MODIFICATION/AMENDMENT/CANCEL | CLOSED | FEDERAL | Small-business set-aside

Multimedia Services

Department of Defense › Department of the Air Force › FA3010 81 CONS

Solicitation `FA3010-11-R-0002`

Closed on Apr 5, 2011 · similar open RFPs on page 5

Scan for the live page

RFP DETECTOR SCORE

C
54

Medium data confidence

Score at publication: 54 (C)

Frozen when the RFP closed; closed RFPs never show a live score

Fair (C, 54/100): posted today, small-business set-aside; but only 5 days left.

−9.2 Time & stage | +9.0 Freshness | +4.5 Competition & access | −3.4 Clarity & completeness

Informational, not advice. How the score works: rfpdetector.com/methodology/score

At a glance

VALUE	SET-ASIDE	NAICS	PSC
Not stated No value published	**Small-business set-aside** Set-aside code SBA	`512110` Motion Picture and Video Production	T Product / service code

PLACE OF PERFORMANCE	POSTED	RESPONSE DUE	LISTING
Keesler AFB, Mississippi	**Mar 31, 2011**	**Apr 5, 2011, 1:00 PM MDT** Closed	**Official federal notice** Updated Mar 31, 2011

Our summary

Department of the Air Force (FA3010 81 CONS), part of the Department of Defense, posted a notice titled “Multimedia Services” under solicitation number FA3010-11-R-0002. It was posted on Mar 31, 2011. The response deadline was Apr 5, 2011, 1:00 PM MDT. It is classified under NAICS 512110 (Motion Picture and Video Production) and product/service code T. The set-aside is listed as Small Business Set Aside - Total. The place of performance is Keesler AFB, Mississippi. The listed point of contact is Alexandra Williams.

Summary by RFP Detector.

Timeline

- **Posted** Mar 31
- **Response due** Apr 5
- **Archive** Mar 30

02 Score breakdown

Every RFP starts at 50. Each factor adds or subtracts points depending on how this RFP compares with a typical one, scaled by its weight and by how sure we are of the data. Unknown data has no effect.

Factor		◀ lowers the score · raises the score ▶	Points	Range
Value	UNKNOWN		0.0	−18.0 / +18.0 w 20 · conf 0%
No value published, and there isn't enough award history to estimate one. Scored as neutral.				
Competition & access	ESTIMATED		+4.5	−18.0 / +18.0 w 20 · conf 60%
Total small-business set-aside.				
Issuer & market	ESTIMATED		+2.8	−23.4 / +12.6 w 20 · conf 25%
22 other RFPs from Department of the Air Force on RFP Detector in the past 12 months; no award history found.				
Time & stage	MEASURED		−9.2	−14.9 / +12.2 w 15 · conf 100%
Notice: 5 days to respond (due Apr 5, 2011, 1:00 PM MDT). Tight.				
Clarity & completeness	ESTIMATED		−3.4	−18.9 / +8.1 w 15 · conf 75%
Documents not listed, 2 named contacts with email and phone, no description.				
Freshness	MEASURED		+9.0	−9.0 / +9.0 w 10 · conf 100%
Posted today.				

Starts at 50 · contributions sum to **53.7**

Score at publication **54** **(C)**

Score trend

Recorded whenever the score changes, last 30 days

Closed RFPs keep their score at publication, so there is no live trend.

Evaluated Mar 31, 2011, 4:03 PM EDT · version 1.0.0

How the score works

Value	weight 20 · −18.0 to +18.0
Competition & access	weight 20 · −18.0 to +18.0
Issuer & market	weight 20 · −23.4 to +12.6
Time & stage	weight 15 · −14.9 to +12.2
Clarity & completeness	weight 15 · −18.9 to +8.1
Freshness	weight 10 · −9.0 to +9.0

Measured data counts fully, estimated data counts less, unknown data counts zero. Grades: A 80–100 · B 65–79 · C 50–64 · D 35–49 · F 0–34. Data confidence (53/100) is how much of the score rests on measured data.

Full methodology: rfpdetector.com/methodology/score

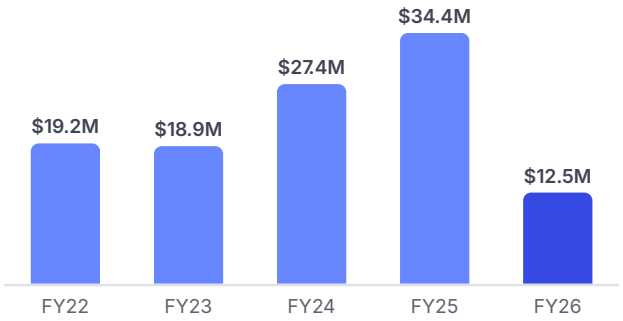
03 Market intelligence

Federal contract awards for Department of Defense, NAICS 512110. Award counts and sizes cover new awards in FY24–FY26; dollars are obligations in the same window.

CONTRACTS AWARDED	TOTAL OBLIGATED	MEDIAN AWARD OVER $25K
134	**$74.3M**	**$110K**
New awards, FY24–FY26	Obligated FY24–FY26	76 awards above $25K

Obligations by fiscal year

Department of Defense, NAICS 512110



Award size

Air Force NAICS 512110 contracts, FY24–FY26 (log scale)



For reference, the typical federal contract award above $25K across all agencies is about $69K.

Largest recipients in this market

Share of obligated dollars, FY24–FY26

1	Pci Productions LLC	$19.7M	26%
2	Metrostar Systems, LLC	$16.9M	23%
3	Multi Media Marketing Associates, Inc.	$6.5M	9%
4	Dare Venture Group LLC	$2.7M	4%
5	Chenega Enterprise Systems & Solutions, LLC	$2.7M	4%

These are the largest recipients across this agency and NAICS code, not the incumbent of this RFP. Concentration feeds the Competition & access factor.

How this market feeds the score

Value	Competition & access	Issuer & market
0.0	+4.5	+2.8
Value not published	Small-business set-aside	Active issuer (22 RFPs)

Federal award history: contract award types A–D, FY24–FY26, updated Nov 15, 2026.

04 Requirements & logistics

Facts from the notice. Confirm every requirement and date on the official notice before responding.

Eligibility

SET-ASIDE

Total small-business set-aside: only businesses that are small under the NAICS size standard may respond.

NAICS

512110 Motion Picture and Video Production

PRODUCT / SERVICE CODE

T

Place & submission

PLACE OF PERFORMANCE

Keesler AFB, Mississippi

HOW TO SUBMIT

As instructed in the official solicitation

OFFICIAL SOLICITATION

Open the official solicitation at rfpdetector.com (free account)

Contacts

Alexandra Williams · primary
alexandra.williams@us.af.mil
2283771812

Michelle Brown · secondary
michelle.brown.1@us.af.mil
228-377-1801

Documents

No documents are listed on the notice.

Open the official solicitation at rfpdetector.com (free account)

This RFP is closed

Responses are no longer accepted, so the response checklist is omitted. The facts above stay available for reference and for similar bids; see similar open RFPs and more from this issuer on page 5.

05 Related RFPs

Open RFPs with the same NAICS industry group or category (same state first, then by score), and more from this issuer. Each title links to its page on RFP Detector.

Similar open RFPs

- B | 71 **Portrait Photography Concessionaire Services – Defense Depot Richmond, VA**
  Defense Logistics Agency · Due Dec 18
- C | 58 **Install Vinyl Graphics - Glacier Bay NP AK**
  Departmental Offices · Due Dec 2
- C | 58 **Data Collection for Allowances**
  Department of State · Due Dec 5
- C | 57 **Visual Art Design / Public Relations Request for Qualifications**
  Yakama Nation Fisheries · Due Dec 18
- C | 56 **Marketing and Advertising for New York State County and Local Fairs**
  New York State Department of Agriculture and Markets · Due Dec 1

More from FA3010 81 CONS

- C | 54 **Test Equipment Modernization**
  Department of the Air Force · Due Nov 24
- D | 47 **ACI Harvest**
  Department of the Air Force · Closed
- D | 42 **New Born Testing**
  Department of the Air Force · Closed
- D | 44 **Consulta CRT-D**
  Department of the Air Force · Closed

Data and as-of times

Notice data	Official federal notice, first seen Nov 13, 2026, updated Mar 31, 2011
Market data	Federal award history, contract award types A–D, FY24–FY26, updated Nov 15, 2026
Score	RFP Detector Score v1.0.0, evaluated Mar 31, 2011, 4:03 PM EDT (score at publication, frozen)
Report	ID 9b404b4300fa8bad5c41 · generated Nov 20, 2026, 9:05 PM EST
Official notice	Open the official solicitation at rfpdetector.com (free account)

DISCLAIMER

RFP Detector is an independent service and is not affiliated with any government agency or with the organisation that issued this RFP. This report is generated automatically from publicly available information. The RFP Detector Score, estimates and market statistics are informational and may be incomplete or out of date; they are not legal, financial or bidding advice and do not predict any award. Always rely on the official solicitation and its documents, and confirm every date and requirement with the issuer before responding.