

Membership Cost (theInsider)



Dear [Supervisor's name],

I would like to purchase a yearlong membership from **The Pulse of Government Contracting**. This membership will enable me to access on-demand, pertinent Government Contracting information to better organize my business development strategies.

The resources, research and tools I would receive as part of membership are tailored to Business Developers like myself and will allow me to gain actionable insights into the research and trends that impact our company's ability to identify, shape and pursue Federal contracts.

Membership to this platform offers me the chance to identify, understand, and download federal market intelligence that we can use to:

1. Optimize our federal business development pipeline
2. Pursue specific government contracts
3. Prepare our proposal responses
4. Bolster our federal government communication strategy
5. Stay up-to-date with the everchanging federal landscape

Use cases for membership include but are not limited to:

- Reviewing the Weekly Digests for industry days, awards, and announcements for active solicitations (RFPs, RFQs, RFWPs, etc.) our team might have otherwise missed, and to provide general situational awareness into market spaces of interest
- Daily reading of the GovCon Stream to keep aware of Government Contracting movements (announced RFIs, industry days, awards, LSJs)
- Searching for customer-pertinent language and historical federal program information to use in our capture and proposal efforts through the Federal Government Library
- Using Special Reports to clarify and understand complex industry topics

I am seeking sponsorship for the membership fee of **\$1500/year or \$125/month** for **theInsider**. After reviewing the marketing materials, I have determined the critical nature of these offerings. The opportunity for me to gain supplemental knowledge in specific areas of business development is a wise investment, which will yield rich dividends for our company. A breakout of the features and benefits of **theInsider** membership can be seen in the table below.

Sincerely,

NAME

theInsider	
Features	Benefits
FedGov Library	A growing federal knowledge database containing over thousands of federal presentations and resources relevant to the Government Contractor. Search, download, and access pertinent information across defense and civilian historical and future programs-of-record, requirements, and initiatives.
GovCon Opportunity Stream	A successful Government Contractor requires up-to-the-minute federal opportunity, contract, and event announcements and updates. Our live opportunity stream pulls from industry-specific sources (i.e. GSA Schedules, SAM.gov, grants.gov, and many more) as they happen and provides the direct links to the information your business development team needs.
Weekly Digest	Take advantage of our weekly reports, covering Contract Updates, Events, Federal News [<i>FedGovs on Funding, FedGovs in the Court Room, FedGovs on the Move, FedGovs Memos, Legislation & Regulations, OIG, GAO & Congressional Reports</i>] and Industry News [<i>GovCon M&A, GovCons in the Court Room</i>]. Make informed BD decisions by connecting the news and policy updates with contracts you are shaping.
Market Intelligence Reports	We deliver federal market intelligence reports that empower a Government Contractor to be proactive – not reactive – when it comes to navigating the federal procurement marketplace. Our focused reports contextualize the data you need to meet your growth and business development targets.