

Vendor Resource Guide

An integrated marketing plan

Introduction

Welcome to the Sourcewell family of preferred vendors and contracts.

We understand the value of cooperative purchasing, as well as the importance of providing the best solutions for our members. You know how you got here; but you may be asking, “Now what?” This guide serves as a roadmap of sorts as you begin your journey with Sourcewell.

In the pages to follow, you will find information and resources to assist you in your marketing efforts. Please know, we are always here to answer your questions and help you each step of the way. We encourage you to get to know your respective contract administrator, as he or she will be one of your biggest allies throughout this journey.

Once again, thank you for pursuing a partnership with Sourcewell. We hope you will agree this is an advantageous resource for the municipalities, educational institutions, nonprofits, and other members we serve.

What sets us apart?

We are purpose driven

We are a government agency empowered by state statute to serve our public-sector membership. Our employees are passionate about service and committed to helping our members succeed so that they can fulfill their own public service missions. We strategically reinvest in regional programs and national partnerships that benefit our members.

We are independent

As a self-supporting government agency, we, with oversight from our board of publicly elected officials, are able to develop timely, market-driven solutions for our members. Not beholden to shareholders, we move decisively to serve our members and invest in our business for long-term growth.

We are leaders

We are a market leader with a track record of innovation and growth across all our services. Our strong buying power and solid reputation help us bring world-class brands, well-regarded programs, and nationally respected experts to our membership. We continue to innovate to deliver the best solutions for our members.

We are operationally excellent

We have standardized our processes and technology around best practices. Our highly qualified professionals execute with skill and precision to deliver strong, reliable results.

We are relationship oriented

We view our relationships from a long-term perspective. We offer a comprehensive selection of solutions and excellent customer service to address our members wide-ranging and evolving needs. By regularly interacting with our members, vendors, and partners, we ensure our solutions are practical, easy to use, and forward-looking to perform well over time.

Our brand elements

Our awarded contract logo reflects the foundational attributes of being a government agency and a member-driven organization. The logo exudes strength and power in numbers, a diverse group all united and pulling in one direction; the whole being greater than the sum of its parts.

Our logo comprises five elements: the Sourcewell wordmark, the community symbol, the transition line, the awarded-contract designation, and contract number. Each of the logo elements is in a fixed relationship to one another and should never be altered, modified, or repositioned in any way.

The primary font for Sourcewell communications is based on the font used for the name itself; Source Sans is a clean, modern font with even weights that reflect the pathways in the symbol, and also has a slightly condensed proportion that makes it highly flexible and efficient with space.

Source sans is an opentype Google font and is part of the Adobe Creative suite Typekit. It can be used for print as well as web free of charge.

Awarded contract logo



Contract # 121218-WWG



Contract # 121218-WWG

- 1.5 inches or larger is the preferable size on any advertising piece.
- 1 inch is the smallest usable size to maintain readability.
- If the contract number color needs to be changed to make it readable, please use black or white only.

Color



PANTONE 144

CMYK: 0/51/100/0

RGB: 237/139/0

HEX: ED8B00



PANTONE 2167

CMYK: 79/46/34/16

RGB: 80/109/133

HEX: 506D85



BLACK

CMYK: 0/0/0/100

RGB: 0/0/0

HEX: 000000



WHITE

CMYK: 0/0/0/0

RGB: 255/255/255

HEX: FFFFFFFF

Awarded contract number font

Source Sans Pro Semibold



Cooperative contract selling

We'll help you plan, prepare, and succeed

Tips for creating a successful sales and communication strategy

1. Request contract training from your company or Sourcewell.
2. Familiarize yourself with your company's:
 - Contract and documentation
 - RFP submission
 - Vendor contract landing page
 - Sourcing clause
 - Pricing structure
3. Develop a Sourcewell-specific sales plan with a breakdown of customer verticals.
4. Develop a business plan to convert current customers to Sourcewell members.

Plan and prepare

1. Send your customer an email that includes: a link to the Sourcewell vendor landing page, the "How Sourcewell Works for You" video, marketing materials, and other relevant links.
2. Before scheduling the meeting, develop a Sourcewell packet to use as a meeting handout.
3. Prepare for the meeting by anticipating any questions and come prepared to provide answers.

Questions and talking points

1. **Consider leading with the following questions:**
 - Are you familiar with cooperative purchasing?
 - Are you able to use national cooperative contracts?
 - Are you familiar with Sourcewell?
2. **Explain who Sourcewell is and how we work.**
 - Describe the value and advantages of your company's Sourcewell contract.
 - Clarify why you feel Sourcewell is a good fit for your customer.
 - Mention that Sourcewell has nearly 300 world-class contracts.
3. **Summarize your conversation and follow up with expectations.**
 - Verify the timeline for potential PO.
 - Ask if they are willing to share the value of Sourcewell with their contacts.
 - Offer to provide additional information about Sourcewell and the contracting process.

Newsletter Article submission guidelines

Validating the power and value of cooperative contract purchasing

Our 50,000 members are waiting to hear how your contract helps them save time and money. *The Source* is distributed quarterly to Sourcewell member verticals via e-mail and is posted on Sourcewell-mn.gov.

2019 Deadlines

Q1	Feb 13
Q2	May 15
Q3	Aug 14
Q4	Nov 13

NOTE: Sourcewell may edit the content you provide. Two or three articles per vertical newsletter will be featured each quarter. All articles will be made available in an online library for members. Submissions may also be used for other promotional purposes by Sourcewell.

We want success stories

Share a story about a single member who benefited from your Sourcewell contract. Really tell it like a story. Make the member the lead character with a problem or a need. Highlight the successful solution they found through your company and Sourcewell. Keep it brief, no more than 600 words. Submit story in a Word document along with 2-3 high-res images (JPEGs).

At any time of the year ... send us success stories picked up by a third party or external media entity.

Examples:

- O'Fallon, Ill. Saves \$1M on Soccer Fields - <https://news.sourcewell-mn.gov/ofallon-family-sports-park-scores-big/>
- Innovations in Technology Help Municipalities Take Trash "In-House" - <https://news.sourcewell-mn.gov/innovations-in-technology-help-municipalities-take-trash-in-house/>



Tradeshows - Q3/Q4

Tradeshows are a valuable way to connect with members.

These are the tradeshows we attend.

JUNE

June 17-20 | New Orleans, LA
GFX (Government Fleet Expo & Conference)

JULY

July 14-16 | St. Louis, MO
National School Nutrition Association

July 25 | Springfield, IL
IPHEC's Annual Conference

July 28-31 | Boston, MA
NCMA World Congress

AUGUST

August 7-10 | Atlanta, GA
FRI (Fire Rescue International)

August 25-28 | Austin, TX
NIGP-Annual Forum

SEPTEMBER

September 8-11 | Seattle, WA
PWX (Public Works Expo)

September 15-18 | Des Moines, IA
NAEP Great Plains 2019

September 23-26 | Austin, TX
NCSFA (National Conference of State Fleet Administrators)

September 24-26 | Baltimore, MD
NRPA (National Recreation and Park Association)

September 25-27 | Sandusky, OH
NAEP Great Lakes

Sept. 29-Oct. 2 | Glendale, AR
Fleetcon

Sept. 29-Oct. 2 | Little Rock, AR
NAEP Great Lakes

OCTOBER

October 1-4 | Lake Placid, NY
NAEP Upstate NY 2019

October 6-9 | State College, PA
NAEP District II

October 6-9 | San Diego, CA
NAEP District VI

October 6-10 | Las Vegas, NV
NPI Annual Conference

October 20-23 | Orange Beach, AL
NAEP - Florida and TAGM

October 20-23 | Nashville, TN
ICMA

October 21-24 | Phoenix, AZ
Wastecon

October 22-24 | Long Island, NY
SAMPO Long Island Regional

October 25-28 | National Harbor, MD
ASBO International

October 26-29 | Chicago, IL
International Association of Chiefs of Police

October 26-30 | Hilton Head, SC
NAEP Carolina's 2019

NOVEMBER

November 3-6 | Toronto, AB, Canada
CPPC

November 12-14 | Orlando, FL
FASBO/FSFOA

DECEMBER

December 4-7 | Phoenix, AZ
AESAs

Print advertising schedule - Q3/Q4

Publications and digital advertising help create a memorable impression in the minds of members.

These are the publications in which we advertise.

BY PUBLICATION

AASA

July
August
September
October
November
December

American City & County

August

APWA Reporter

August
September
November

Centerlines

Fall/Winter

District Administrators

September

Education Procurement Journal

Fall
Winter

Government Fleet

July/August
September
October
November/December

Government Procurement

June/July
August/September
October/November

MN State Fire Chiefs Association

Q4

MSW Management

September/October

National Recreation and Park Association

September

School Nutrition

June/July

Recreation Management

July and September

University Business

September
October
November

PARTNERSHIPS & ENDORSEMENTS



*Accredited by the University of Texas System

