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

Awarded contract number font

Source Sans Pro Semibold

- 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

Sourcewell Orange

PANTONE 144
CMYK: 0/35/100/0
RGB: 217/139/0
HEX: ED8B00

Sourcewell Steel blue

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: FFFFFF
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:
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
  AESA
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

<table>
<thead>
<tr>
<th>Publication</th>
<th>Issues</th>
</tr>
</thead>
<tbody>
<tr>
<td>AASA</td>
<td>July, August, September, October, November, December</td>
</tr>
<tr>
<td>American City &amp; County</td>
<td>August</td>
</tr>
<tr>
<td>APWA Reporter</td>
<td>August, September, November</td>
</tr>
<tr>
<td>Centerlines</td>
<td>Fall/Winter</td>
</tr>
<tr>
<td>District Administrators</td>
<td>September</td>
</tr>
<tr>
<td>Education Procurement Journal</td>
<td>Fall, Winter</td>
</tr>
<tr>
<td>Government Fleet</td>
<td>July/August, September, October, November/December</td>
</tr>
<tr>
<td>Government Procurement</td>
<td>June/July, August/September, October/November</td>
</tr>
<tr>
<td>MN State Fire Chiefs Association</td>
<td>Q4</td>
</tr>
<tr>
<td>MSW Management</td>
<td>September/October</td>
</tr>
<tr>
<td>National Recreation and Park Association</td>
<td>September</td>
</tr>
<tr>
<td>School Nutrition</td>
<td>June/July</td>
</tr>
<tr>
<td>Recreation Management</td>
<td>July and September</td>
</tr>
<tr>
<td>University Business</td>
<td>September, October, November</td>
</tr>
</tbody>
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### PARTNERSHIPS & ENDORSEMENTS

*Accredited by the University of Texas System*