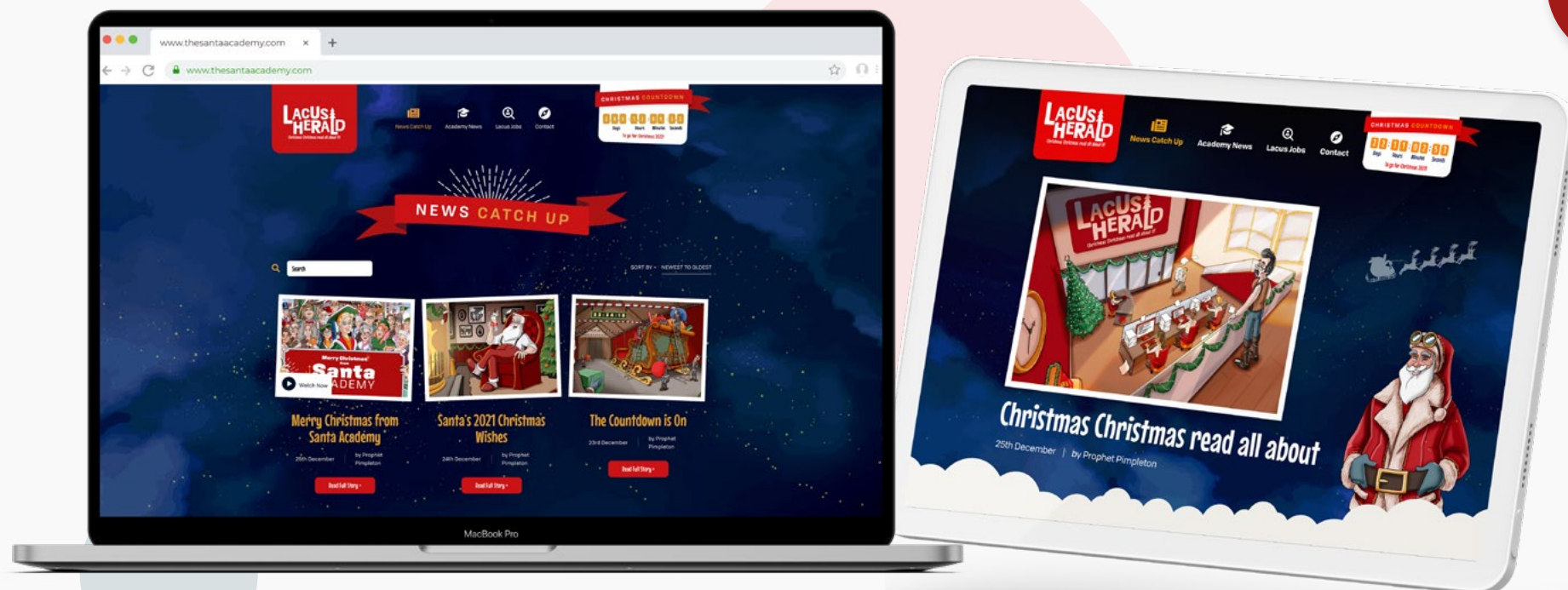
United Kingdom
& United States of
America

Childrens

www.thesantaacademy.com



Services Delivered | Branding | Illustration | Marketing Materials | Pitch Decks | Website Design & Development Management | Video content & Animation | Marketing Strategy



Company Name

Lacus Herald
Part of Santa
Academy

Logo



Location

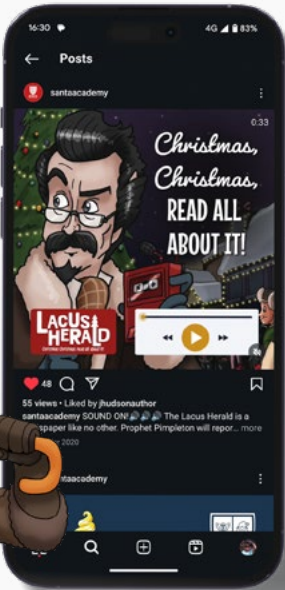
United Kingdom
& United States
of America

Sector

Childrens

Website

www.thesantaacademy.com/lacusherald



Company Name

Lacus Herald
Part of Santa
Academy

Logo



Location

United Kingdom
& United States of
America

Sector

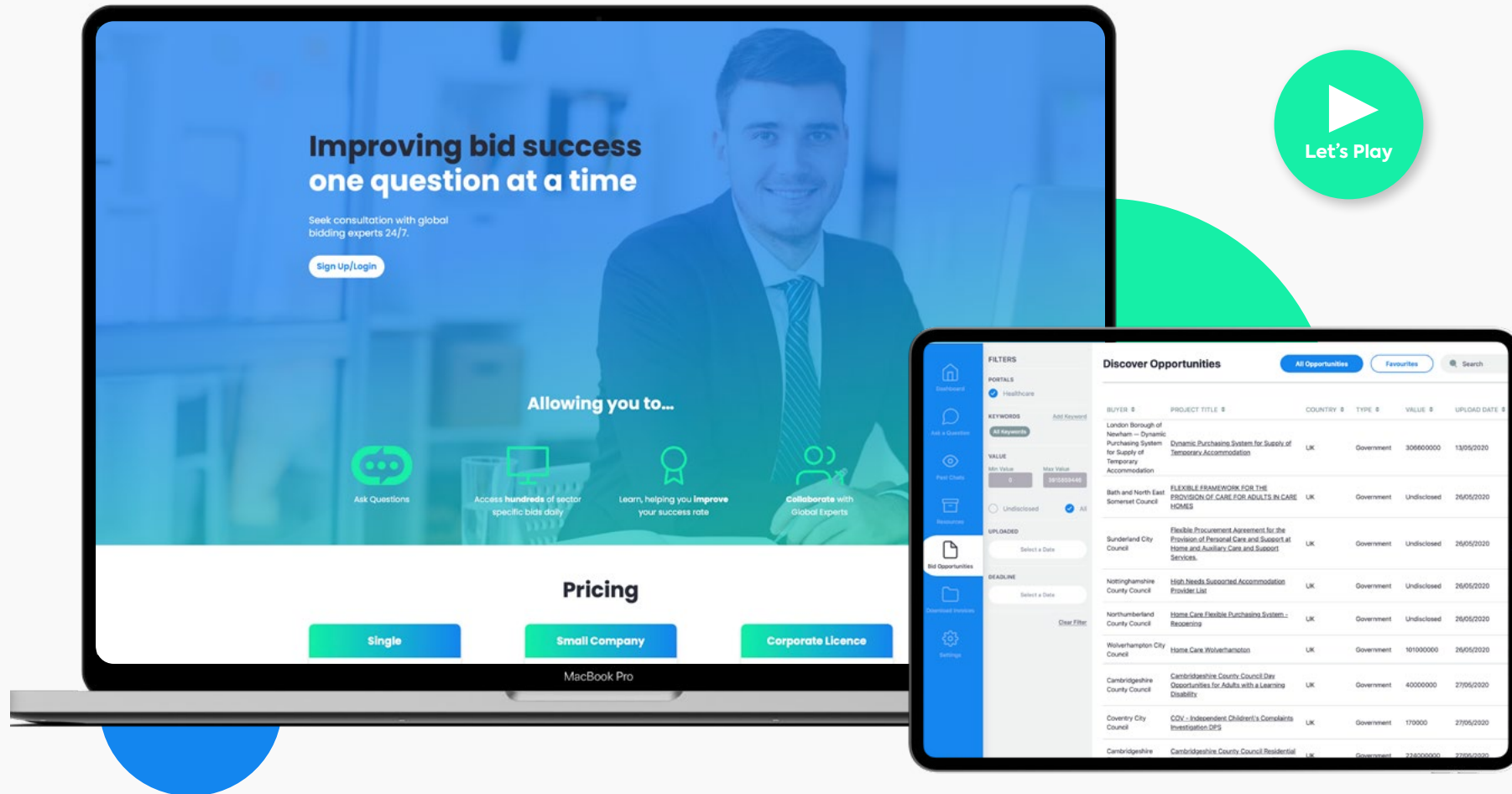
Childrens

Website

www.thesantaacademy.com/lacusherald



BUSINESS TO BUSINESS



Company Name

Logo

Location

Sector

Website

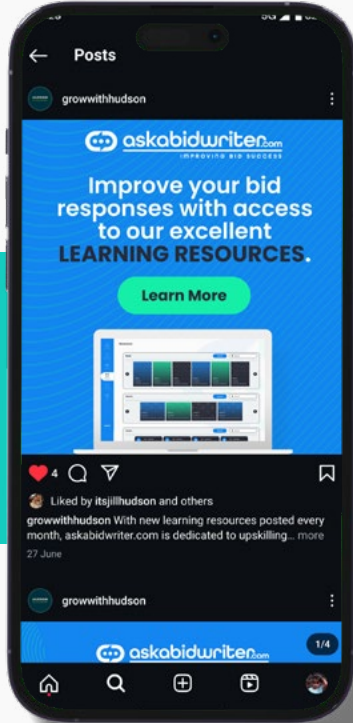
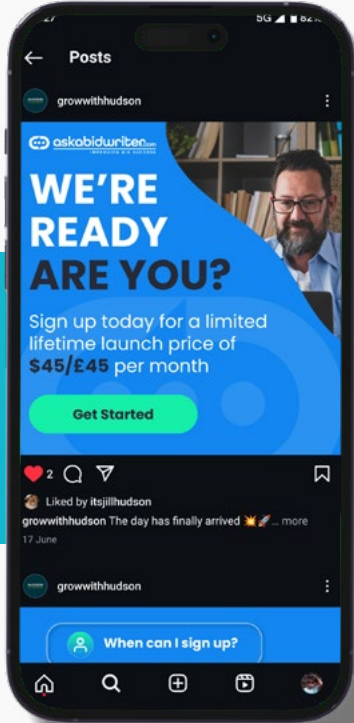
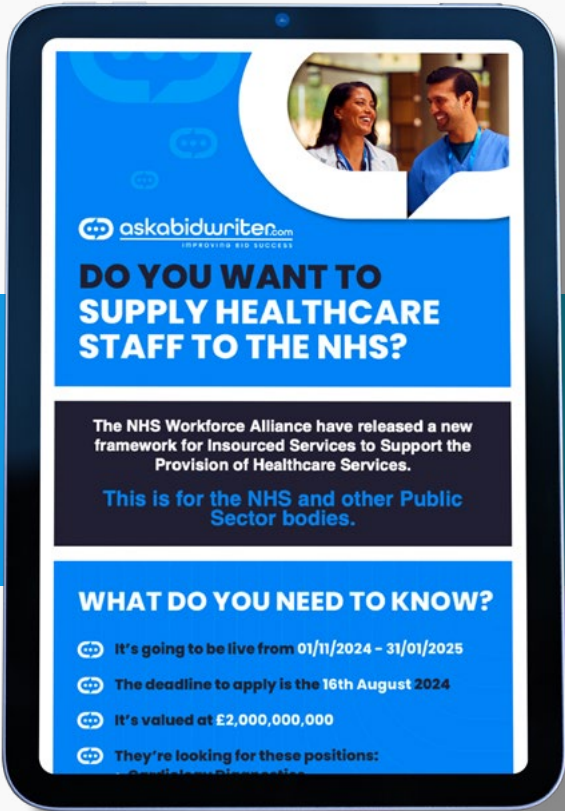
askabidwriter.com



United States of America & United Kingdom

Technology

askabidwriter.com



Company Name

askabidwriter.com

Logo



Location

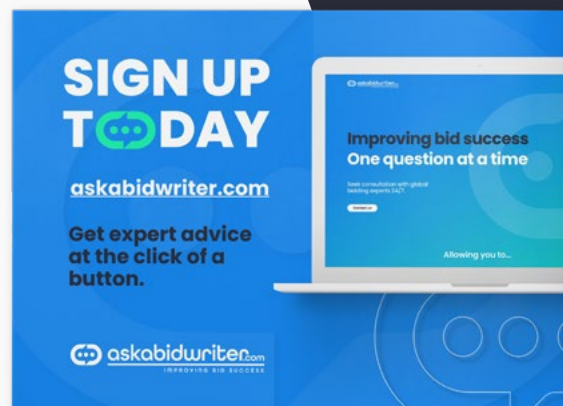
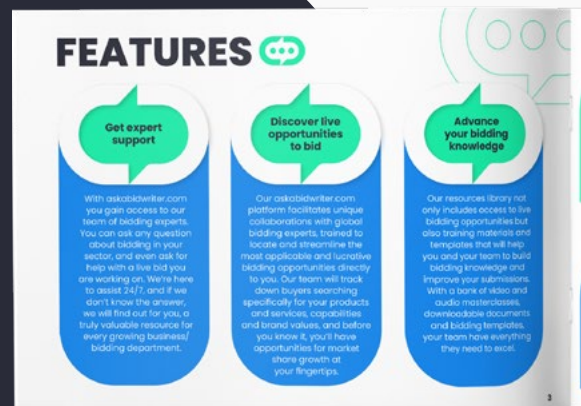
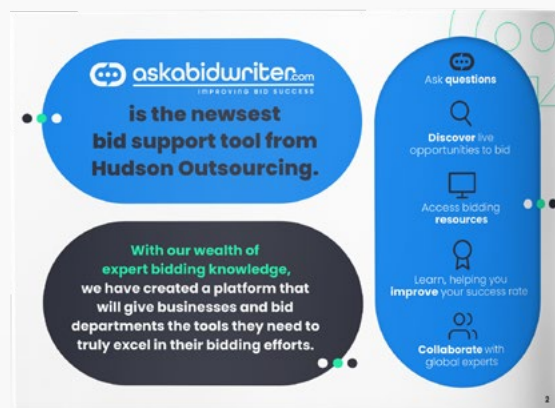
United States of America & United Kingdom

Sector

Technology

Website

askabidwriter.com



Company Name

Logo

Location

Sector

Website

askabidwriter.com



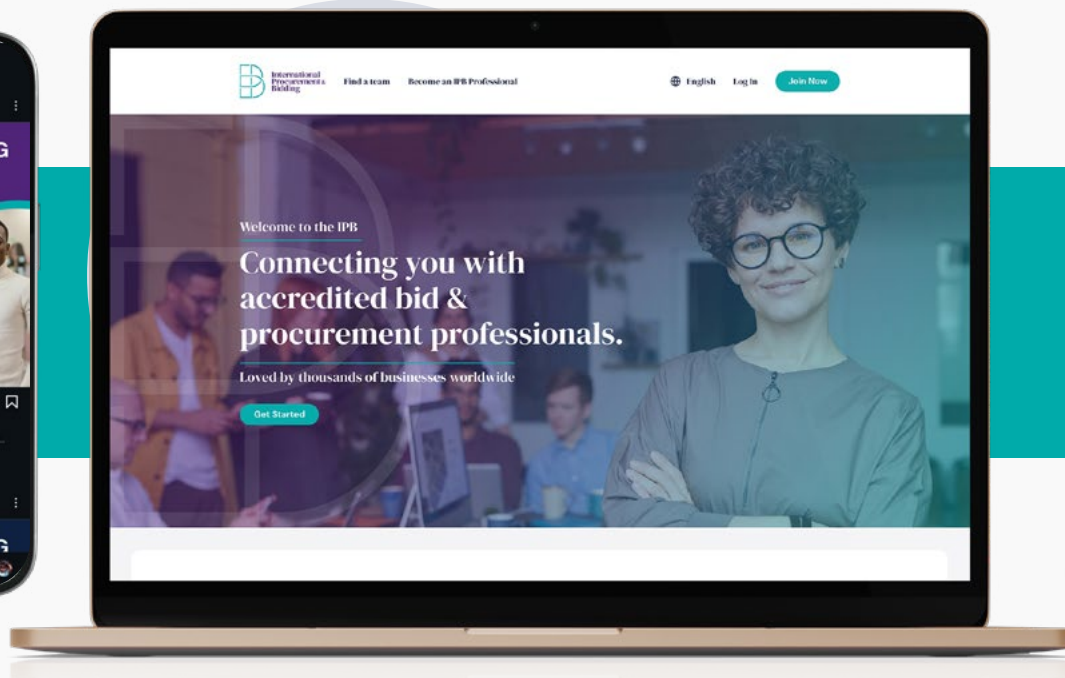
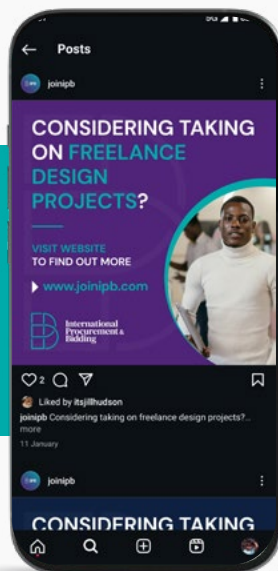
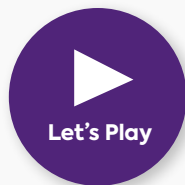
United States of America & United Kingdom

Technology

askabidwriter.com



Services Delivered | UX Design | Web Development | Brand Management | Marketing Materials | Pitch Deck | Graphics



Company Name

International
Procurement &
Bidding

Logo



Location

United States of
America & United
Kingdom

Sector

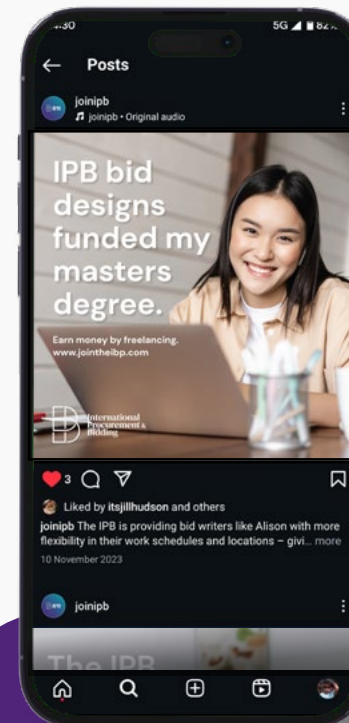
Technology

Website

www.joinipb.com



Services Delivered | UX Design | Web Development | Brand Management | Marketing Materials | Pitch Deck | Graphics | Video Production



Company Name

International
Procurement &
Bidding

Logo



Location

United States of
America & United
Kingdom

Sector

Technology

Website

www.joinipb.com





Services Delivered | UX Design | Web Development | Brand Management | Marketing Materials | Website Design & Development Management | Video Production



Company Name

Alpha

Logo

Alpha_

Location

United Kingdom
& United States of
America

Sector

Technology

Website

www.hudson-alpha.com



Company Name

Logo

Location

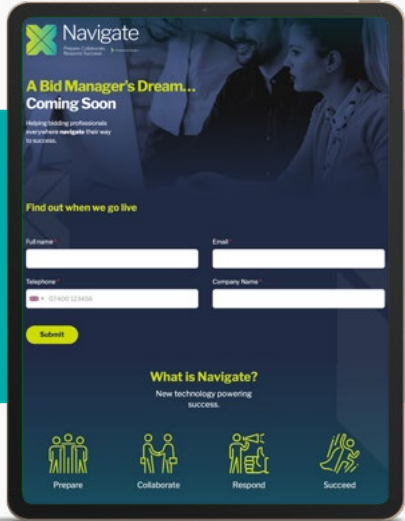
Sector

Procure Smart



United Kingdom

Technology



Company Name

Navigate

Logo



Location

United Kingdom

Sector

Technology

Website

www.hudsonnavigate.com



Company Name

The Global Bid
Guru

Logo

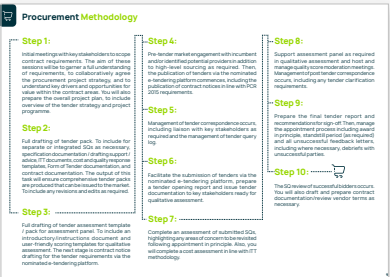
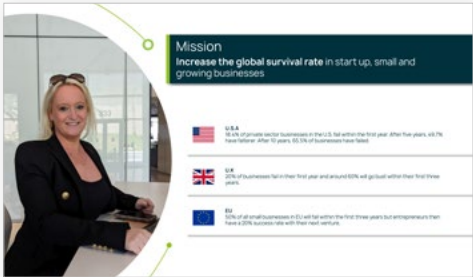
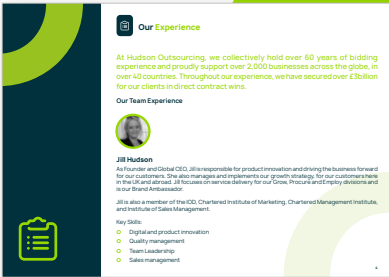


Location

United Kingdom

Sector

Consultancy



Company Name

Logo

Location

Sector

Website

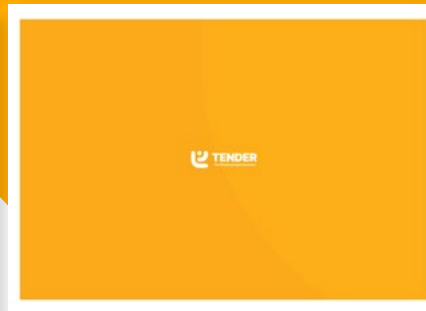
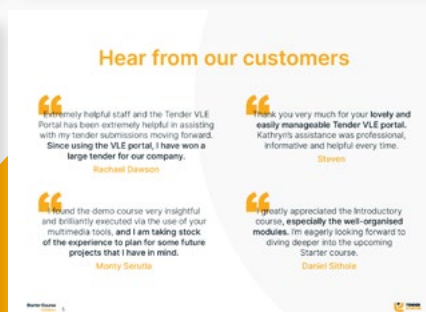
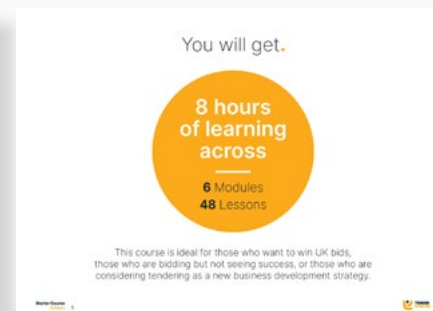
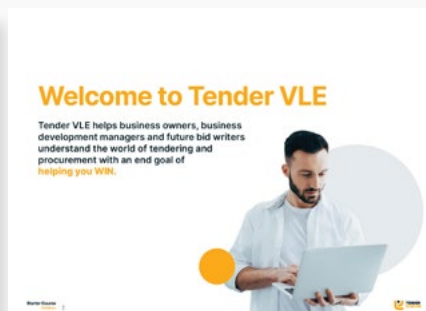
Hudson
Outsourcing

HUDSON
OUTSOURCING

United Kingdom
& United States of
America

Consultancy

www.hudsonoutsourcing.com



Website

www.tendervle.co.uk/starter



GradComm
Response to RFP 2223-0786 for Marketing
and Advertisement Services

February 24, 2023

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000		Effective Media Mix												000	
April 2023 - March 2024		Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec	Jan	Feb
PPC		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Social Media		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Custom Display		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Streaming Radio		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Traditional Media		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Applied Not Enrolled		✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓

3.2. What is your strategy for managing Marketing and Advertising Services for the District?

We have a strategy in place that involves an in-depth planning stage during which we listen to the college's requirements and requests. We will review all marketing materials and can conduct research, including surveys, focus groups, interviews, and meetings, to gain a better understanding of the target audience, so we can create a strategy and develop a creative direction that best meets the goals of the college.

Depending on the goals identified by the college, GradComm can also help build a suitable base of enrollment. We have helped colleges with enrollment management, and we recently helped MiraCosta College with enrollment by mapping out the entire student journey and assisting with messages for integration into the college's new CRM. We can also help build up enrollment by creating an applied-not-registered campaign which

works to boost enrollment by persuading undecided applicants to register. We help colleges track down drop-out students and identify those who need help re-enrolling. We recently performed an applied-not-registered program for Glendale Community College which included a survey, landing page creation, direct marketing and a 6-week paid media campaign of social media, digital display, and a postcard mailing. At the end of the campaign, we sent approximately 6,000 individuals to the Glendale Community College landing page and gave the college several hundred student names to connect with directly.

As we begin providing marketing and advertising services, we will ensure that Southwestern College is kept fully aware of every step we take. We will provide weekly campaign updates on high-level performance for each campaign in a written report. In addition, the college will have access to a real-time dashboard, and we will provide monthly custom reports.

5. Implementation Summary

5.1. Provide a high-level description of the implementation process including primary steps or phases, approximate timelines, firm resources and required district resources necessary to launch the scope as defined in this RFP.

Our implementation process happens in four (4) stages: campaign planning, campaign creation, campaign launch, and campaign optimization.

1. **Campaign Planning** During campaign planning, we identify strategies that best meet the goals of the college. The project will kick off with a marketing retreat and listening session, during which we will review historical enrollment data, enrollment management plans, and other relevant materials. We will audit and evaluate current marketing materials to assess their strengths, and how we could improve them through our marketing plan. We can conduct research, including surveys, focus groups, interviews, and meetings, to gain a better understanding of the target audience, and how to appeal to them. We will create an exact project timeline as part of the campaign planning process.

2. **Campaign Creation** Following the campaign planning stage, we create personal to guide messaging and media buying decisions and construct a media buying plan by audience, tactic, and budget. At the campaign creation stage, we can assist the college in bringing the campaign to life by creating advertisements, videos, and landing pages.

3. **Campaign Launch** When your campaign is ready to launch, we will build out your digital campaigns across multiple publishers and set up unique audiences and tactics to reach your targeted students. At this stage, we will also purchase traditional media such as billboards, posters, ads in ethnic and/or local publications, or radio advertisements. Moreover, we will launch tracking and analytics to measure success across all campaigns by looking at industry benchmarks and monitoring campaigns to meet these standards.

4. **Campaign Optimization** During stage 4, we will provide weekly campaign updates on high-level performance for each campaign via email. In addition, the college will have access to a real-time dashboard, and we will provide monthly custom reports with more granular data. These reports will measure your campaign against industry benchmark results and include performance review. This will allow us to calculate the efficiency and quality of the marketing campaigns and make any adjustments where improvement is required. Where it is found we are not meeting KPI targets, we will remedy this using the DMAIC (Design, Measure, Analyze, Improve, Control) method to adjust the marketing plan as necessary. This will allow us to facilitate continuous improvement throughout the project and ensure that our marketing plan is delivering desired outcomes.

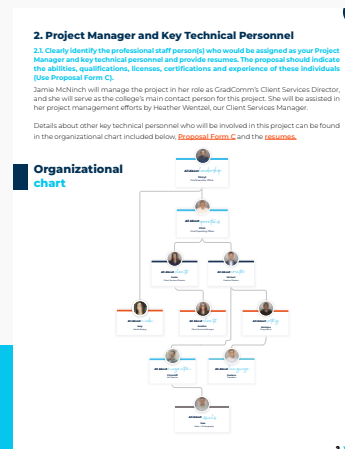
1.3. Provide references, including name, address and telephone number of a contact person for each project identified and described above. Indicate approximate dates, duration and type of operation (Use Proposal Form G).

References have been provided in **Exposures, Exhibit D**.

14. Provide a list of all Public School District or Community College District clients in the State of California.

Below is a list of GradComm's community college clients in the State of California.

1. Allan Hancock College	21. Orange Coast College
2. Austin Community College	22. Orange County Regional Consortium (JCRC)
3. Carrizo College	23. Porterville College
4. Cerro Coso Community College	24. Stanislaus College
5. Citrus College	25. Santa Ana College Foundation
6. Compton College	26. Southwest Riverside Adult Education Regional Consortium (Blanning Unified School District, Hemet Unified School District, Lake Elsinore Unified School District, MDC)
7. Contra Costa College District (Contra Costa College, Diablo Valley College, and Los Medanos College)	27. Southwestern College
8. Cuyamaca College	28. Tri-City Adult Regional Consortium: Compton Adult School, Pomona Adult School, Lynwood Community Adult School and Compton College
9. The California Virtual Campus Online Education Institute (CVC-OLI)	
10. Cypress College	
11. El Camino College	
12. Fullerton College	
13. Glendale Community College	
14. Golden West College	
15. Grossmont College	
16. Lompoc Adult School and Career Center	
17. Long Beach City College	
18. MiraCosta College	
19. Mt. San Jacinto College	
20. North Orange Continuing Education (NOCE)	



adult students into high-paying, in-demand careers. GradComm led this effort which led to increased enrollment in four of Mission College's beginner mechatronics classes. GradComm has also overseen a \$500,000 annual marketing budget for Orange County's Strong Workforce program.

We are also able to provide our client with the personal attention they deserve while allowing them to benefit from the creative power of our extensive cross-cultural partnerships. One such partnership is with our subcontractor, LocalIQ, whom we will engage to purchase and manage digital media for the college. LocalIQ is a digital marketing service agency with deep roots in the local community that boasts national reach. LocalIQ's innovative platform has been used to build out digital campaigns. Our partnership with LocalIQ gives us direct access to publisher platforms and saves our clients approximately 25% off retail pricing.

Additionally, through LocalIQ, we will have access to strategic premiere partnerships with Facebook, Instagram, Snapchat, and TikTok, which gives us direct access to these social media platforms.

4.2. How do you see yourself being a good fit for SCCD?

GradComm has experience successfully working with Southwestern College, and we believe this experience makes us a good fit to take on this project. As part of our previous experience with the college, we worked on a secret shopper project that led to institutional changes to better support students. As part of this service, our researchers attempted to acquire information from the college's

website, Google searches and social media, various departmental forms, emails, and phone calls. Our research endeavors allowed us to gain insight into the experience of becoming a student at Southwestern College and gave us insight into the college itself. We are also currently working with the college to create a sub-brand for Continuing Education, including a redesigned webpage and class schedule. These projects set us up for success in working on the credit side of the house as we understand your enrollment processes, service offerings, and comparative advantages.

Moreover, GradComm is local to Southwestern College, and we have close ties to the area. GradComm's offices are located in North San Diego County, which means that our staff can travel to the Southwestern College campus for photography/videography and in-person meetings. We have connections to local media outlets and vendors. Our CEO, Cheryl Blossom, has served on the San Diego Imperial County Community College Association (SDICCA) and is able to support regional and local initiatives with that organization.

thank you!

GradComm

Cheryl Blossom
Email: cheryl@gradcomm.com
Mobile: 760-310-8724

all about higher ed

www.GradComm.com

Company Name

Logo

Location

Sector

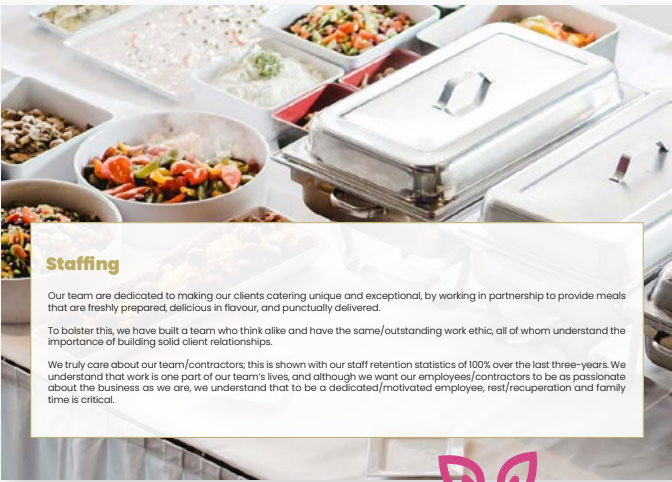
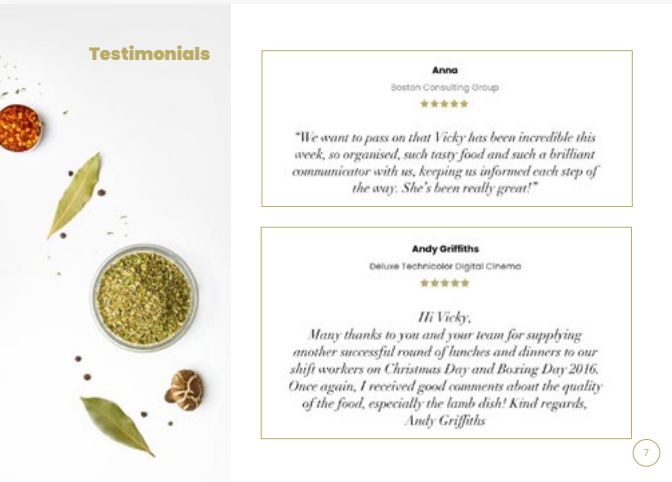
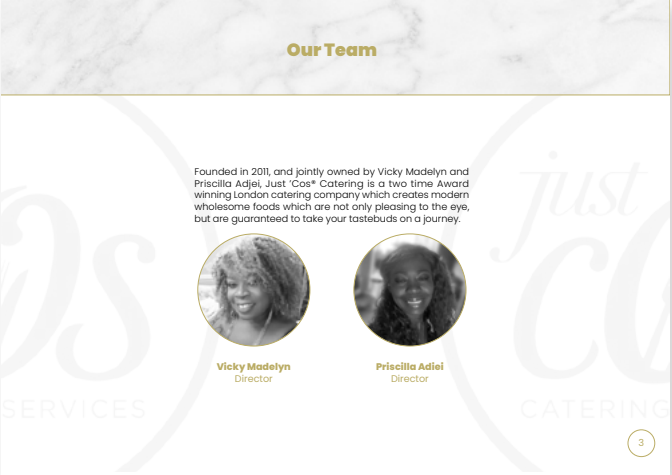
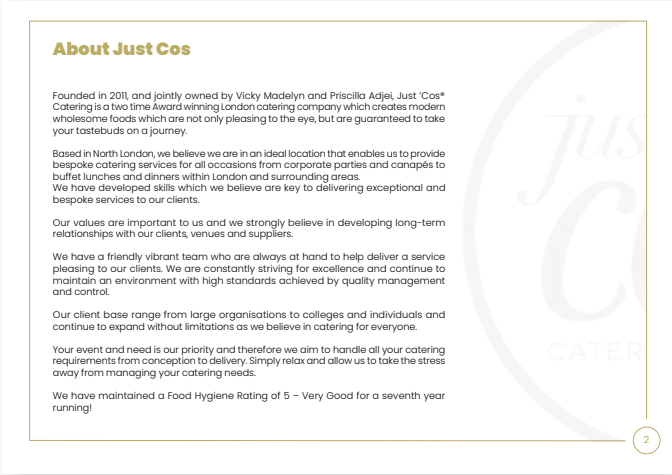
Grad Comm



United States of America

Education





Company Name

Logo

Location

Sector

Website

Just Cos
Catering



United Kingdom

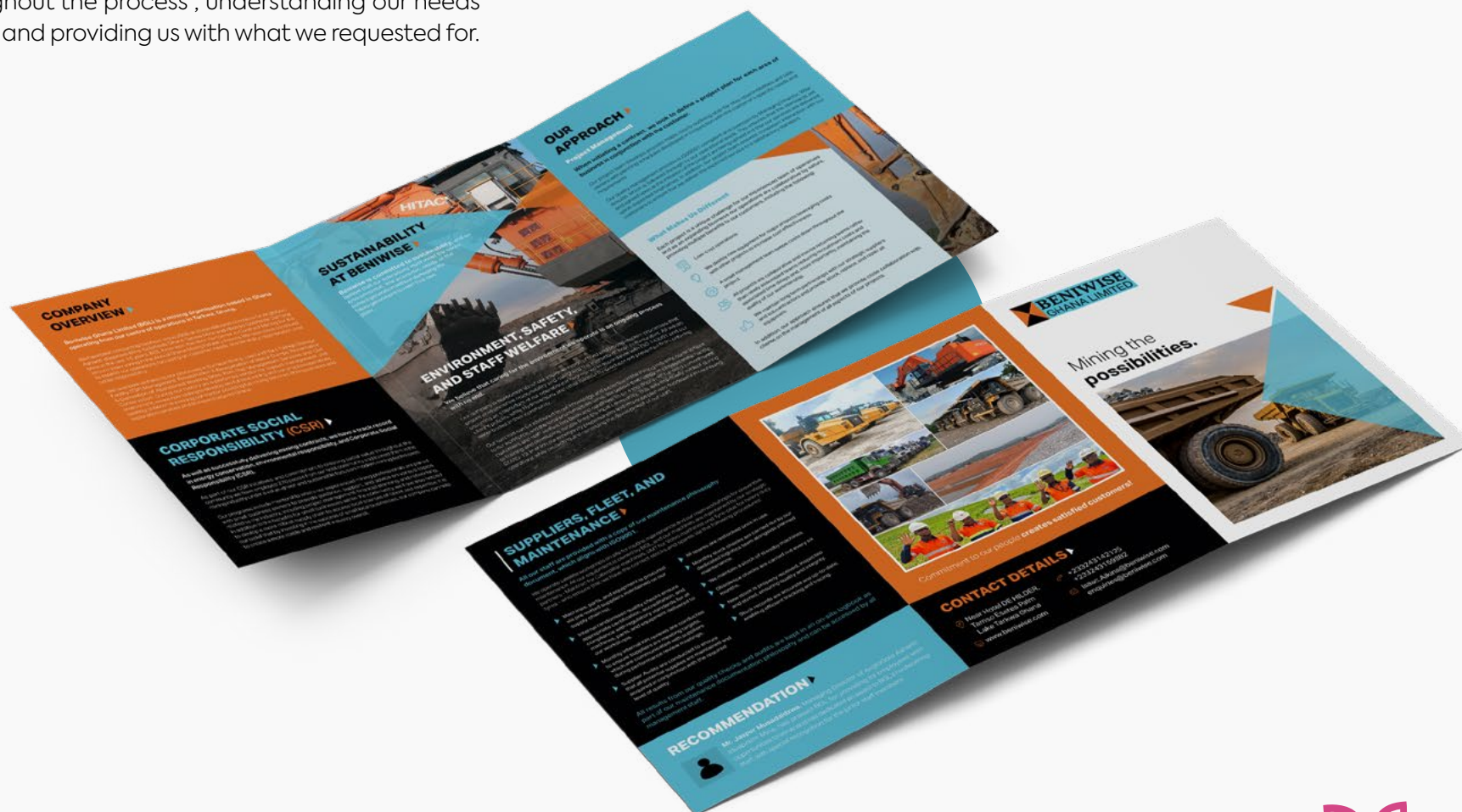
Hospitality

www.justcoscatering.co.uk



Beniwise contracted Hudson to develop a new company profile and its came out perfectly in meeting expectations. They assisted us throughout the process , understanding our needs and expectations and providing us with what we requested for.

Issac Aitkins
Beniwise



Company Name

Logo

Location

Sector

Beniwise



Ghana

Mining



Big Sister – Care Grows Here

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