



# AWARDABLE VENDOR MEDIA KIT



Congratulations on being assessed as “Awardable” by the Tradewinds Solutions Marketplace (TSM). This recognition signifies that your solution meets the high standards required to sell to the government.

This TSM Awardable Vendor Media Kit is designed to help you make the most of your Awardable status and maximize your visibility within the government procurement space. It includes the following essential components:

- Approved language to describe the Tradewinds platform
- Awardable Badge
- Tradewinds Logos
- Social Media
- Blog Posts
- Press Release guidelines
- Opt-In

We encourage you to share your Awardable status broadly. If you have questions about sharing your status through a channel not covered in this guide, please contact the Tradewinds Team, [support@tradewindai.com](mailto:support@tradewindai.com).

## APPROVED LANGUAGE ON TRADEWINDS

Please use this language when referencing Tradewinds on your social media, press release, or other external communication channels. Two versions have been provided for you below to support your social media and longer press release announcements. We recommend not to deviate from this language, if you have language that differs please let us know by contacting Tradewinds, [support@tradewindai.com](mailto:support@tradewindai.com).

**Short Description:** The Tradewinds Solutions Marketplace is the premier offering of Tradewinds, the Department of Defense's (DoD's) suite of tools and services designed to accelerate the procurement and adoption of Artificial Intelligence (AI)/Machine Learning (ML), data, and analytics capabilities.

**Long Description:** The Tradewinds Solutions Marketplace is a digital repository of post-competition, readily awardable pitch videos that address the Department of Defense's (DoD) most significant challenges in the Artificial Intelligence/Machine Learning (AI/ML), data, and analytics space. All awardable solutions have been assessed through complex scoring rubrics and competitive procedures and are available to Government customers with a Marketplace account. Government customers can create an account at [www.tradewindai.com](http://www.tradewindai.com). Tradewinds is housed in the DoD's Chief Digital Artificial Intelligence Office.

### Keep in mind:

When sharing your Awardable status, do not to say that this is a sole source authorization. You will be asked to remove your post, as this is incorrect.

## HOW TO SHARE YOUR NEW AWARDABLE STATUS

We encourage all of our awardable companies to share their amazing news through various avenues such as social media posts, official press release, blogs, and other creative ways. To help you get started we included some guidance and tools below for you to use.

Don't worry, we will be sharing your status as well, so if you are not sure how to get started let us take the first step for you. The sections below will describe what you can do and what we will provide as well to help you get visibility with your customers.

### **Awardable Badge:**

Congratulations! Now that you are awardable, we encourage you to display the Tradewinds "Awardable" badge on your website, marketing materials, and product documentation. This badge is a symbol of excellence and trust, demonstrating to government buyers that your solutions have been assessed and approved by the Tradewinds Solutions Marketplace. Government buyers are much more likely to be interested in pre-assessed technologies like yours. If you need the badge provided in a different format, please contact the Tradewinds team, [support@tradewindai.com](mailto:support@tradewindai.com).



### **Link To Your Video:**

When sharing your Awardable status on articles, social media, a press release or other avenues, you have the option to link directly to your Awardable video on the Tradewinds Solutions Marketplace. Only government users that are logged into their Tradewinds account will be able to view the video. New government users not currently on Tradewinds will be asked to create an account prior to seeing your video. Non-government users, whether industry vendors on Tradewinds or any others, will not be able to view your video.

Find your video link:

- Sign into your Tradewinds account
- Navigate to “Account,” then to “Submissions”
- The settings icon will yield a drop down box with an option to “Copy URL”

### **Social Media:**

The TSM Communications team will be sharing your Awardable status from our [LinkedIn page](#). The schedule of when this post is published is determined by the Tradewinds Solutions Marketplace Communications Team based on the TSM content calendar. Your company and leadership will be tagged on this post – be sure to engage with it on social media.

We strongly urge you to independently post news of your Awardable status through all of your own social media channels as well. When doing so, please tag Tradewinds on LinkedIn at @tradewind-ai, on Twitter/X at @tradewind\_ai and on Facebook at @tradewind.artificialintelligence.

Below is suggest language for your social media post:

“Thrilled to share that [company name’s] pitch video on [topic] has been deemed Awardable by the Tradewinds Solutions Marketplace! It’s an honor to be recognized among a competitive field of applicants to the Tradewinds Solutions Marketplace for our innovation, scalability, and potential impact on DoD missions. Government customers, please check out our 5 minute video solution on Tradewinds: tradewindAI.com.”



**Logos:**

The following Tradewinds logos are approved for use. Please do not change the colors of these logos when sharing on your communications channels. If you need the logo provided in a different format or size, please contact Tradewinds, [support@tradewindai.com](mailto:support@tradewindai.com).

**Blog Posts:**

We invite you to write a dedicated blog post on the Tradewinds website. Share your company's journey using the Tradewinds Solutions Marketplace, highlight your success story and Awardable status, and provide insights into the government procurement landscape.

This blog post will showcase your expertise and drive traffic to your video solution on Tradewinds. It will be posted on the Tradewinds website, and shared on Tradewinds' social media.

**Press Release Guidelines**

Craft a compelling Press Release announcing your Awardable status. The goal for this press release should be to highlight your achievements and underscore the significance of this recognition. Use it to share your success with your audience and to attract government buyers.

The Press Release template is on the next page. If you will be populating it with the particulars of your company/tech focus area, you do not need to have your Press Release vetted by the TSM Communications Team.

However, if your Press Release has a different format or other non pre-approved language, please send it to [support@tradewindai.com](mailto:support@tradewindai.com) for approval prior to publishing.

**Press Release Template:**

[ABC Company] Assessed “Awardable” for Department of Defense work in the CDAO’s Tradewinds Solutions Marketplace

City, STATE ABBREVIATION – [Date] – Company name, a [leading provider] of [technology/service] today announced that it has achieved “Awardable” status through the [Chief Digital and Artificial Intelligence Office’s \(CDAO\) Tradewinds Solutions Marketplace.](#)

The Tradewinds Solutions Marketplace is the premier offering of Tradewinds, the Department of Defense’s (DoD’s) suite of tools and services designed to accelerate the procurement and adoption of Artificial Intelligence (AI)/Machine Learning (ML), data, and analytics capabilities.

[ABC Company’s] solutions are designed to [your company’s primary offering]. They are used by a wide range of businesses, including Fortune 500 companies, small businesses, and government agencies. [or list industries, customers here].

“[Quote about your company being on the Tradewinds marketplace],” said [Company Leader Name], [Title] of [ABC Company]. “[Continue quote here]”

[ABC Company’s] video, [Title of Video], accessible only by government customers on the Tradewinds Solutions Marketplace, presents an actual use case in which the company [brief overview of the technology you demonstrated in the video]. [ABC Company ] was recognized among a competitive field of applicants to the Tradewinds Solutions Marketplace whose solutions demonstrated innovation, scalability, and potential impact on DoD missions. Government customers interested in viewing the video solution can create a Tradewinds Solutions Marketplace account at [tradewindAI.com](http://tradewindAI.com).

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*About [ABC Company]:* [Insert overview here]

For more information or media requests, contact: [Your Communications Team name, email]

*About the Tradewinds Solutions Marketplace:* The Tradewinds Solutions Marketplace is a digital repository of post-competition, readily awardable pitch videos that address the Department of Defense’s (DoD) most significant challenges in the Artificial Intelligence/Machine Learning (AI/ML), data, and analytics space. All awardable solutions have been assessed through complex scoring rubrics and competitive procedures and are available to Government customers with a Marketplace account. Government customers can create an account at [www.tradewindai.com](http://www.tradewindai.com). Tradewinds is housed in the DoD’s Chief Digital Artificial Intelligence Office.

For more information or media requests, contact: [Success@tradewindai.com](mailto:Success@tradewindai.com)

**Opt-In:**

If you haven't done so already, now is a good time to opt into various initiatives by Tradewinds Solutions Marketplace. By opting in, you will unlock the full potential of the Tradewinds suite and enhance your reach and impact. The data we gather from your opt-in will be leveraged to make the Tradewinds Solutions Marketplace more impactful.

[Please click here to complete the Opt-In form.](#)

In this form, you will be asked to opt into the following four (4) initiatives:

- Platform Improvement: Allows Tradewinds to assess your solutions for potential integration and authorizes ARI and its suppliers to use your video content and data to improve the Tradewinds Solutions Marketplace experience.
- Public Facing: Opting into this showcases your technology to a wider audience on our public-facing portal, granting visibility to all Tradewindai.com users.
- Transcription Services: This opt-in is to make your 5-minute video submissions compliant with US Government 508 accessibility requirements.
- Sharing with Other Organizations: This initiative expedites AI progress in the Department of Defense by enabling tech scouting organizations contracted by Government Agencies to share your video and data with their clients when you opt in.

**We look forward to helping you leverage your Awardable status to its fullest potential and helping you expand your reach in the government procurement sector.**

**Did we miss anything? Let us know what else we can help with by contacting us at [success@tradewindai.com](mailto:success@tradewindai.com).**



# THANK YOU

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FOR MORE INFORMATION, CONTACT:  
TRADEWINDS  
SUPPORT@TRADEWINDAI.COM

